

# Proceeding



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## Customer Trust Of Outpatient On Dental And Oral Clinic At Some Hospitals In Bandung

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### ABSTRACT

**INTRODUCTION:** Doctor-patient relationship is affected by the behaviour of service providers, in this case is hospital. **Objective :** 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. **Materials and methods:** 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. Dimensions which has the greatest role in this research is a benevolence. **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.

**Keywords:** *customer trust; hospitals*

### INTRODUCTION

Customer trust is a tribute to officers or institutions performances and sacrifices. In the health system marketing, relationship among health workers, especially between doctor and patients or health service users is essential. Guenzi P, Laurent G<sup>1</sup> 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 provider<sup>2</sup>. 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 DR<sup>2</sup> said " Customer trust is belief that an exchange partner is benevolent and honest". Trust of the customer would be built if the process of interaction

between organizations and consumers, both trying to create value that will automatically provide benefits. The customer's trust is not easy to get, because in every interaction or transaction between the organization and the customer is not always generate value.

The quality of health care is an issue that continuously increasing. Health care affects quality of life more than any other service<sup>4</sup>. Health care is a service with a high trust level known with its uncertainties and risks. Patients or their families (users) do not have expert knowledge to assess the quality service provided during the act of serving and even after receiving the service. Users assess the quality of health care services based on their interaction, or known as the service meeting with health care providers; their doctor. Doctor's behavior is an instrument to create effective relationships with patients and would increase patients' trust with the service provider; hospital.

In accordance with the Hospital Law Article 2 Number 44 Year 2009, quoting: "Hospitals are organized on foundation of Pancasila and value of humanity, ethics and professionalism, benefits, justice, equality and anti-discrimination, equity, patient protection and safety, along with the social function." Hospital, as one of the health care service subsystems, delivers public service with the form of services value, namely health care and administrative services. The value of services provided by hospitals supported by reliable human resources, medical staff, medical support staff, administrative staff, technology and adequate infrastructure.

Public trust is an essential element since the loss of public trust will affect the hospital. it is also improvident act. The hospital has allocate much money to finance public health services, especially on dental and oral sector. It causes as a result of trust based on past experience with the hospital services give bad impression. Long waiting times burden the patients because they lose their working time which means decrease the income (money).

The importance of health services that provide value to the people will give improvement on people's health status along with the image of the hospital managers and patients' trust as users of health services in hospitals and government health programs. If the hospital is committed to serve patient care excellently, automatically staffs and doctors will be obedient to the policy defined by the hospital. Therefore, the existence of adequate hospitals with great human resources is necessary. It is important to improve the public health level, especially in the city of Bandung.

The low level of health is a measure of the low quality of life. The low quality of life cannot be separated from the low health service coverage. The lack of health care availability is influenced by socioeconomic problems (in per capita income, education, health behaviors), government policies, payment mechanisms, health organizations, environmental and public trust in the health services<sup>5</sup>. Improving health services based human resources and the quality of health providers in hospital is a priority of health programs. With good interaction between the providers of health services in hospital with the service users and the experience will spread. Users will get such experience and benefit from the hospital services. Moreover, marketing relation has been recommended as an important strategic way for companies, especially the hospitals for a better position, for those in the market

and to engage further. Any complaint from a patient will be granted if such interaction has come to an end between the user as a recipient of the service and the hospital as a service provider. Public trust to hospital for health care, especially dental and oral health will give such benefit and welfare to its employees and also assist the government in empowering the community.

In order to improve the quality of medical services (doctors and nurses), the health care personnel have to be eligible to the standards of the profession as regulated in the Law Number 36 Year 2009 on Health, pronouncing that health workers should "respect the rights of patients" and "asking for an approval for any medical procedure to undergo". This professional standards underlying a service oriented on satisfaction and trust of users or patients. Based on the description above research INTRODUCTION, the purposes of this research are:

How do the users or outpatients trust at several hospitals in Bandung? Which dimensions and indicators from the research variables that is most responsible for the research on Dental and Oral Sector I Bandung?

## **MATERIALS AND METHODS**

This research is an explanatory research which examines and analyzes researched variable to give an answer of proposed problems by hypothesis testing. In accordance with the research objectives as stated previously, the method used in this research is survey method. Aaker DA, Kumar V, Day GS, Leone RP<sup>6</sup> says exploratory research is used when someone is looking for general insight of an issue, possible decision alternatives, and relevant variables which need consideration. Meanwhile, to collect data research, a survey is conducted. Meanwhile, Hair Jr JF, Bush RP, Ortnou D.<sup>7</sup> says the survey is a method, a research procedure. This research is a descriptive method to gain an overview of the results of the collection of raw data using the format of questions and answers.

Variables in this research is customer trust, symbolized by CT, which is a measure of real success that can be achieved by each hospital as research subjects based on the following dimension: benevolence and honesty.

Data types in this research are primary and secondary data. Primary data are obtained by questionnaire and direct data entry by respondents and also field observation. Therefore, dental and oral clinic in hospitals, which are observed by questionnaire to the customer are dental and oral clinic at private and government hospitals. Questionnaires are arranged by ordinal scale. Primary data which are collected directly could be obtained from the patients or their families who accompany them, taking care of their affair and directly involved with the dental and oral clinic services. If patient refused to cooperate, then the escort would be interviewed. Surveyor gave explanation the necessity of filling the questionnaire to the outpatient to persuade the respondents to answer objectively, avoiding misunderstanding and miscommunication in filling the questionnaire. In sampling technique research, the sample which is used is purposive sample. At the first stage, samplings are done randomly.

At the second stage, based on the acquired sample size  $n = 289$  respondents. Data are distributed and allocated proportionately to each hospital. Wilcoxon Signed Rank Test and T-Test are used as statistical analysis.

## RESULTS AND DISCUSSION

The limitation of this research is to not include the hospital officer as research subjects. However, writer will explain a little bit of this subject since it is not only the patients or doctors which are a necessity in hospital context. 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% Customers' trusts are tested using median test per sample using Wilcoxon Signed Rank test. Assuming that the median for medium and maximum score are 3.5, the hypothesis is

Ho.  $Me \leq 3.5$ : Customer Trust is low

Ho.  $Me \leq 3.5$ : Customer Trust is good

Based on the processing data of customer trust, the results are

**Table 1.** Descriptive Hypothesis Testing of Customer Trust Wilcoxon Signed Rank Test: Customer Trust

Test of median = 3.500 versus median > 3.500

N for Wilcoxon	Estimated			
N	Test Statistic	P	Median	
Trust 289	1023	762868.0	0.000	4.500

It is acquired that value of estimated median is 4.5 with p-value is 0.000 based on result test of customer trust. Because p-value  $0.000 < 0.05$ , then 5% error rate of  $H_0$  is rejected and  $H_a$  is accepted, therefore, it can be implied that customer trust is good. Trust of outpatient of dental and oral clinic at several hospitals are based on direct observation, information are received from outside source or certain process which can be concluded variationally about dental and oral clinic in several hospitals in Bandung City. A "Good Grade" of customer trust of dental and oral clinic's outpatient is the result of the stakeholder's hard work, including the cooperation between the hospitals management and customers. The health professional (doctors, nurses, pharmacist, etc) are bounded by profession oath to not differ social status in patient care services. Customer or patient are also wanted to be treated humanely. If the customer are not well-treated by the hospital, the hospital will suffer the loss of customer trust. The patients or customers will not think twice to revisit the same dental and oral clinic. This is a bad precedent to the success and achievement of improved health status of society. In the other hand, if the customers or outpatients are well-treated by the hospital, it will have high customer trust.



Table 2. Measurement of Variable of Customer Trust

	Order Measurement Equations I		Order Measurement Equations II
<b>Benevolence</b>  (Z <sub>1</sub> )	$Z_1 = 0.913 Z_{1j}$	Hospital's Dental and oral clinic officers have concern about our condition (customer) (Z <sub>1,1</sub> )	$Z_{1,1} = 0.803 Z_1$
		Hospital's Dental and oral clinic officers are tolerant towards our condition (customer) (Z <sub>1,2</sub> )	$Z_{1,2} = 0.807 Z_1$
		Giving explanation about patient's condition (Z <sub>1,3</sub> )	$Z_{1,3} = 0.814 Z_1$
		Giving steps of treatment regarding patient's condition (Z <sub>1,4</sub> )	$Z_{1,4} = 0.811 Z_1$
<b>Honesty</b>  (Z <sub>2</sub> )	$Z_2 = 0.901 Z_{2j}$	Tustable (Z <sub>2,1</sub> )	$Z_{2,1} = 0.738 Z_2$
		Honest (Z <sub>2,2</sub> )	$Z_{2,2} = 0.790 Z_2$
		Openness about patient's condition (Z <sub>2,3</sub> )	$Z_{2,3} = 0.806 Z_2$
		Understanding customer/patient with National Health Insurance (Jamkesmas) (Z <sub>2,4</sub> )	$Z_{2,4} = 0.816 Z_2$

In the next table, the data will be analysed based on the dimension.

High customer trust on certain hospital will make people to have a commitment on the hospital and recommend the hospital to other customers and to the public. Customer trust is considered as an important variable to keep the relationship between hospital and customers and increasing relationship and reducing perception of risk effectively. It is also a foundation of inter-personal relationship as a condition to cooperate in the next and also as a foundation of stabilization of relationship in social institution and market competition. In the following table, the structural equation for first and second model is provided.

Based on the table, five indicators which are used to measure benevolence dimension have more loading factor than 0.5 and higher t-value than 1.96 and also coefficient reliability close to one. In conclusion, these indicators are valid and reliable in measuring the benevolence dimension. The most dominant indicator in measuring these dimensions are the "Hospital's dental and oral clinic officers give explanations about the patient condition" indicator (Z<sub>1,3</sub>) with 0.814 loading factor and 0.662 R<sup>2</sup> value or in other hand 66.2% of respondents' variability of answer regarding the hospital's dental and oral clinic officers who give explanation about the patients' condition are influenced by the benevolence

factor. Benevolence of the hospitals is to solve patients' or customers' problem concerning the patient's health. It is the form of responsibility of the hospital's dental and oral clinic officers to increase the patients' or customers' prosperity and to be motivated to act based on the larger public's interest. Benevolence is very important in loyalty building process and the trust of hospital's customer and also as an active indication about specific strategic communication of the hospital.

As shown in the table above, five indicators are used to measure the dimensions of honesty, has a value of loading factor greater than 0.5, t value greater than 1.96, and reliability coefficient value close to one. So we can conclude all indicators are valid and reliable to measure the dimension of honesty. The most dominant indicator in measuring this dimension is an officer of dental and oral clinic who understand the condition of the patient's hospital ( $Z_{2,3}$ ) with loading factor value at 0.812 and R2 value at 0.649 or in other words, 64.9% of respondent's variability of answer about an officer of dental and oral clinic in hospital ( $Z_{2,4}$ ) is affected by honesty. It means that outpatient of dental and oral clinic at several hospitals in Bandung knowing well the condition of other user medically and economically. Officers handle patients professionally.

**Table 3. Measurement Model of Benevolence Dimension**

Indicator	Loading Factor	R <sup>2</sup>	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
Indicator	Loading Factor	R <sup>2</sup>	VE	T-Statistic	Note
Hospital's Dental and oral clinic officers give explanations about the patient condition ( $Z_{1,3}$ )	0.814	0.662	0.251	41.756	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				Reliabel
Variance Extracted	0.706				Reliabel
Cronbach's Alpha	0.865				Reliabel

**Table 4. Measurement Model of Honesty( $Z_1$ )**

<i>Indicator</i>	<i>Loading Factor</i>	<i>R<sup>2</sup></i>	<i>VE</i>	<i>T-Statistic</i>	
<i>Reliable Hospital's Dental and oral clinic officers (<math>Z_{1,1}</math>)</i>	0.738	0.545	0.341	43.042	Valid
<i>Honest Hospital's Dental and oral clinic officers (<math>Z_{1,2}</math>)</i>	0.790	0.524	0.326	43.528	Valid
<i>Hospital's Dental and oral clinic officers who has openness about patient condition(<math>Z_{1,3}</math>)</i>	0.808	0.600	0.300	43.558	Valid
<i>Hospital's Dental and oral clinic officers who understand patient condition (<math>Z_{1,4}</math>)</i>	0.812	0.649	0.282n of Oral	45.436	Valid
<i>Composite Reliability</i>	0.92				Reliable
<i>Variance Extracted</i>	0.702				Reliable
<i>Cronbach's Alpha</i>	0.993				Reliable

Source: Results of Data Processing 2012

**Table 5. Measurement Model of Customer Trust( $H_2$ )**

<i>Dimension</i>	<i>Loading Factor</i>	<i>R<sup>2</sup></i>	<i>VE</i>	<i>T-Statistic</i>	<i>Information</i>
<i>Benevolence (<math>Z_1</math>)</i>	0.942	0.887	0.075	424.506	Valid
<i>Honesty (<math>Z_2</math>)</i>	0.940	0.863	0.073	409.266	Valid
<i>Composite Reliability</i>	0.953				Reliable
<i>Variance Extracted</i>	0.919				Reliable
<i>Cronbach's Alpha</i>	0.921				Reliable

Source: Result of Data Processing 2012

As shown in the table above, five indicators are used to measure the dimensions of honesty, has a value of loading factor greater than 0.5, t value greater than 1.96, and reliability coefficient value close to one. So we can conclude all indicators are valid and

reliable to measure the dimension of honesty. The most dominant indicator in measuring this dimension is an officer of dental and oral clinic who understand the condition of the patient's hospital ( $Z_{2,3}$ ) with loading factor value at 0.812 and R2 value at 0.649 or in other words, 64.9% of respondent's variability of answer about an officer of dental and oral clinic in hospital ( $Z_{2,3}$ ) is affected by honesty. It means that outpatient of dental and oral clinic at several hospitals in Bandung knowing well the condition of other user medically and economically. Officers handle patients professionally.

Honesty is given by the hospital to the patient as an important component of patient treatment services to explain the concept of nursing such as helping patients, officers telling the truth about the condition of the patient as well as acting properly on the patient's condition. Encouraging the patient to have full spirit to heal and have a better quality of life is a reflection of officers, clinic, and hospital professionalism to the patients. Besides that, honesty given by the hospital to the patient is part of benevolent ethics or moral character of the hospital. The relationships between patients and officers at several hospitals in Bandung are supported by trust that the hospital has a moral to express honesty because that is the essential key to establish human relationships.

Customer trust variable measured with two dimensions. Both dimension is dominant in measuring customer trust variable with loading factor value which relatively similar. Each dimension has a value of 0.942 for benevolence and 0.940 for honesty. Both dimensions also have the same value in measuring customer trust.

As shown in customer trust variable, dimension of benevolence and honesty has high value and relatively similar. Overall, outpatient of dental and oral clinic in several hospitals in Bandung make inter-personal relationship with hospital by being cooperative so patient treatment process is going as expected, and that means there are factor of benevolence and honesty given by the Officer of dental oral clinic at several hospitals in Bandung.

Outpatients of dental and oral clinic have a belief that dental and oral clinic in hospital are generous, honest, good quality, and good satisfaction. Benevolence given by dental and oral clinic in several hospitals in Bandung has a purpose to help patients in solving problems that are concerned with patient's oral health. It is also aims to improve the quality of patient's life and motivate them to act based on greater public interest.

## CONCLUSION

Benevolence is important aspect to building customer loyalty and trust especially for the hospital. It is also become a sign of active communication strategies specifically for the hospital. By honesty given by the operator of dental and oral clinic at several hospitals in Bandung, the processes of patient treatment become more valuable. Patient gets benefit because they are saving time, cost, and energy. Patient is motivated to heal faster than before. It impacts on operational expenses, accommodation, and other expenses during process of medical treatment will be cheaper, it also makes an officer of dental and oral clinic feel satisfied because of their action to the patient. After patients finished their medical

treatment, they share their good experiences and feeling to other patients or to general public or sometimes they recommend to others. In conclusion, patient has been practicing hospital marketing indirectly.

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