CUSTOMER TRUST OF OUTPATIENT ON DENTAL AND ORAL CLINIC AT SOME HOSPITALS IN BANDUNG

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Abstract

Doctor-patient relationship is affected by the behaviour of service providers, in this case hospital. The purpose of the study was to determine the outpatient trust of dental and oral clinic at some hospitals in Bandung. The research is explanatory research with survey method. The research also used unit of analysis which is a hospital located in Bandung, observation unit is outpatient user of dental and oral clinic at hospital, it also used purposive sampling with n = 289 respondents and a questionnaire as research tool. The results showed that 89.7% of respondents have a good trust to the hospital. Dimensions which has the greatest role in this research is a benevolence. Conclusion from this research show the outpatient trust come from benevolence given by the hospital to help patients or users in solving health problems.

Keywords: customer trust; hospitals