

# THE INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION IS INTERVENTED BY TRUST IN THE SEHATI PROGRAM AT DR. H. MARSIDI JUDONO TANJUNG PANDAN BELITUNG

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## Abstract

This study aims to analyze the effect of service quality on patient satisfaction, both directly and through the mediation of patient trust. The findings reveal that: (1) service quality has a significant positive effect on patient satisfaction, meaning that the better the hospital's service quality, the higher the level of patient satisfaction; (2) patient trust has a significant positive effect on patient satisfaction, indicating that increased patient trust will lead to higher satisfaction; (3) service quality has a significant positive effect on patient trust, meaning that improved hospital service quality will enhance patient trust; and (4) service quality significantly and positively affects patient satisfaction through the mediation of patient trust, implying that good service quality not only increases patient trust but also indirectly enhances patient satisfaction. This study emphasizes the importance of service quality and patient trust in improving patient satisfaction in hospitals.

**Keywords:** *Service Quality, Patient Satisfaction, Trust in the Sehati Program, Dr. H. Marsidi Judono Regional Hospital, Tanjung Pandan, Belitung.*

## INTRODUCTION

The healthcare sector is considered a major service sector for a country because it plays a crucial role in developing and maintaining a healthy human resource base to achieve national goals. In many countries worldwide, the healthcare sector has also become a rapidly growing and highly competitive service industry (Irfan et al., 2015). Health is considered highly valuable and expensive, making everyone desire a healthy life. The existence of healthcare facilities as a means of providing medical services plays a highly strategic role, particularly in maintaining public health and improving people's quality of life. The increasing number of healthcare facilities established and spread across Indonesia is proof of the high public demand for such facilities. One of the government's efforts to support public health is by providing healthcare facilities such as hospitals.

Dr. H. Marsidi Judono Belitung Regional General Hospital is a Type C hospital that was established in 1954. However, the hospital management is striving to upgrade its status to Type B, though it has already been accredited with Paripurna status. Dr. H. Marsidi Judono Regional General Hospital has 15 polyclinics and 126 patient beds. The hospital is now equipped with comprehensive and modern healthcare facilities to provide various clinical services. In addition to infrastructure and facilities, efforts must be made to improve service delivery. Providing high-quality services to customers is a prerequisite for hospital satisfaction. Customers seek maximum value while being constrained by search costs, knowledge, mobility, and limited income. They form expectations about value and act based on them. The higher the perceived value felt by customers, the greater the likelihood of a transaction occurring. The greater the value, the more preferred the product or service becomes.

To improve service quality, RSUD Dr. H. Marsidi Judono has implemented the SEHATI Program (Integrated Healthcare Service System), which includes the provision of referral vouchers containing the patient's name, one accompanying family member, and a nurse if needed, with all round-trip transportation tickets provided free of charge. The program also offers free shuttle ambulance services, free accommodation at the regional government's lodging facility in Jakarta as long as rooms are available, and a QnA assistance service to help patients. Additionally, 24-hour funeral services, including all costs, are provided free of charge by the Belitung Regional Government.

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SEHATI is an integrated service that greatly facilitates patients, as not all patients and their families or guardians are familiar with the healthcare system's referral pathways before its implementation. This program represents a commitment from all healthcare stakeholders to align their services with the experiences and needs of patients and their families. By implementing SEHATI, their psychological burden can be eased, which in turn supports their recovery, in line with the saying that a joyful heart is the best medicine. The presence of SEHATI, which simplifies the healthcare process, brings relief and small moments of happiness amid the anxiety and emotional distress patients and their families experience in their journey toward recovery. Furthermore, within the SEHATI Program, patients requiring referrals can utilize the regional government's lodging facilities free of charge.

According to theoretical perspectives, service quality is a central aspect of service-based organizations, as it directly influences customer satisfaction. Customers will feel satisfied if the service quality meets their expectations. Hartono and Suharyono (2018) classify good service quality into five SERVQUAL dimensions: tangibles, referring to physical evidence; reliability, indicating consistency and dependability; responsiveness, referring to the willingness to assist and provide prompt service; assurance, which reflects employees' knowledge and their ability to instill confidence; and empathy, which involves providing personalized attention to customers.

In addition to the five SERVQUAL dimensions, RSUD Dr. H. Marsidi Judono Belitung evaluates service quality based on the National Hospital Quality Indicators (IMN). The average score for each checklist item in the IMN was 65% in 2020, which is below the national average of 74.15%. An initial observation conducted over two days at RSUD Dr. H. Marsidi Judono revealed the duplication of four (6.25%) out of 64 medical record numbers. Such duplication can hinder healthcare services due to delays in retrieving patient records.

The primary cause of record duplication is the lack of accuracy among staff when handling patients. Additionally, some patients do not bring their medical cards and claim to be either new or returning patients, citing reasons such as forgetting or losing their cards. As a result, they are registered as new patients and assigned a new medical record number. RSUD Dr. H. Marsidi Judono applies the Unit Numbering System, which mandates that each patient should have only one medical record number for both outpatient and inpatient services. This issue extends the processing time for both outpatient and inpatient care, ultimately reducing overall service quality. However, through the SEHATI program, RSUD Dr. H. Marsidi Judono ensures that the healthcare system remains straightforward and efficient.

Beyond internal hospital issues, patient trust in the hospital must also be considered. Interviews conducted with patients at RSUD Dr. H. Marsidi Judono Belitung regarding their trust in medical personnel covered three dimensions: competence, kindness, and integrity. Regarding competence, patients stated that medical personnel performed their duties well and did not make mistakes. Concerning kindness, some patients felt that medical personnel were highly caring and attentive, mentioning instances where nurses promptly replaced IV fluids in the middle of the night. Others felt that the medical staff were sufficiently attentive but did not provide specific reasons. Regarding integrity, all patients confirmed that medical personnel wore gloves before performing any procedures. One of the key indicators of healthcare service satisfaction is the Bed Occupancy Rate (BOR) from 2018 to 2021, as detailed in the following table:

**Table 1.** BOR (*Bed Occupancy Rate*) Data

Years	BOR ( <i>Bed Occupancy Rate</i> )	Difference
2020	72,20%	-
2021	65,95%	-6,25%
2022	66,85%	+0,9%
2023	67,21%	+0,36%

Source: dr. H. Regional Hospital Administrative Records Marsidi Judono Belitung, 2020-2023

The data above indicates that the annual Bed Occupancy Rate (BOR) fluctuates, sometimes increasing and sometimes decreasing. This fluctuation is suspected to be caused by poor service quality and low patient satisfaction, which in turn affects the hospital's image in the minds of patients. Beyond infrastructure and facilities, efforts must be made to enhance service delivery. High-quality service is a precondition for patient satisfaction at the hospital. Patients seek maximum value while being constrained by factors such as search costs, knowledge, mobility, and limited income. They form expectations about the value they receive and act accordingly. The higher

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the perceived value, the greater the likelihood of engagement (transactions). The more valuable a product or service is perceived to be, the more it is preferred.

BOR assessment is conducted to improve service quality in the hospital and achieve an ideal or better BOR value. To accomplish this, improvements must be made across all dimensions of service quality. These improvements may include enhancing physical facilities (tangibles), increasing the reliability of hospital staff in providing services, improving the responsiveness of staff to patient needs, ensuring assurance so that patients feel confident in the hospital's services, and enhancing staff empathy in responding to patient concerns. Interviews with patients indicate that trust in medical personnel at RSUD Dr. H. Marsidi Judono has begun to improve, in line with the implementation of the SEHATI program. Based on this explanation, service quality can increase patient satisfaction and strengthen trust in RSUD Dr. H. Marsidi Judono Belitung. This study aims to examine the influence of service quality on patient satisfaction is intervened by trust in the sehati program at dr. h. marsidi judono tanjung pandan belitung

## METHOD

### Type of Study

This research is categorized as a **survey** study. According to Kerlinger (Sugiyono, 2003), survey research refers to studies conducted on large or small populations. The data analyzed in survey research is obtained from a sample of the population, allowing researchers to identify patterns of distribution and relationships between sociological variables. The purpose of using survey research in this study is to examine the effect of service quality on patient satisfaction, intervening by patient trust at RSUD Dr. H. Marsidi Judono Belitung (Yunida, 2016).

### Research Subjects

The research subjects are individuals, objects, or entities that provide the necessary information for data collection. Another term commonly used for research subjects is respondents, referring to individuals who respond to or provide the information needed in the study. In this research, the subjects are patients at RSUD Dr. H. Marsidi Judono Belitung who have undergone medical examinations more than once. Given the large population size, a sample is selected to represent the population.

### Population and Sample

#### Population

According to Sugiyono (2018), population refers to the entire set of phenomena that a study aims to investigate. More broadly, Sugiyono explains that a population includes all objects within a research setting that will be the target of conclusions drawn from the study's findings. The population consists of the entire group of individuals, objects, or entities that share specific characteristics and are the focus of the research. In this study, the population consists of 50 patients at RSUD Dr. H. Marsidi Judono Belitung.

#### Sample

The sample is a subset of the research population selected to generalize the study results to the entire population. Sampling is necessary due to time constraints, resource limitations, and the difficulty of reaching the entire population. In this study, the research sample consists of patients at RSUD Dr. H. Marsidi Judono Belitung, chosen to represent the overall population. The sampling method used in this study is purposive sampling, a technique in which samples are selected based on specific criteria. According to Sugiyono (2016), a sample is a portion of the total population that shares the same characteristics. This study employs a non-probability sampling method with a purposive sampling technique. The samples taken are based on data from November - December 2024

The sample size calculation follows Hair's (2017) rule, which recommends 5 to 10 times the number of indicators. Since this study includes 8 indicators, the minimum sample size is determined as 5 times 8, resulting in a total sample of 40 respondents. The sampling process follows inclusion and exclusion criteria established by the researcher, as outlined below:

#### a. Inclusion Criteria

Inclusion criteria refer to the characteristics that must be met by each member of the population (Notoatmodjo, 2018). In this study, the inclusion criteria include patients at RSUD Dr. H. Marsidi Judono Belitung.

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## b. Exclusion Criteria

Exclusion criteria refer to conditions that disqualify certain members of the population from being included in the sample (Notoatmodjo, 2018). In this study, the exclusion criterion is patients who do not consent to participate as respondents

## RESULTS AND DISCUSSION

### Research result

### Data Description Analysis

### Respondent Characteristics

**Table 2.** Characteristics of Respondents

No.	Gender	Frequency	Precentage
1	Laki-laki	20	50%
2	Perempuan	20	50%
<b>Total</b>		<b>40</b>	<b>100%</b>
No.	Age	Frequency	Precentage
1	<25 years	4	12%
2	26-35 years	9	24%
3	36-45 years	10	25%
4	46-55 years	11	26%
5	>55 years	6	13%
<b>Total</b>		<b>40</b>	<b>100%</b>
No.	Education	Frequency	Precentage
1	SD / SMP	13	32%
2	SMA/K	22	54%
3	Diploma	2	5%
4	Sarjana	3	9%
<b>Total</b>		<b>40</b>	<b>100%</b>
No.	Job	Frequency	Precentage
1	PNS	6	15,8%
2	POLRI	6	15,8%
3	Wirausaha	4	9,1%
4	TNI	3	7,5%
5	Swasta	11	27,5%
6	Lainnya	10	26,7%
<b>Total</b>		<b>40</b>	<b>100%</b>

Source: SmartPLS4 Data Processing Results, 2025

The characteristics of respondents in this study, involving 40 participants, indicate an equal distribution of questionnaire responses between men and women, each totaling 20 individuals (50%). Based on age, the majority of respondents are between 46-55 years old (11 people, 26%), followed by those aged 36-45 years (10 people, 25%), 26-35 years (9 people, 24%), above 55 years (6 people, 13%), and below 25 years (4 people, 12%). This data suggests that most respondents fall into the adult age category. Regarding education, most respondents have a high school diploma (SMA/K) (22 people, 54%), followed by elementary/middle school graduates (SD/SMP) (13 people, 32%), bachelor's degree holders (3 people, 9%), and diploma holders (2 people, 5%). In terms of occupation, the majority of respondents work in the private sector (11 people, 27.5%), while the occupation with the lowest number of respondents is military personnel (TNI), with only 3 people (7.5%).

## Data Analysis Results

### Outer Model

### Convergent Validity

Convergent validity aims to measure the consistency between indicator measurements and the theoretical concept explaining the presence of these indicators in a given variable. A good convergent validity test should have a correlation above 0.70 with the measured construct. However, for an initial research phase in measurement

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scale development, a loading value between 0.50-0.60 is considered acceptable. In this study, the threshold for the loading factor is set at >0.70.

**Table 3.** Convergen Validity Value

Indicator	Loading Factor	Information
X1	0,737	Valid
X2	0,737	Valid
X3	0,733	Valid
X4	0,796	Valid
X5	0,788	Valid
X6	0,777	Valid
X7	0,800	Valid
X8	0,816	Valid
X9	0,827	Valid
X10	0,782	Valid
Y1	0,741	Valid
Y2	0,850	Valid
Y3	0,854	Valid
Y4	0,794	Valid
Y5	0,767	Valid
Z1	0,706	Valid
Z2	0,705	Valid
Z3	0,744	Valid
Z4	0,788	Valid
Z5	0,782	Valid
Z6	0,713	Valid
Z7	0,769	Valid
Z8	0,805	Valid
Z9	0,761	Valid
Z10	0,780	Valid

Source: SmartPLS4 Data Processing Results, 2025

Based on the table above, it can be seen that all indicator loading factor values are more than 0.70. These results show that the use of each indicator is stated to be able to measure latent variables accurately so that further testing can be carried out.

The following is an image of the test results of the SmartPLS output measurement model.

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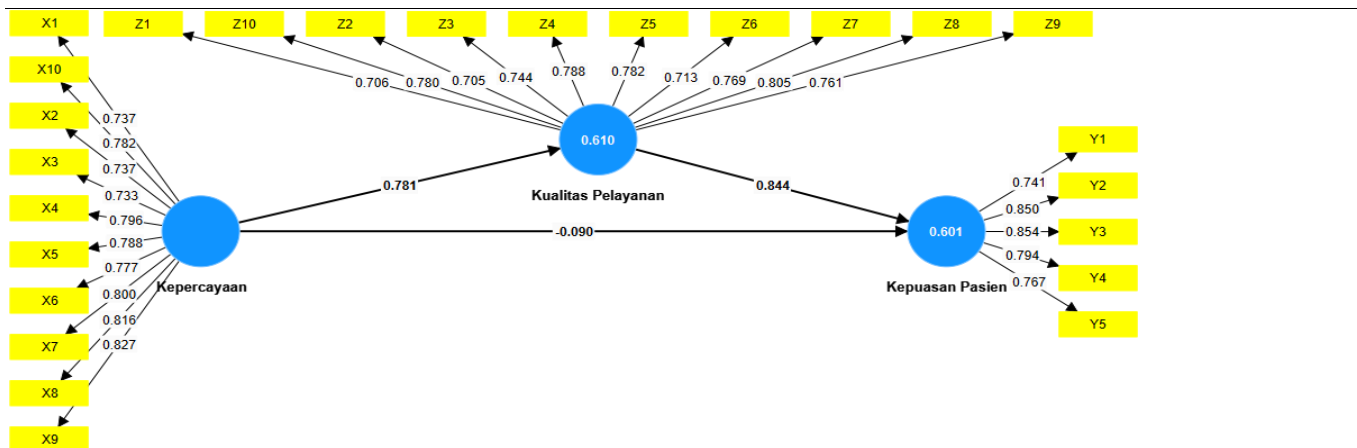


Figure 1. Measurement Model (Source: SmartPLS4 Data Processing, 2025)

## Discriminat Validity

The discriminant validity test is carried out by looking at the cross loading values which will be presented in the following table:

Table 4. Cross Loading Value

Indicator	Patient Trust	Patient Satisfaction	Service Quality
X1	0,521	0,390	0,737
X2	0,521	0,390	0,737
X3	0,537	0,270	0,733
X4	0,613	0,308	0,796
X5	0,654	0,525	0,788
X6	0,673	0,558	0,777
X7	0,660	0,555	0,800
X8	0,598	0,496	0,816
X9	0,650	0,502	0,827
X10	0,619	0,333	0,782
Y1	0,663	0,741	0,635
Y2	0,652	0,850	0,468
Y3	0,664	0,854	0,406
Y4	0,563	0,794	0,368
Y5	0,543	0,767	0,389
Z1	0,706	0,542	0,498
Z2	0,705	0,641	0,336
Z3	0,744	0,593	0,616
Z4	0,788	0,568	0,560
Z5	0,782	0,701	0,380
Z6	0,713	0,617	0,314
Z7	0,769	0,511	0,677
Z8	0,805	0,573	0,758
Z9	0,761	0,560	0,775
Z10	0,780	0,587	0,795

Source: SmartPLS4 Data Processing Results, 2025



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Based on the data in the cross loading value table, all indicators that undergo the cross loading test (discriminant validity) are valid because the cross loading value is greater than 0.70.

## Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is an average variance of at least 0.5. The following are the results of the AVE value calculation available in the table below.

**Table 5.** Average Variance Extracted (AVE) Value

Variable	AVE
Service Quality	0,608
Patient Satisfaction	0,644
Patient Trust	0,572

Source: SmartPLS4 Data Processing Results, 2025

Based on the table above, it shows that the AVE value is greater than 0.50, it can be concluded that each variable is valid.

## Composite Reliability

Composite reliability is a measurement that if the reliability value is  $> 0.7$  then the construct value has a high reliability value. And you can see the table as follows:

**Table 6.** Composite Reliability Value

Variable	Composite Reliability
Service Quality	0,939
Patient Satisfaction	0,900
Patient Trust	0,930

Source: SmartPLS4 Data Processing Results, 2025

Based on the table above, it shows that the Composite Reliability value is greater than 0.70, so it can be concluded that each variable has a high level of reliability.

## Cronbach alpha

Cronbach alpha is a calculation to prove composite reliability results where the minimum value is 0.6 which will be presented in the table below

**Table 7.** Cronbach Alpha Value

Variable	Cronbach Alpha
Service Quality	0,929
Patient Satisfaction	0,861
Patient Trust	0,917

Source: SmartPLS4 Data Processing Results, 2025

Based on the table above, it shows that the Cronbach Alpha values are greater than 0.60, which means that each variable has a high reliability level.

## Inner Model

### R-Square Value

When evaluating the structural model using PLS software, researchers focus on the R-Square values for each latent endogenous variable as an indicator of the predictive strength of the structural model. The R-Square

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value also indicates the direct influence of each exogenous variable on the endogenous variable. The following is a table that shows the R-Square calculations based on the data of this study.

**Table 8.** R-Square Test Results

Variable	R-square
Patient Trust	0,610
Patient Satisfaction	0,601

Source: SmartPLS4 Data Processing Results, 2025

Based on the table above, the R-Square value for the Patient Trust variable is 0.610, meaning that 61% of the variation in Patient Trust can be explained by the Service Quality variable, with the remaining variation influenced by other variables outside the study. The R-Square value for the Patient Satisfaction variable is 0.601, meaning that 60.1% of the variation in Patient Satisfaction can be explained by the Service Quality and Patient Trust variables, with the remaining variation influenced by other variables outside the study.

## F-Square Value

The results of the F-Square test represent an effect-size test, which is used to determine the extent of the predictor variable's influence on the endogenous variable. The following is a table showing the F-Square calculations based on the data from this study.

**Table 9.** F-Square Test Results

Variable	Trust	Patient Satisfaction
Patient Trust		0,696 (Besar)
Service Quality	1,566 (Besar)	0,008 (Kecil)

Source: SmartPLS4 Data Processing Results, 2025

Based on the table above, it can be observed that the F-Square value for the Trust variable towards the Patient Satisfaction variable is 0.696, which indicates that the ability of Trust to explain Patient Satisfaction falls into the large category. The F-Square value for the Service Quality variable towards the Patient Satisfaction variable is 0.008, which indicates that the ability of Service Quality to explain Patient Satisfaction is categorized as small. The F-Square value for the Service Quality variable towards the Trust variable is 1.566, which indicates that the ability of Service Quality to explain Trust falls into the large category.

## Predictive Relevance (Q-Square)

The Q-Square value is similar to the coefficient of determination (R-Square) in regression analysis. The higher the Q-Square, the better the model fits the data. This value is calculated based on the R<sup>2</sup> values for each dependent variable, with R<sup>2</sup> for Patient Satisfaction (Y) being 0.601 and for Trust (Z) being 0.610. Based on the R<sup>2</sup> values for each dependent variable, the predictive-relevance (Q<sup>2</sup>) value can be calculated as follows:

$$\begin{aligned} Q^2 &= 1 - (1 - R_1^2) (1 - R_2^2) \\ &= 1 - (1 - 0.601) (1 - 0.610) \\ &= 0.845 \end{aligned}$$

A Q<sup>2</sup> value of 0.845 indicates that the model used to predict the endogenous variables is suitable for hypothesis testing. The total coefficient of determination of 84.5% is a high and accurate value for predicting Patient Satisfaction, with the remaining variance not explained by this study model.

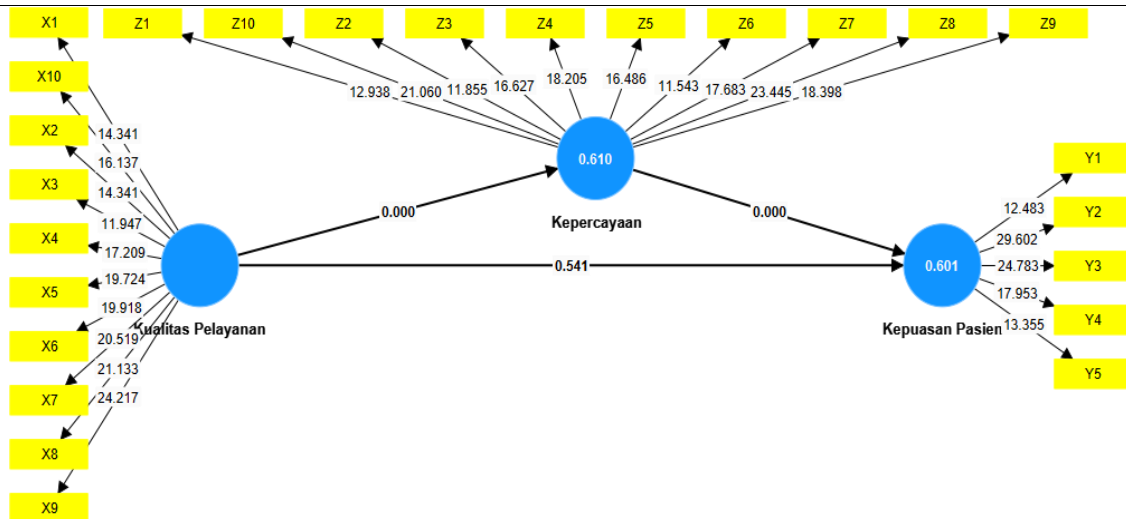
## Hypothesis Testing Results

Hypothesis testing is conducted by examining the path coefficients in the SmartPLS calculation through the Bootstrapping procedure to determine the direct influence between variables. The following image displays the model used for testing the relationships between the variables.



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**Figure 2.** Structural Model

(Source: SmartPLS4 Data Processing Results, 2025)

Path Coefficient is used to show the strength of the direct influence of the independent variable on the dependent variable. Evaluation of path coefficients is an estimated value for path relationships in a structural model which is carried out using a bootstrapping procedure. In this research, the research hypothesis can be declared accepted if the t-statistic value is greater than 1.979 with a significance level of 5% or with a p-value <0.05.

**Table 10.** Results of Direct Hypothesis Testing

Hypothesis	Original sample (O)	T statistics ( O/STDEV )	P values	Information
Service Quality -> Patient Satisfaction	0,569	5.871	0,000	Positive & Significant
Service Quality -> Trust	0,781	23.585	0,000	Positive & Significant
Trust -> Patient Satisfaction	0,844	7.635	0,000	Positive & Significant

Source: SmartPLS4 Data Processing Results, 2025

Here are the results of the statistical analysis calculations presented in the table above:

- The Effect of Service Quality on Patient Satisfaction**  
 Based on the test results for the effect of the Service Quality variable on Patient Satisfaction presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 5.871, which is greater than the t-table value of 1.979, and a path coefficient of 0.569. Therefore, it can be concluded that Service Quality has a positive and significant effect on Patient Satisfaction, and the results meet the criteria, so Hypothesis 1 in this study is accepted.
- The Effect of Service Quality on Patient Trust**  
 Based on the test results for the effect of the Service Quality variable on Patient Trust presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 23.585, which is greater than the t-table value of 1.979, and a path coefficient of 0.781. Therefore, it can be concluded that Service Quality has a positive and significant effect on Patient Trust, and the results meet the criteria, so Hypothesis 2 in this study is accepted.
- The Effect of Patient Trust on Patient Satisfaction**  
 Based on the test results for the effect of the Patient Trust variable on Patient Satisfaction presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 7.635, which is greater than the t-table value of 1.979, and a path coefficient of 0.844. Therefore, it can

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be concluded that Patient Trust has a positive and significant effect on Patient Satisfaction, and the results meet the criteria, so Hypothesis 3 in this study is accepted.

**Table 11.** Indirect Hypothesis Test Results

Hypothesis	Original sample (O)	T statistics ( O/STDEV )	P values	Information
Service Quality -> Trust -> Patient Satisfaction	0,659	7.548	0,000	Positve & Significant

Source: SmartPLS4 Data Processing Results, 2025

## 4. The influence of service quality on patient satisfaction is intervening by patient trust

Based on the results of testing the influence of the Service Quality variable on Patient Satisfaction with Patient Trust as an intervening variable which is presented in the table above, it can be seen that the p-value of 0.000 is smaller than the significance level of 0.05 with a t-value of 7.548 which is greater than t-table value is 1.979, with a path coefficient value of 0.659. Thus it can be concluded that Patient Trust can mediate Service Quality positively and significantly on Patient Satisfaction and that the results obtained have met the requirements so that it can be stated that hypothesis 4 in this study is accepted.

## Discussion

### The Effect of Service Quality on Patient Satisfaction

Based on the results of testing the effect of the Service Quality variable on Patient Satisfaction, as presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 5.871, which is greater than the t-table value of 1.979, and a path coefficient of 0.569. Thus, it can be concluded that Service Quality has a positive and significant effect on Patient Satisfaction. The results meet the criteria, so Hypothesis 1 in this study is accepted. This indicates that the service quality indicators significantly affect patient satisfaction at RSUD Dr. H. Marsidi Judono Tanjung Pandan Belitung. The better the service quality provided, the higher the patient satisfaction at the hospital.

According to Nindya (2018), satisfaction is the feeling of pleasure or disappointment that arises from comparing the perceived performance or results of a product against their expectations. Consumer satisfaction is defined as a state in which consumer expectations for a product align with the reality they experience. If the product is far below expectations, the consumer will be disappointed. On the other hand, if the product meets expectations, the consumer will be satisfied (Nindya, 2018). "Customer satisfaction is an attitude like judgment following a consumption experience. Most research confirms that the confirmation or disconfirmation of preconsumption expectations is the essential determinant of satisfaction."

Based on the issues, the results of this study, and comparison with previous research, it answers the first research question, i.e., that service quality significantly influences patient satisfaction, which is highly considered and serves as a benchmark for fairness provided to patients and a determinant of patient satisfaction.

### The Effect of Service Quality on Trust

Based on the results of testing the effect of the Service Quality variable on Patient Trust, as presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 23.585, which is greater than the t-table value of 1.979, and a path coefficient of 0.781. Thus, it can be concluded that Service Quality has a positive and significant effect on Patient Trust. The results meet the criteria, so Hypothesis 2 in this study is accepted. This indicates that service quality indicators significantly affect patient trust at RSUD Dr. H. Marsidi Judono Tanjung Pandan Belitung. The better the service quality provided, the higher the patient trust in the hospital.

Research by Suratno *et al.* (2016) shows that service quality significantly influences customer trust. This means that service quality can explain variations in customer trust changes when service is provided by an institution. This indicates that providing good service quality to customers can increase customer trust in the services offered by the institution (Suratno, Margono, and Puspaningrum, 2016). This research supports Darsono's (2015) statement, which showed that perceived service quality has a positive and significant effect on trust (Darsono, 2015). Based on the issues, the results of this study, and comparison with previous research, it answers

the second research question, i.e., that service quality significantly influences patient trust, which is highly considered and serves as a benchmark for fairness provided to patients and a determinant of patient trust.

### **Service Quality Influences Patient Satisfaction**

Based on the test results of the effect of the Patient Trust variable on Patient Satisfaction, as presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 7.635, which is greater than the t-table value of 1.979, and a path coefficient of 0.844. Thus, it can be concluded that Patient Trust has a positive and significant effect on Patient Satisfaction, and the results meet the criteria for Hypothesis 3 in this study to be accepted. This indicates that the trust indicators significantly affect patient satisfaction at RSUD Dr. H. Marsidi Judono Tanjung Pandan Belitung. The higher the patient trust, the higher the satisfaction of BPJS patients at RSUD Dr. H. Marsidi Judono Tanjung Pandan Belitung.

This shows a positive influence of trust on satisfaction. As stated in the study by Riski Risbandi (2017), trust partially influences satisfaction. This means trust is also a factor that must be maintained by the hospital to enhance satisfaction. A high level of trust will also help improve the positive image of RSUD Karawang. The results of this study are also supported by research conducted by Purba (2021), which similarly stated that trust positively and significantly influences customer satisfaction (Purba, Halim, and Widayatsari, 2021).

Based on the issues, the results of this study, and comparison with previous research, it answers the third research question, i.e., that patient trust significantly influences patient satisfaction, as patient trust is highly considered and serves as a benchmark for providing trust to patients and a determinant of patient satisfaction.

### **Service Quality Influences Patient Satisfaction Intervening by Trust**

Based on the results of testing the effect of the Service Quality variable on Patient Satisfaction with Patient Trust as an intervening variable, as presented in the table above, it can be seen that the p-value is 0.000, which is smaller than the significance level of 0.05, with a t-value of 7.548, which is greater than the t-table value of 1.979, and a path coefficient of 0.659. Thus, it can be concluded that Patient Trust can mediate the positive and significant effect of Service Quality on Patient Satisfaction, and the results meet the criteria for Hypothesis 4 in this study to be accepted. This indicates that service quality indicators significantly affect patient satisfaction, intervening by trust, at RSUD Dr. H. Marsidi Judono Tanjung Pandan Belitung. The better the service quality provided, the higher the trust, and the higher the patient satisfaction at RSUD Dr. H. Marsidi Judono Tanjung Pandan Belitung.

The results of this study are in line with the research of Aqmarina (2024), which showed that there is an effect of service quality on patient satisfaction and loyalty. Service quality aspects such as tangibles, reliability, responsiveness, assurance, and empathy should be provided by the hospital to influence patients' behavior in showing loyalty. Support from previous research on the findings also shows that service quality affects patient loyalty in Girijsaya, Sukabumi. This finding emphasizes that service that aligns with patient expectations, such as good responses and attention to their needs, can increase patient commitment to remain satisfied with the service and have greater trust in the hospital (Aqmarina, Saparso, and Tecoalu, 2024).

Based on the issues, the results of this study, and comparison with previous research, it answers the fourth research question, i.e., that service quality significantly influences patient satisfaction, intervening by patient trust. This is due to the high attention given to patients, where good service quality serves as a benchmark for providing trust to patients and a determinant of patient satisfaction.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. **Service Quality has a significant positive effect on Patient Satisfaction**, meaning that as the service quality in the hospital improves, patient satisfaction will increase.
2. **Patient Trust has a significant positive effect on Patient Satisfaction**, meaning that the higher the patient trust, the higher the patient satisfaction will be.
3. **Service Quality has a significant positive effect on Patient Trust**, meaning that as the service quality in the hospital improves, patient trust will increase.
4. **Service Quality has a significant positive effect on Patient Satisfaction, intervening by Patient Trust**, meaning that as the service quality in the hospital improves, patient trust increases, which indirectly enhances patient satisfaction.

## **Recommendation**

It is also hoped that this research can be used to improve the quality of services, especially for patients in hospitals. It is hoped that hospital management can develop especially communication skills for medical staff, doctors and nurses in terms of communicating in simple, short but understandable language for patients in terms of explaining patient illnesses, improving medical and non-medical skills for nurses such as Basic Life Support and Excellent Service, improving the skills of hospital complaint handling officers in handling complaints so that they can be quicker and more responsive to patient complaints, renovating the physical appearance of the building to make it look attractive and comfortable, especially in the waiting room and patient inpatient rooms so that patients will feel impressed and satisfied. recommended the hospital to his relatives for treatment.

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**THE INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION IS INTERVENTED BY TRUST IN THE SEHATI PROGRAM AT DR. H. MARSIDI JUDONO TANJUNG PANDAN BELITUNG**

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