



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

C. Zubaedah¹, F.M. Putri¹, S. Tjahajawati², S. Susilawati¹, R. Wardani¹

1. Dental Public Health Department, Faculty of Dentistry, Universitas Padjadjaran, Jalan Sekeloa Selatan No. 1, Bandung, 40132, Indonesia

2. Oral Biology Department, Faculty of Dentistry, Universitas Padjadjaran, Jalan Sekeloa Selatan No. 1, Bandung, 40132, Indonesia

E-mail: fitya.putri@fkg.unpad.ac.id

Background

Doctor-patient relationship is affected by the behaviour of service providers, in this case is hospital. In the health system marketing, relationship among health workers, especially between doctor and patients or health service users is essential. Guenzi P, Laurent G¹ said "Customer trust is key the mechanisms of interpersonal relationship and development". The relationship is indicated by the interaction between doctor and patient. This interaction helps to build user's trust in their doctors and the quality of medical services provided by the service provider². The result of the interaction between the doctor as a service provider with a patient (user) both create value simultaneously which have an influence on the users trust. Grayson K, Johnson D, Chen DR³ said "Customer trust is belief that an exchange partner is benevolent and honest".

Objective

The purpose of the study was to determine the outpatient trust of dental and oral clinic at some hospitals in Bandung.

Method

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.

Result

The results showed that 89.7% of respondents have a good trust to the hospital. The results showed that 89.7% of customer trust are in the good category, while 0.3% said very good; 2.1% is good enough; 4.5 less good and bad 3.4%. Dimensions which has the greatest role in this research is a benevolence.

Table 1. Measurement of Variable of Customer Trust

Dimension	Order Measurement Equations I	Indicator	Order Measurement Equations II
Benevolence (Z ₁)	Z ₁ = 0.913 η ₂	Hospital's Dental and oral clinic officers have concern about our condition (customer) (Z _{1.1})	Z _{1.1} = 0.803 Z ₁
		Hospital's Dental and oral clinic officers are tolerant towards our condition (customer) (Z _{1.2})	Z _{1.2} = 0.807 Z ₁
		Giving explanation about patient's condition (Z _{1.3})	Z _{1.3} = 0.814 Z ₁
		Giving steps of treatment regarding patient's condition (Z _{1.4})	Z _{1.4} = 0.811 Z ₁
Honesty (Z ₂)	Z ₂ = 0.901 η ₂	Tustable (Z _{2.1})	Z _{2.1} = 0.738 Z ₂
		Honest (Z _{2.2})	Z _{2.2} = 0.790 Z ₂
		Openness about patient's condition (Z _{2.3})	Z _{2.3} = 0.806 Z ₂
		Understanding customer/patient with National Health Insurance (Jamkesmas) (Z _{2.4})	Z _{2.4} = 0.816 Z ₂

Table 2. Measurement Model of Benevolence Dimension

Indicator	Loading Factor	R ²	VE	T-Statistic	Note
Hospital's Dental and oral clinic officers have concern about our condition (customer) (Z _{1.1})	0.803	0.645	0.301	42.106	Valid
Hospital's Dental and oral clinic officers are tolerant towards our condition (customer) (Z _{1.2})	0.807	0.651	0.297	40.823	Valid
Hospital's Dental and oral clinic officers give explanations about the patient condition (Z _{1.3})	0.814	0.662	0.281	41.796	Valid
Hospital's Dental and oral clinic officers give steps of treatment regarding patient's condition (Z _{1.4})	0.811	0.645	0.290	38.135	Valid
Composite Reliability		0.921			Reliable
Variance Extracted		0.706			Reliable
Cronbach's Alpha		0.865			Reliable

Table 3. Measurement Model of Honesty (Z₂)

Indicator	Loading Factor	R ²	VE	T-Statistic	Information
Reliable Hospital's Dental and oral clinic officers (Z _{2.1})	0.738	0.545	0.341	43.042	Valid
Honest Hospital's Dental and oral clinic officers (Z _{2.2})	0.790	0.524	0.326	43.528	Valid
Hospital's Dental and oral clinic officers who has openness about patient condition (Z _{2.3})	0.806	0.650	0.300	43.558	Valid
Hospital's Dental and oral clinic officers who understand patient condition (Z _{2.4})	0.812	0.649	0.282n of Oral	45.436	Valid
Composite Reliability		0.92			Reliable
Variance Extracted		0.702			Reliable
Cronbach's Alpha		0.893			Reliable

Source: Results of Data Processing 2012

Table 4. Measurement Model of Customer Trust (η₂)

Dimension	Loading Factor	R ²	VE	T-Statistic	Information
Benevolence (Z ₁)	0.942	0.887	0.075	424.508	Valid
Honesty (Z ₂)	0.940	0.883	0.073	409.386	Valid
Composite Reliability		0.953			Reliable
Variance Extracted		0.919			Reliable
Cronbach's Alpha		0.921			Reliable

Source: Result of Data Processing 2012

Conclusion

Conclusion from this research show the outpatient trust come from benevolence given by the hospital to help patients or users in solving health problems.

References

1. Guenzi P, Laurent G. Interpersonal trust in commercial relationships: Antecedents and consequences of customer trust in the sales person. *European Journal of Marketing*. 2010; 44 (1/2):114-138.
2. Gaur, Singh S, Yingzi Xu, Quazi A, Nandi S. Relational impact of service providers interaction behavior in healthcare. *Managing Service Quality Journal*. 2011;21(1):67-87.
3. Grayson K, Johnson D, Chen DR. Is firm trust essentials in a trusted environment? How trust in the business context influences customers. *Journal of Marketing Research*. 2008; Vol. XLV (April 2008):241-256.
4. Berry L.L., Bendapudi N. Health care : A fertile field for service research. *Journal of Service Research*. 2007; 10(2):111-22
5. Pine CM, Harris R. *Community Oral Health*. 2007. ISBN 07236 10959
6. Aaker DA, Kumar V, Day GS; Leone RP. *Marketing Research*. International Student Version 2011. Wiley & Sons (Asia) Pte Ltd ISBN:978-0-470-52461-9
7. Hair Jr JF, Bush RP, Ortou D. *Marketing Research, Within a Changing Information Environment*. 2007. New York, Mc.Graw Hill International Edition, 3rd edition.