THE INFLUENCE OF SERVICE QUALITY ON PATIENT SATISFACTION, PERCEPTION, TRUST, AND BEHAVIORAL INTENTION AT SANTO DAMIAN HOSPITAL

Felicitas Budiawati[a*], Simon Sia Niha [a], Jou Sewa Adrianus [a], Stanis Man [a], Yulius Yasinto [a]

[a] *Universitas Katolik Widya Mandiri, Kupang, Indonesia*

[*] *Corresponding Author: budiawatifelicitas@gmail.com*

Abstract. This research explores the relationship between service quality, patient satisfaction, patient perception, and patient trust at Santo Damian Lembata Hospital, East Nusa Tenggara, and their impact on patient behavioral intentions. The study focuses on evaluating how service quality affects patient satisfaction, perception, and trust, and how these variables influence patient behavior. The research was conducted among outpatients at the hospital, using a sample of 115 individuals selected through accidental sampling based on 18 indicators. Service quality is the independent variable, while behavioral intention is the dependent variable. Data collection involved questionnaires, interviews, and secondary sources, and the analysis was performed using descriptive and inferential statistics, including Partial Least Square (PLS). The findings indicate that high service quality at Santo Damian Hospital positively affects patient satisfaction, perceptions, trust, and behavioral intentions. Furthermore, the study confirms that patient satisfaction, perception, and trust serve as mediators between service quality and patient behavioral intentions. This emphasizes the significance of these factors in shaping patient behavior within the hospital setting. The research underscores the crucial role of maintaining high service quality to enhance overall patient experiences and encourage positive behavioral outcomes.

Keywords: service quality, patient satisfaction, perception, trust, behavioral intention

I. INTRODUCTION

A hospital is a health service institution that provides inpatient, outpatient, and emergency services, including promotive, preventive, curative, and rehabilitative measures (Law No. 44 of 2009). Based on Minister of Health Regulation No. 3 of 2020, there are general and specialized hospitals. General hospitals serve all types of diseases, while specialized hospitals focus on one particular disease area. Services at general hospitals include basic medical services, specialists, and subspecialists, nursing, obstetrics, and non-medical (Panjaitan, et, al., 2021; De Villiers, 2004; Jakes, et, al., 2017). Basic medical services include internal medicine, pediatrics, surgery, and obstetrics and gynecology. Human resources in hospitals consist of medical, clinical, nursing, pharmaceutical, and non-health personnel (Nyawira, et. al., 2022).

Hospitals must focus on service quality and patient safety, ensuring safe, timely, effective, efficient, patient-centered, equitable, and integrated services. Quality improvement is carried out internally and externally. Internal includes establishing, measuring, reporting, and evaluating quality indicators and reporting patient safety incidents (Minister of Health Regulation No. 80 of 2020). External involves licensing, certification, and accreditation. Service quality is the difference between expectations and reality (Parasuraman et al., 1985). Behavioral intention reflects customer loyalty who recommend services because of positive experiences (Namkung & Jang, 2007; Kotler, 2014).

Patient loyalty is very important to maintain and retain patients to faithfully visit the same hospital. This loyalty not only increases business value but also attracts new patients through testimonials. Maintaining old patients is more profitable than attracting new patients because it reduces marketing costs. Patient satisfaction is a major factor in increasing loyalty. This satisfaction is measured based on the expectations and reality received from hospital services (Hadioetomo, 2009:114). Kotler and Keller (2012) state that consumer satisfaction is an evaluation of the expectations and reality of services. Satisfaction created from high service quality will affect the intention to reuse (Tjiptono and Chandra, 2011:127; Wang, et. al., 2020).

St. Damian Lembata Hospital, a non-profit private hospital in East Nusa Tenggara, must maximize service quality and patient safety despite limited facilities and infrastructure. Human resource support, including part-time specialist doctors, is essential to improving service quality. Data shows that improving service quality is essential to creating patient satisfaction and loyalty, which ultimately increases hospital profitability (Abu-Nahel, 2020; Abu-Nahel, et. al.,2020). Low human resource training at St. Damian Lembata Hospital causes problems in the dimensions of responsiveness, tangible evidence, assurance, empathy, and reliability. The limited number of specialist and general doctors increases referrals, while long queue

times and limited ICU and Blood Bank facilities add to service quality problems, especially responsiveness and tangible evidence. This gives rise to dissatisfaction among outpatients (Nhung, 2019; Spencer, et. al., 2023).

The decrease in the number of outpatients in 2021 can be seen from hospital data. Hendhana's (2017) study at Siloam Hospital Bali showed that service quality significantly affects patient satisfaction, perceived value, trust, and behavioral intentions, although perceived value has a negative impact on patient behavioral intentions. Utama (2003) found that five dimensions of service quality affect customer satisfaction at Cakra Husada Hospital, Klaten. Gunawan (2011) showed that service quality dimensions (tangible evidence, empathy, reliability, assurance, responsiveness) affect patient loyalty at Singaraja Hospital, Bali. Sumaedi et al. (2014) concluded that patient trust has a positive effect on loyalty at Bekasi Hospital, while satisfaction and perception are not significant. Aliman et al. (2013) in Malaysia showed that service quality affects trust and behavioral intentions, with tangible evidence, empathy, and assurance having the strongest influence on behavioral intentions. Interviews at St. Damian Hospital, Lembata found complaints about doctor waiting times, staff responses, registration queues, and drug services.

II. RESEARCH METHODS

This research method covers several main aspects, from determining the population and sample to data analysis techniques. The population studied were outpatients who visited ST. Damian Lembata Hospital more than once, with a sample of 115 people selected using accidental sampling techniques based on 18 indicators. The independent variable in this study is service quality, while the dependent variable is behavioral intention. Intervening variables include patient perception, patient satisfaction, and patient trust. Data were collected through questionnaires, direct interviews, and secondary data from various sources, then analyzed using descriptive and inferential statistical analysis, including Partial Least Square (PLS) to test measurement and structural models and hypothesis testing to assess the effect of independent variables on dependent variables. This research method follows the guidelines from Sugiyono (2020) in collecting primary and secondary data and appropriate statistical analysis according to the type of data obtained. Sugiyono (2018) also emphasized the importance of selecting representative samples and valid data analysis techniques to obtain accurate research results.

III. RESULTS AND DISCUSSION

Results
Descriptive Statistical Analysis

analysis is used to obtain a picture of each variable studied. From the results of the tabulation of the questionnaire distributed to 115 respondents at the Outpatient Clinic of Damian Lembata Hospital, the researcher obtained the following results:

1) *Behavioral Intention* Variables

From the results of data tabulation , descriptive statistical analysis of *the behavioral intention variables* of patients at St. Damian Hospital, Lembata, namely:

Table 1 Description of Behavioral Intention Variables

No	Indicator	IP	∑ JR	X Ps_p	X Ps_p 5	Ps_p	SI	Cat
1	Intention to visit again	1	423	3.68	0.74	73.57	73.57	Good
2	Patients tell others about the service	2	422	3.67	0.73	73.39	73.39	Good
3	Desire to continue subscribing	3	424	3.69	0.74	73.74	73.74	Good
Average							73.57	Good

Source: Data Processing Results Appendix 2

The description clarifies that the average value of *the Behavioral intention variable* of patients at St. Damian Lembata Hospital is good, which is 73.57%. Of the three indicators studied, the highest achievement is the Desire to continue subscribing indicator, which is 73.74%. The lowest achievement is patients telling others about the service, which is 73.39%.

2) Patient Perception Variable *(Perceived Value)*

According to the results of data tabulation, the descriptive statistical analysis of the Patient Perception variable at St. Damian Lembata Hospital is:

Table 2 Description of Patient Perception Variables

No	Indicator	IP	∑ JR	X Ps_p	X Ps_p/ 5	Ps_p	SI	Cat
1	Service is appropriate and acceptable for the money	1	404	3.51	0.70	70.26	70.26	Good
		2	406	3.53	0.71	70.61	70.61	Good
2	The value of service is higher than time	3	401	3.49	0.69	69.73	69.73	Good
3	Better service than other hospitals	4	410	3.57	0.71	71.30	71.30	Good
Average							70.48	Good

Source: Data Processing Results Appendix 2

This description makes it clear that the average value of perception patients at St. Damian Lembata Hospital is good, which is 70.48%. Of the three indicators studied, the highest achievement is the indicator of Service better than other Hospitals, which is 71.30%. The lowest achievement is the Service value is higher than time, which is 69.73%.

Table 3 Description of Patient Satisfaction Variables

No	Indicator	IP	∑ JR	X Ps_p	X Ps_p 5	Ps_p	SI	Cat
1	Overall satisfaction	1	408	3.55	0.70	70.96	70.96	Good
2	Service beyond expectations	2	422	3.67	0.73	73.39	73.39	Good
3	Service equals expectations	3	437	3.8	0.76	76.0	76.0	Good
4	Equipment and Facilities are up to expectations	4	411	3.57	0.71	71.48	71.48	Good
	Average						**72.96**	Good

Source: Data Processing Results Appendix 2

The description clarifies that the average value of patient satisfaction at St. Damian Lembata Hospital is good, which is 72.96%. Of the three indicators studied, the highest achievement is the Service indicator equivalent to patient expectations, which is 76%. The lowest achievement is the Overall Satisfaction indicator, which is 70.96%.

Table 4 Description of Patient Trust Variables

No	Indicator	IP	∑ JR	X Ps_p	X Ps_p 5	Ps_p	SI	Cat
1	RS's belief in giving the best	1	422	3.67	0.73	73.39	73.39	Good
2	Consistency in service	1	410	3.57	0.71	71.53	71.53	Good
3	Overall confidence	1	404	3.51	0.70	70.26	70.26	Good
	Average						**71.73**	**Good**

Source: Data Processing Results Appendix 2

The description illustrates that the average value of patient trust at St. Damian Lembata Hospital is good, which is 71.73%. Of the three indicators studied, the highest achievement is the indicator of hospital confidence giving the best, which is 73.39%. The lowest achievement is the overall confidence indicator, which is 70.26%.

5) Service Quality Variables

From the results of data tabulation, the descriptive statistical analysis of the variables of patient service quality at St. Damian Lembata Hospital is:

3) *Patient Satisfaction* Variable

descriptive statistical analysis of patient satisfaction variables at St. Damian Lembata Hospital, namely:

4) *Trust* Variable

From the results of data tabulation, the descriptive statistical analysis of patient trust variables at St. Damian Lembata Hospital is:

Table 5 Description of Service Quality Variables

No	Indicator	IP	∑ JR	X Ps_p	X Ps_p/5	Ps_p	SI	Cat
1	Physical appearance	1-5	410	3.57	0.71	71.53	71.53	Good
2	Responsiveness	1-4	409	3.56	0.71	71.13	71.13	Good
3	Guarantee	1-4	421	3.66	0.73	73.22	73.22	Good
4	Empathy	1-5	428	3.72	0.74	74.43	74.43	Good
5	Consistency	1-5	419	3.64	0.72	72.87	72.87	Good
	Average						**72.64**	**Good**

Source: Data Processing Results Appendix 2

The description illustrates that the average value of the quality of patient service at St. Damian Lembata Hospital is good, which is 72.64%. Of the five indicators studied, the highest achievement is

the indicator of communication relationships, attention, and empathy for the patient's condition (*Empathy*) which is 74.43%. The lowest achievement is the indicator of Hospital Confidence in providing the best, namely Responsiveness and accuracy in service (*responsiveness)* 71.13%.

6) Inferential Statistical Analysis with Structural Equation Modeling.

Inferential analysis using *structural equation analysis techniques modeling* is analyzed using Smart PLS. Structural analysis in this study is directed at *variance* : the nature of predictive research. Testing is carried out in two stages. First,

testing uses *a measurement model* (*outer model*), namely testing the validity and reliability of each indicator including the *outer loading test* , *average variance extraced* (AVE), and *composite reliability* (*Crombach alpha*). Second, namely testing is structural (*inner model*) with the aim of knowing the existence of influence between variables. *The inner model test* is carried out by observing the *r - square value.* (*goodness fit model*), path coefficients and *significance two tail* t test .

To ensure how big the influence is between variables, you can see it in the results of the SEM model analysis studied using the Smart PLS software below:
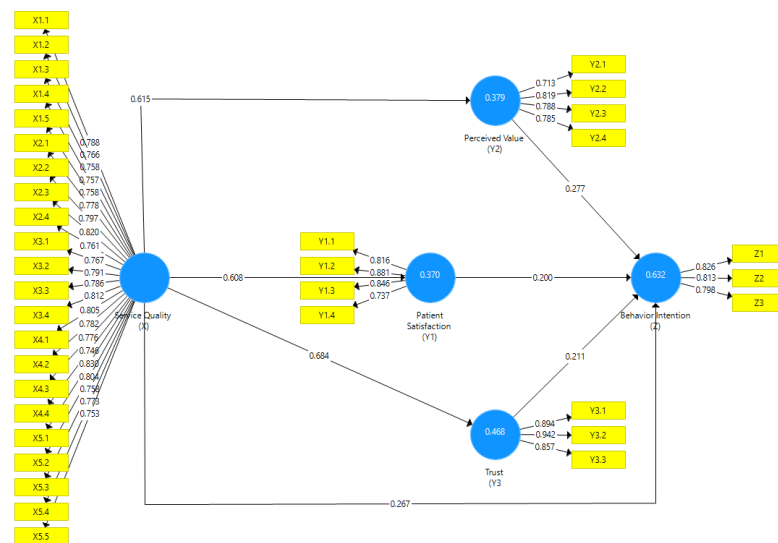

Figure 1 Path Coefficient and Outer Loading of SEM MODEL

Respondents have a fairly positive perception of service quality, with an average achievement of 72.64%. The empathy indicator shows the highest achievement of 74.43%, while responsiveness and tangible have the lowest achievements. However, it has not reached the target quality indicators set. To achieve this, periodic training improvements are needed, especially in effective communication and nursing care. Patient satisfaction is also in the good category with an achievement of 72.96%, influenced by the evaluation of the discrepancy between expectations and actual performance of products/services. Patient perception, patient trust, and patient behavioral intention also have quite positive achievements, reaching 70.48%, 71.73%, and 73.57% respectively. From the results of inferential statistical analysis, it is proven that service quality has a significant positive effect on patient satisfaction, patient perception, patient trust, and patient behavioral intention.

The text describes the results of statistical analysis and hypotheses related to the relationship between patient satisfaction, patient perception, patient trust, and patient behavioral intentions in the context of health care. Here is a summary of the text:

1. Descriptive Statistics Results:

- Service quality, patient satisfaction, perception, trust, and patient behavioral intentions were measured descriptively.
- Respondents' perceptions of service quality include five variable indicators such as physical evidence, responsiveness, assurance, empathy, and reliability.
- The variables of patient satisfaction, patient perception, patient trust, and patient behavioral intention were also evaluated.

2. Quality of Service and Patient Satisfaction:

- The path coefficient βi is 0.608 with a t-test of 10.208, indicating a positive and significant influence of service quality on patient satisfaction.
- Studies by Hendhana (2017) and Amin and Nasharuddin (2013) support this finding by showing that good service quality increases patient satisfaction.

3. Quality of Service and Patient Perception:

- Service quality also has a positive and significant influence on patient perception.
- Studies by Choi et al. (2004), Wijaya (2013), and Prajitmutita et al. (2016) confirmed that good service quality improves patient perception.

4. Quality of Service and Patient Trust:

- Inferential statistical analysis shows that service quality directly affects patient trust with a path coefficient of β3x of 0.684 and a t-count of 10.483.
- Studies by Essiam (2013), Sumaedi (2014), Hussain (2012), and Chang et al. (2013) support these findings by showing that high service quality contributes to increased patient trust.

5. Quality of Service and Patient Behavioral Intention:
- Service quality has a direct and positive influence on patient behavioral intention, with a path coefficient bi of 0.267 and a t-count of 2.851.
- Studies by Gunawan (2011), Aliman (2013), and Dado et al. (2012) support these findings by showing that service quality, especially in dimensions such as tangibles, empathy, and assurance, positively influences patients' behavioral intentions.

6. Patient Satisfaction and Behavioral Intention: Patient satisfaction has a significant positive effect on patient behavioral intention. Inferential analysis shows that the path coefficient value βz1 is 0.200, with a t-test of 2.751, rejecting H0 and accepting H1, confirming that patient satisfaction has a direct and positive impact on patient behavioral intention.

7. Patient Perception and Behavioral Intention: Patient perception also has a significant positive effect on patient behavioral intention. The path coefficient value bi is 0.277, with a t-count of 3.727, rejecting H0 and accepting H1, confirming that patient perception has a direct and positive impact on patient behavioral intention.

8. Patient Trust and Behavioral Intention: Patient trust has a significant positive effect on patient behavioral intention. The path coefficient value of βz3 is 0.211, with a t-count of 2.198, rejecting H0 and accepting H1, confirming that patient trust has a direct and positive impact on patient behavioral intention.

9. Mediation of Service Quality on Behavioral Intention: Service quality mediates its influence on patient behavioral intention through patient perception, patient satisfaction, and patient trust. The analysis shows that the indirect path coefficient of service quality on behavioral intention through the three mediating variables is positive and significant.

Previous studies such as Son, HY (2002); Cronin, et al. (2000); Amin (2013); Panjakajornsak (2008); Sumaedi (2014); Chang (2013); Hussain (2012); and Hendana (2017) support these findings, confirming that patient satisfaction, patient perception, and patient trust have an important role in shaping patient behavioral intentions in the context of health services.

IV. CONCLUSIONS

The conclusion is the answer to the problem that underlies the writing of this study, which is obtained from the results and discussion in the fourth chapter. The conclusions that the researcher obtained are:

1) According to descriptive statistical analysis, it shows that the informant's perception regarding service quality, patient satisfaction, perception, trust and patient behavioral intentions are classified as good.

2) Service Quality Affects Patient Satisfaction: According to inferential statistical analysis, it shows that service quality has a substantial positive effect on patient satisfaction. The higher the service quality, the higher the patient satisfaction.

3) Service Quality Affects Patient Perception: According to inferential statistical data, it is clear that service quality directly and positively influences patient satisfaction. The higher the service quality, the better the patient's perception.

4) Service Quality Affects Patient Trust: According to inferential statistical data, it is clear that service quality has a substantial positive effect on patient trust. The higher the service quality, the higher the level of patient trust.

5) Service Quality Affects Behavioral Intention : According to inferential statistical data, it is clear that service quality has a substantial positive effect on patient behavioral intentions. The higher the service quality, the higher the behavioral intentions of hospital patients.

6) Patient Satisfaction Influences Behavioral Intentions : According to inferential statistical data, it is clear that service quality has a substantial positive effect on patient behavioral intentions. The higher the service quality, the higher the level of behavioral intentions in patients.

7) Patient Perception Influences Behavioral Intentions: According to inferential statistical data, it is clear that patient perception has a substantial positive effect on patient behavioral intentions. The higher the quality of service, the better the patient's behavioral intentions.

8) Patient Trust Influences Patient Behavioral Intentions: Based on inferential statistical analysis, it is concluded that patient trust has a substantial positive influence on patient behavioral intentions.

9) Patient Satisfaction, Patient Perception, Patient Trust, mediate service quality in influencing behavioral intentions in patients.

According to inferential statistical analysis, it is concluded that service quality directly influences patient behavioral intentions through patient satisfaction, perception, and trust. That patient satisfaction, perception, and trust mediate service quality in influencing patient behavioral intentions.

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