SERVICE QUALITY AND TRUST ON INCREASING CONSUMER SATISFACTION

Pebi Kurniawan[1], Ali Jufri[2*]
[1] Program Study Management, University Muhammadiyah Cirebon
[2] Program Study Management, University Muhammadiyah Cirebon, jufri.ali2014@gmail.com

*Coresponding Author: Ali Jufri[2]

Abstract: The purpose of this study was to determine and analyze: (1) service quality; (2) Trust; (3) Consumer Satisfaction and (4) The Influence of Service Quality Performance and Trust on Patient Satisfaction at the Cirebon Regional General Hospital. The research method used in this research is a descriptive survey and an explanatory survey, the unit of analysis in this study is the patients of the Cirebon Regional General Hospital 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 patients at the Cirebon Regional General Hospital was generally not good; Trust according to patients at the Cirebon Regional General Hospital is generally good and patient satisfaction at the Cirebon Regional General Hospital is currently considered good. Service quality and trust have an effect on patient satisfaction at the Cirebon Regional General Hospital. Because trust affects consumer satisfaction dominantly, the Cirebon Regional General Hospital must maintain conditions so that patient satisfaction at the Cirebon Regional General Hospital remains consistent, so that customer satisfaction is formed strongly and deeply rooted.

Keywords: Service Quality, Trust, Consumer Satisfaction

INTRODUCTIONS

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

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

Today the service sector has experienced very rapid development, as 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 survive and thrive requires knowledge of good/quality services and trust from patients.

Service quality is a central point for service companies because it will affect patient / customer satisfaction. Patient / customer satisfaction will appear if the quality of service is good. Parasuraman. et. al (1990) in Kotler (2005:122) divides good service quality into five SERVQUAL dimensions, namely: Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee) and Empathy (attention that is individual).

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. The fulfillment of needs and desires as well as the value of service quality expected by consumers is largely determined by the quality of service. According to Sureshchandar. et. al (2002) in Yunus Nek Kamal Yeop. et. al (2009: 67), unsatisfactory service will lead to reduced customers or even lost 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 confidence. Consumer trust will arise because there is a belief 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. While Anderson and Narus (1990) in Akbar Mohammad Muzahid, et. Al (2009:26) concludes 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 harmonious relationship between the company and its customers. The existence of good service quality in a company will create satisfaction for its customers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers feel really satisfied, they will repurchase and recommend others to buy at the same place. Therefore, companies must start thinking about the importance of more mature customer service through service quality, because now it is increasingly realized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Tjiptono, 2004: 145).

If performance is below expectations, the customer is dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, the customer is very satisfied. Highly satisfied customers stay loyal longer, buy more when the company introduces new products and updates existing products, say good things about the company and its products, pay less attention to competitors' brands and advertisements and pay less attention to competitors' brands and advertisements. are price sensitive, offer ideas about services or products to companies, and require smaller service fees than new service costs because the transactions are routine, Kotler (2005:84).

Patient satisfaction standards in health services are set nationally by the Ministry of Health. According to the Regulation of the Ministry of Health of the Republic of Indonesia in 2016 concerning Minimum Service Standards for patient satisfaction, which is above 95% (Ministry of Health, 2016). If a health service is found with a patient satisfaction level below 95%, it is considered that the health services provided do not meet the minimum standards or are of low quality.

Several 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 the patient satisfaction rate was 42.8% in Central Maluku and 44.4% in West Sumatra. (Latupono, 2014; Sari, 2014). Based on these data, it can be concluded that the

patient satisfaction rate is still relatively low, so that patient satisfaction becomes a problem for hospitals both in Indonesia and abroad.

LITERATURE REVIEW
Service Quality

According to Wyckof, service quality is the level of excellence expected and control over the level of excellence to meet customer or/consumer desires. Thus, there are main factors that affect the quality of service, namely expected service (expected service) and perceived service (service received). This definition is in line with Parasuraman, Zeithaml, and Berry (1998:39), that if the service received or perceived is as expected, the service quality is perceived as satisfactory, if the service quality received exceeds customer expectations, then the quality of service 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.

Goetsh and Davis in Tjiptono (2000: 51) say that quality is a dynamic condition associated with products, services, people, processes and the environment that meet or exceed expectations. The statements above can be illustrated in the following scheme: Service quality = Customer expectations Satisfactory quality Service quality > Customer expectations Ideal quality Service quality < Customer expectations Poor quality.

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

Trust

Morgan and Hunt (1994) in Akbar Mohammad Muzahid, et. Al (2009:26) defines trust as a condition in which one of the parties involved in the exchange process believes in the reliability and integrity of the other party. In other words, the trust arises because there is a belief 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. While Anderson and Narus (1990) in Akbar Mohammad Muzahid, et. al (2009:26) concludes if one party believes that the actions of the other party will bring positive results for the first party, trust can be developed.

Based on the above definition, it can be explained that trust is a belief in which one of the parties involved in the exchange has reliability and integrity that can provide positive results. Trust is the most important variable in building long-term relationships between parties.

Customer Satisfaction

Customer satisfaction is an increasingly important marketing orientation to implement. Understanding customer satisfaction is the level of customer feelings after comparing with their expectations (Umar, 2002). Meanwhile, customer satisfaction according to Kotler (2007) is a person's feelings of pleasure or disappointment that arise after comparing his perceptions/impressions of the performance (or results) of a product and his expectations. Satisfaction is a function of perceptions or impressions of performance and expectations (Lupioyadi, 2006).

From the above opinion, it can be concluded that customer satisfaction is the customer's response to the discrepancy between the previous level of importance and the actual performance he feels after use. Basically, the notion of customer satisfaction includes the

difference between the level of importance and performance or perceived results. The creation of customer satisfaction can provide benefits, including harmonious relations between the company and customers, providing a good basis for repeat purchases and creating customer loyalty, and forming a word-of-mouth recommendation that is profitable for the company.

Theoretical Framework

Kamal, et al (2009) explained that the expected value with service quality dimensions was significantly correlated with customer satisfaction. Akbar and Parvez (2008) stated in their research that Customer Trust and Satisfaction have a positive and significant effect on Customer Loyalty, and Customer Satisfaction is a mediator between Service Quality and Customer Loyalty. Then, Munusamy, et al (2010) explained in their research that service quality affects customer satisfaction.

Furthermore, Mula and Rofiq (2010) suggest that trust has an effect on consumer satisfaction and the effect is dominant. Finally, Akfian and Ernawati (2012) explain in their research that the dimensions of service quality and trust have a positive and significant impact on consumer satisfaction.

RESEARCH METHODOLOGY

The research method used in this study is a quantitative method with a descriptive and verification approach. The population, according to Arikunto (2002:108) is the whole subject in the study. The population in this study is patient in Cirebon Hospital.

According to Sugiyono (2011: 118), the sample is part of the number and characteristics possessed by the population. The sampling technique used in this study is non-probability sampling with purposive sampling technique. According to Husein Umar (2008: 90), explains that:

"Non-probability sampling is in this way all elements of the population do not necessarily have the same opportunity to be selected as members of the sample because for example there are certain parts that are intentionally not included in the selection to represent the population".

Meanwhile, purposive sampling is the selection of samples based on certain characteristics that are considered to have a relationship with previously known population characteristics Husein Umar (2008: 92). The sample selected in this study were patient in Cirebon Hospital as many as 50 customers.

Data analysis in testing the hypothesis of this study will be carried out through path analysis. Path analysis technique is used to examine the contribution (contribution) indicated by the path coefficient on each path diagram of the causal relationship between variables X_1, and X_2 to Y and their impact on Z (Supardi, 2012: 263).

The hypotheses in this study are:

Table 1. Research Hypotesis

No.	Direct Hypothesis
H_1	Service Quality has influence on Customer Satisfaction
H_2	Trust has influence on Customer Satisfaction

Result

To reveal the effect of a variable or a 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 Service Quality (X_1), Trust (X_2), customer satisfaction (Y), performed using Pearson Correlation analysis and

the software used is SPSS release 25.0 The steps to calculate Pearson Correlation are as follows:

Table 2. Correlation Matrix Between Variables

Correlations		Customer satisfaction	Service quality	Trust
Pearson Correlation	Customer satisfaction	1.000	.431	.499
	Service quality	.431	1.000	.440
	Trust	.499	.440	1.000
Sig. (1-tailed)	Customer satisfaction	.	.000	.007
	Service quality	.000	.	.003
	Trust	.007	.003	.
N	Customer satisfaction	50	50	50
	Service quality	50	50	50
	Trust	50	50	50

Source: SPSS Output

1. The relationship between the service quality variable (X_1) and the Trust variable (X_2), the correlation coefficient value is 0.440. Thus, it can be said that service quality and trust have a positive relationship with low criteria.
2. The relationship between the service quality variable (X_1) and the satisfaction variable (Y), the correlation coefficient value is 0.431. Thus, it can be said that service quality with satisfaction has a positive relationship with low criteria
3. The variable relationship between Trust (X_2) and the Satisfaction variable (Y), the correlation coefficient value is 0.499. Thus, it can be said that trust with satisfaction has a positive relationship with the 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 proportions for the path diagram are 3 independent variables (X_1, X_2) which have a relationship between variables, and each independent variable (X), as well as a correlational relationship from outside variables (X_1, X_2) residual to the dependent variable (Y). The steps to calculate path analysis are as follows:

$$P_{Yxi} = \sum_{j=1}^{k} CR_{ij}\, r_{yx_j} \qquad I = 1,2$$

And the overall effect of X1 to X3

$$R^2_{YX_1 X_2 \dots X_7} = \sum_{i=1}^{k} p_{YX_i}\, r_{YX_i}$$

$$= 0.705$$

While the path coefficients of other variables outside the variables X_1 to X_2 are determined through:

$$p_{Y1\varepsilon1} = \sqrt{1 - R_{YX1X2}}$$

$$= 0.667$$

This means that the influence of the $X_1 X_2$ variable, jointly on the Y variable, is 0.705 or 70.5% of the $X_1 X_2 X_3$ variable, jointly affecting Y, and the remaining 0.667 or 66.7% is influenced by other variables not included in the study.

Based on the theoretical framework that there is an influence between Service Quality and Trust on Patient Customer Satisfaction at Cirebon Hospital, 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 and Trust on Patient Customer Satisfaction at Cirebon Hospital, where the hypothesis statistics can be expressed in the following form:

Ho : = 0 There is no influence of Service Quality and Trust on Satisfaction

Hi : = 0 There is an effect of Service Quality and Trust on Satisfaction

The hypothesis testing is done through the F test statistic, with the condition that accept Ho if $F_{count} < F_{table}$ and reject Ho if $F_{count} > F_{table}$. From calculations using SPSS software, the following results are obtained:

$$t_{0i} = \frac{p_{YXi}}{\sqrt{\dfrac{1 - R_Y{}^2{}_{X_1X_2X_3}\Big)_{ii}}{n-k-1}}} \quad , i = 1,2,3$$

Table 3 Simultaneous testing

ANOVA^a

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

Source: SPSS Output

Based on the results of these calculations, it turns out that F_{count} of 14.443 is greater than t_{table} 3.23 (Fo > F* : (k,n-k-1) (14.443 > 3.23), so that the hypothesis is accepted or H_0 is rejected. This means that individual testing with hypotheses can continue, namely:

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 resulted in a significant test, the next analysis was carried out by individual testing (partial testing).

Ho : P_(〖YX〗 _2)= 0, there is no effect of Trust on Satisfaction

Hi : 0, There is an effect of Process on Satisfaction

Test statistics for each hypothesis

$$t_{0i} = \frac{p_{YXi}}{\sqrt{\dfrac{\left(1 - R_Y{}^2{}_{X_1X_2X_3}\right)Cr_{ii}}{n-k-1}}} \quad , i = 1,2,3$$

Tolak H_o, Jika $t_{oi} > t_{1-\alpha \ (n-k-1)}$

From the correlation test between the X variables, it turns out that $t_{count} > t_{table}$, then H_0 is rejected, meaning that there is a direct relationship between the Personnel and Process variables on Satisfaction. The complete diagram of the causal relationship between X_1 X_2 and Y is as follows:
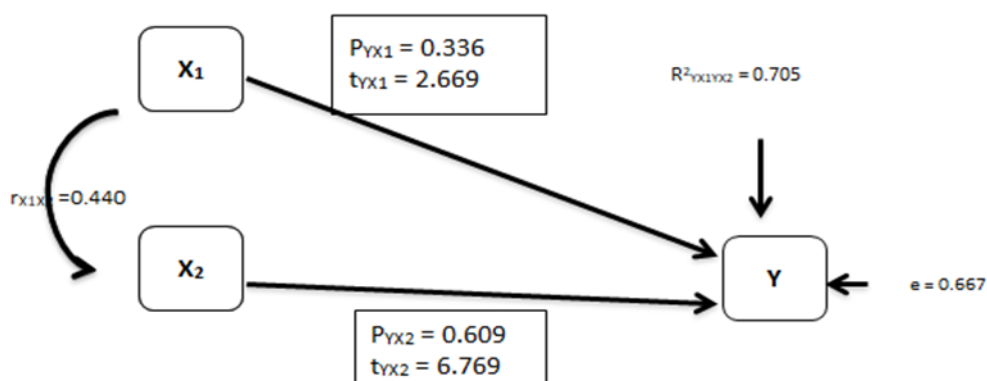
Figure 1 Causal Diagram between Service Quality and Trust on Satisfaction

CONCLUSIONS AND SUGGESTIONS
Conclusions

The results showed that the rise and fall of customer satisfactions was influenced by service quality and trust. Based on result study, it can be seen that service quality has a partial effect on customer satisfactions, Which means the service quality going positive, then customer will satisfy to the product. Then, trust has a direct effect on Customer Satisfactions in this study, which means that the trust as expected as customer need, then customer will satisfy to the product.

Suggestions

The limitation of this study is that the research only focuses on service quality and trust as a factor that affects customer satisfactions. In fact, the factors that affect customer satisfactions are not only service quality and trust, but there is electronic word of mouth, brand image, service quality, brand equity, and so on.

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