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The Influence of Service Quality, Customer Trust and Customer Satisfaction on the Customer Loyalty in Cetarip Health Center Patients

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Abstract: The purpose of this study was to determine the influence of Service Quality, Customer Trust, and Customer Satisfaction on the Customer Loyalty in Cetarip Health Center Patients both partially and simultaneously. The population in this study were patients at Cetarip Health Center, totaling 100 samples. The sampling technique used in this study was non probability sampling technique. The method used in this research is Quantitative Method with data collection techniques used are interviews and distributing questionnaires to respondents. The data analysis technique used is multiple linear regression with the SPSS program. The results of the study concluded that: (1) service quality have a positive and significant influence on customer loyalty. (2) customer trust has a positive and significant influence on customer loyalty. (3) customer satisfaction has a has a positive and significant influence on customer loyalty. (4) In simultaneous testing, service quality, customer trust, and customer satisfaction have a positive and significant influence on customer loyalty in Cetarip Health Center Patients. The magnitude of the influence of Service Quality, Customer Trust, and Customer Satisfaction is indicated by the Adjusted R Square value of 71,9%% and the remaining 28,1% is influenced by other variables not examined in this study.

Keyword: Service Quality, Customer Trust, Customer Satisfaction, Customer Loyalty

INTRODUCTION

One of society's most pressing needs is health. The community's current aspirations for the caliber of care from health service providers are impacted by its rising socioeconomic standing. In an era where competition in the healthcare industry is increasing, maintaining and improving patient loyalty is a top priority for health centers. Loyal patients not only have the potential to become loyal customers, but also become effective brand ambassadors by providing recommendations to their family and friends. Patient loyalty is highly valued in public and private health institutions due to competition; if patients receive treatments that meet their expectations, their loyalty will grow. Health centers must so determine what variables will

influence patient loyalty. Customer loyalty may be the secret to competitive success, but it may also backfire and undermine a company's standing in the market (Hasan, 2013: 147).

According to data from the Cetarip Healthy Center, there were changes in the patient visit list summary in 2023, with a declining tendency. Patients who have received care at the Cetarip Health Center may have complaints or criticism due to a variety of factors, including slow medical care, inadequate facilities and poor quality of service, which are among the many reasons why the number of patients is erratic and fluctuates. Service quality according to Tjiptono (2016: 59) is the level of excellence expected and control over that level of excellence to fulfill customer desires. Service quality is the level of excellence expected and control over that excellence to meet customer desires. The quality of patient care is not only measured by the success of medical procedures or adherence to clinical protocols, but also includes aspects such as interpersonal communication, facility cleanliness, waiting time, care coordination, and ease of access.

Another factor that can affect customer loyalty is customer trust in the health center. According to Kotler & Keller (2016: 225) "Trust is the willingness of a firm to rely on a business partner. It depend on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence". In the world of healthcare, patient trust in hospitals plays a very important role. Trust is a key foundation in the relationship between patients and healthcare providers, and is a key factor in influencing patients' decisions to seek medical care, follow treatment and comply with medical instructions.

Aside from consumer trust, customer satisfaction plays an important role in customer loyalty. Oliver (in Tjiptono & Diana, 2016: 23) defines customer satisfaction as the satisfaction or dissatisfaction a person experiences after comparing the perceived product's performance (or outcomes) to his expectations. Patient satisfaction is a mirror of how well a health center provides services that meet the expectations and needs of patients and their families.

In the context of health center, customer loyalty is influenced not only by their happiness with the services offered, but also by other factors such as the health center's reputation, previous patient experience, and perception of treatment quality. As a result, knowing the dynamics of patient loyalty is critical in maintaining and increasing market share and health center reputation. In the context of health center, customer loyalty is influenced not only by their happiness with the services offered, but also by other factors such as the health center's reputation, previous patient experience, and perception of treatment quality. As a result, knowing the dynamics of patient loyalty is critical in maintaining and increasing market share and health center reputation. Based on the background description above, the authors are interested in conducting research with the title "The Effect of Service Quality, Customer Trust, and Customer Satisfaction on Customer Loyalty in Cetarip Health Center Patients".

METHOD

Method Used

This study was carried out at Cetarip Hospital Center applying quantitative research methods. Sugiyono (2018: 23) defines that Quantitative method follows a positivist ideology and is used to study specific populations or samples. The data collection process is carried out through the use of research instruments, and data analysis is quantitative or statistical. The main objective is to describe and test the hypotheses that have been formulated previously.

In this study using quantitative methods with descriptive and verification approaches, as a research process using descriptive, namely as sentences arranged in a questionnaire or interview results with informatics, the purpose of this study is to determine the influence of the research service quality, customer trust, and customer satisfaction on customer loyalty in Cetarip Health Center patients.

Variable Operationalization

The main problems studied are Service Quality (X1), Customer Trust (X2), and Customer Satisfaction (X3) as independent variables, Customer Loyalty as the dependent variable (Y).

Data Source/Method

In this study, the method or technique of data collection carried out is by means of literature studies, interviews, field observations, documentation and online reasearch. The sampling technique used in this research is Probability Sampling. Probability Sampling is a sampling approach that provides an equal opportunity for each element or individual in the population to be chosen as part of the sample. (Sugiyono, 2017: 155). Based on the results of calculations using the Slovin formula (Sugiyono, 2017: 49), the researchers determined that the number of samples taken in this study were 100 respondents from Cetarip Health Center patients.

RESULTS AND DISCUSSION

Result

Multiple Linear Regression Analysis Results

Some linear regression analysis is used to see the effects of Quality Services, patient confidence and patient satisfaction with patient loyalty in the Cetarip Health Center The result is from some linear regression analysis in this study that has been processed using SPSS 26 software are as follows:

Table 1. Multiple Linear Regression Analysis Results

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
Model		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	-0,412	4,816		-0,086	0,932	
	Service Quality	0,220	0,067	0,220	3,315	0,001	0,594 1,684
	Customer Trust	0,211	0,066	0,190	3,216	0,002	0,751 1,332
	Customer Satisfaction	0,589	0,070	0,596	8,467	0,000	0,530 1,887

a. Dependent Variable: Customer Loyalty

Source: Primary Data (2024)

Based on the table above, it can be seen that the multiple linear regression equation is as follows:

$$Y = -0.412 + 0.220 X1 + 0.211 X2 + 0.589 X3 + e$$

- 1) Constant value = -0.412

Constant value indicates that if the independent variable (Quality of Service, Customer Trust, and Customer Satisfaction) is considered zero, then the dependent variable (Customer Loyalty) is -0.412.

- 2) Coefficient Value (b1) = 0.220

The value of the coefficient indicates that the variable Quality Service has a positive influence with the significant laidant, which means that if the Quality of Service is reduced by 1 unit level, the Customer Loyalty will increase by 0.220 units.

- 3) Coefficient Value (b2) = 0.211

The Coefficient Value indicates that the Customer Trust variable has quite a positive and significant influence, which means that if Patient Trust is reduced by 1 unit level, Customer Loyalty will increase by 0.211.

- 4) Coefficient Value (b3) = 0.589

The coefficient value indicates that the Customer Satisfaction variable has a significant positive and significant effect among the researcher's variables, which means that if Patient Satisfaction increases by 1 unit level, Customer Loyalty will increase by 0.589.

Coefficient of Determination (R²)

Determination coefficient is used to measure or determine some of the many changes that occur in dependent variables described or determined by independent variables. The result is from the determination coefficient in this study can be seen in the table as follows:

Table 2. Coefficient of Determination Result
Source: Primary Data (2024)

Based on table 2 above, can see that determining coefficient shows field number Ajusted R Square is 0.740, this means that Influence can be explained by independent variables

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0,865 ^a	0,748	0,740	3,308	0,748	95,129	3	96	0,000	1,857
a. Predictors: (Constant), Customer Satisfaction , Customer Trust, Service Quality										
b. Dependent Variable: Customer Loyalty										

(Quality of Service, Patient Trust, and Patient Satisfaction) on dependent variable (Patient Loyalty) are 74%. The remaining 26% of variables described which sites were examined in this study.

T Test

Hypothesis testing in this study was conducted at a significant rate of 0.05 or 5% and the t table value is calculated using the formula $df = n - k - 1$, i.e. $df = 100 - 4 - 1 = 95$, so that the table is 1.661.

Table 3. T Test Result

Coefficients ^a								
Model	Unstandardized Coefficients			t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	-0,412	4,816		-0,086	0,932			
Service Quality	0,220	0,067	0,220	3,315	0,001	0,594	1,684	
Customer Trust	0,211	0,066	0,190	3,216	0,002	0,751	1,332	
Customer Satisfaction	0,589	0,070	0,596	8,467	0,000	0,530	1,887	
a. Dependent Variable: Customer Loyalty								

Based on table 3 above, the following conclusions can be drawn:

1) First Hypothesis

Testing the variable hypothesis of Service Quality (X1) on Customer Loyalty (Y) through the results of the calculation that it has been obtained that t calculates the $< t_{table}$ ($3.315 > 1.661$) and with a significant rate of 0.05, i.e. ($0.001 < 0.05$). It states that service quality variables have a positive and significant influence on customer loyalty in the Cetarip Health Center Patients.

2) Second Hypothesis

Testing the Customer Trust variable hypothesis (X2) testing on Customer Loyalty (Y) through the results of the calculation that it has been obtained that t calculating the table ($3.216 > 1.661$) and with a significant rate of 0.05, i.e. ($0.002 < 0.05$). It states that the

patient's trust variable has a positive and very significant influence on the customer loyalty in the Cetarip Helath Center Patients.

3) Third Hypothesis

Customer Satisfaction Testing Variable Hypothesis (X3) on Customer Loyalty (Y) through calculations that have been obtained that t tables ($8.467 > 1.661$) and with a significant rate of 0.05, i.e. ($0.000 < 0.05$). It states that the customer satisfaction variable has a very positive and significant influence on customer loyalty in the Cetarip Health Center Patients.

F Test

In this study, the F test was carried out by comparing the calculated F value with the F table value at a significance value of 0.05 (= 5%).

Table 4. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.122,891	3	1.040,964	95,129	0,000 ^b
	Residual	1.050,499	96	10,943		
	Total	4.173,390	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction , Customer Trust, Service Quality

Source: Primary Data (2024)

Based on the table above, it can be seen that the calculated F value is 95,129. F table with $df_1=3$ and denominator level is 86, then table F is 2.71 meaning, count $F > \text{Table } F$, which is $95,129 > 2.71$. Important value $0.000 < 0.05$, then in F examination can the Fourth Hypothesis in this study, namely Service Quality, Customer Trust, and Customer Satisfaction simultaneously affects Customer Loyalty in the Cetarip Health Center Patients.

The Influence of Service Quality on Customer Loyalty in Cetarip Health Center Patients

Based on the results of research conducted with testing, the tested Service Quality variable partially produces the table t values, which are $3.315 > 1.661$ and with a significant level of 0.05, which is $0.001 < 0.05$. It was mentioned that several service quality variables have a positive and significant effect on the loyalty of Cetarip Health Center patients. Stating that the variable service quality have a positive and significant effect on the customer loyalty in the Cetarip Health Center Patients.

This research is in line with the previous research conducted by Tiong (2018) entitled The Effect of Service Quality on Customer Loyalty which shows that Service Quality has a positive and significant effect on Customer Loyalty.

The Influence of Customer Trust on Customer Loyalty in Cetarip Health Center Patients

Based on the results of research conducted with testing, the customer trust variable tested partially t -value of the product table, which is $3.216 > 1.661$ and with a significant level of 0.05, which is $0.002 < 0.05$. Stating that several customer trust variables have a positive and significant effect on customer loyalty in the Cetarip Health Center Patients. It is stated that the customer trust variable has a positive and significant effect on the customer loyalty in the Cetarip Health Center Patients.

This research is in line with previous research conducted by Supertini, et al (2020) entitled The effect of customer trust and satisfaction on customer loyalty at the Kebaya

Heritage in Singaraja which showed that Trust had a positive and partially significant effect of 33.3% on Customer Loyalty.

The Influence of Customer Satisfaction on Customer Loyalty in Cetarip Health Center Patients.

Based on the results of research conducted with testing, customer satisfaction variables tested partially t-value product table, which is $8.467 > 1.661$ and with a significant level of 0.05, which is $0.000 < 0.05$. Stating that several customer satisfaction variables have a very positive and significant influence on customer loyalty in Cetarip Health Center Patients. It is stated that the variable of customer satisfaction has a positive and significant effect on the customer loyalty in Cetarip Health Center Patients.

This research is in line with previous research conducted by Tulus Rohana (2020) with the title Effect of Satisfaction on customer loyalty X shoe store in Medan the results of this study indicate that satisfaction has an effect both simultaneously and partially of 91.5% positive and significant on customer loyalty X Shoe Store in Medan.

The Influence of Service Quality, Customer Trust and Customer Satisfaction on Customer Loyalty in Cetarip Health Center Patients.

Based on the results of the F test conducted in this study, the calculated F value is F count $>$ F table, namely $95.129 > 2.71$ with a significance value of $0.000 < 0.05$. So it can be concluded that service quality, customer trust, and customer satisfaction simultaneously on customer loyalty have a positive and significant effect on customer loyalty in Cetarip Health Center Patients.

CONCLUSION

Based on the results of the research that has been conducted, the following conclusions can be drawn:

- 1) There is positive and significant influence between service quality on patient loyalty at the Cetarip Health Center, where service quality has a low significant level on the comparator variables that researchers examine.
- 2) There is a significant influence between patient trust and patient loyalty at Cetarip Health Center,
- 3) There is a large positive and significant influence between patient satisfaction and patient loyalty in Cetarip Health Center patients, this is due to several factors, namely environmental culture and facilities provided by the Cetarip Health Center which are less qualified both public facilities and medical devices.
- 4) There is a positive and significant influence among the 3 variables that are simultaneously bound by service quality, patient trust, and patient satisfaction on patient loyalty in the Cetarip Health Center.
- 5) Cetarip Health Center, it is necessary to improve and create a creative Cetarip Health Center environment and increase patient trust and service, which will ultimately create patient satisfaction itself.

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