

Influence of Accuracy and Ease of Service Factors on Patient Satisfaction Through Trust for Patients at RSIA Mardi Waloeja Rampal in 2021 – 2023 Period



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ABSTRACT: This research aims to analyze the influence of accuracy and ease of service on patient satisfaction, analyze the influence of accuracy and ease of service on patient trust, analyze the influence of trust on patient satisfaction, and analyze the impact of accuracy and ease of service on patient satisfaction through trust at RSIA Mardi Waloeja Rampal. The sample in this study consisted of 109 respondents. The analysis technique used is Path Analysis. The results of the analysis show that accuracy and ease of service have an impact on patient satisfaction. Accuracy and ease of service also have an impact on patient trust. Patient trust has an impact on patient satisfaction. Accuracy and ease of service also have an impact on patient satisfaction through trust at RSIA Mardi Waloeja Rampal.

KEYWORDS: Accuracy, Ease, Trust, Patient Satisfaction

I. INTRODUCTION

Mother and Child Hospital (RSIA) is a special medical institution that provides special health services for mothers, including women who are pregnant, as well as women who face problems related to reproduction. Apart from that, the hospital also provides health services to children aged between 0 and 18 years. The development of technology and information has resulted in an increase in the level of public knowledge, so that people are more selective when choosing where to provide health services. The process of selecting a health service facility usually involves the use of various types of media as a source of information, which is then used as a consideration in making a decision to visit a health facility. In this modern and sophisticated era as well as a dynamic environment, management in hospitals is required to be able to adapt, especially in the post-pandemic era, otherwise they will be left behind or die as a consequence of intense competition.

Health services provided by RSIA Mardi Waloeja Rampal consist of health promotion (promotive), disease healing (curative) and health restoration (rehabilitative) services. There are also comfortable and adequate inpatient facilities at affordable costs for various groups of people. RSIA Mardi Waloeja Rampal provides 24-hour health services, of course there are doctors and other health workers who can serve the community at any time, especially for residents who live adjacent to this hospital.

The types of medical services carried out at RSIA Mardi Waloeja Rampal are general basic medical services, obstetrics and obstetrics specialists, anaesthesiology specialists, surgeons, internal medicine specialists, clinical pathology specialists, nutritionists, which are equipped with laboratory facilities, 24-hour pharmacy, inpatient care. with various types and classes as well as delivery assistance and care. Delivery medical services are served by midwives assisted by Midwife Assistants and under direct supervision by obstetricians and obstetricians, for basic medical preventive and curative measures.

In an effort to improve service to the community, RSIA Mardi Waloeja Rampal continues to make improvements and changes in management. According to Kasali (2011), transformation becomes a very significant aspect in management and is an indicator of the success of an organization's leadership ability in predicting change and developing these changes as innovation opportunities. The attitude of organizational leaders who have personality, behavior, and the sense of power that is able to innovate and change. This is in accordance with RSIA Mardi Waloeja's vision, which is to help the government in the field of health services that are fast, responsive and affordable for the community.

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RSIA Mardi Waloeja Rampal provides examination services handled by general practitioners, midwives, including: Family planning, circumcision, vaccination-immunization, pharmacy and for the RSIA Mardi Waloeja Rampal laboratory in collaboration with laboratories located close to the environment of RSIA Mardi Waloeja Rampal. The services provided can be accessed every Monday to Sunday and serve 24 hours. The facilities owned by RSIA Mardi Waloeja Rampal include hospitalization, adequate action facilities, comfortable examination rooms with air conditioning, complete medical supplies, special equipment for handling and evaluating patients and pregnant women, and accompanied by an ambulance ready provide 24-hour round-the-clock service, a comfortable waiting room, and a 24-hour ready pharmacy. The average number of outpatients in 1 month is 116 patients (Documentation of RSIA Mardi Waloeja, 2023).

Outpatients refer to patients who receive medical services in a health facility, such as a hospital or clinic, without having to stay overnight. The term "outpatient" indicates that the patient simply comes in to receive treatment or examination and then goes home the same day. Outpatient services cover various types of care, such as doctor consultation, physical examination, laboratory or radiology tests, minor medical procedures, physical therapy, medication, and so on. Outpatients may come with an appointment or without an appointment, depending on applicable health care policies and practices. Typically, outpatient care has received an initial diagnosis or treatment from a previous physician, and outpatient care is used for health condition monitoring, follow-up, or routine care. The outpatient process begins with patient registration at the reception desk or at the registration desk. After that, the patient will be summoned to meet with medical personnel according to the patient's needs, such as general practitioners, specialist doctors, nurses, or therapists. At the first visit, the patient will be asked to provide a medical history, complaints, and symptoms experienced. Next, medical personnel will carry out a physical examination or prescribe diagnostic tests if needed. After the examination or treatment is complete, the patient will receive an explanation regarding the results of his health evaluation, treatment or treatment recommendations, as well as follow-up instructions that need to be carried out. Such instructions may include taking medications, scheduling subsequent visits, lifestyle changes, or referral to another specialist if needed. Outpatients have the main advantage of being able to receive treatment without having to stay in the hospital, which means lower costs and can go about their daily activities more smoothly. However, if the patient's condition worsens or requires intensive care, it is likely that the patient will be directed to be hospitalized at the hospital.

Health services have a significant role in people's lives because every individual needs good health to carry out various activities optimally. Therefore, health services have their own importance in ensuring that society can function effectively and healthily in various aspects of life. Optimal health services are needed by the community and public trust in health service units plays an important role in obtaining satisfactory results. The success of a company in competing will be achieved when the company is able to generate added value and ensure customer satisfaction through the delivery of products or services that have high quality standards. The company's ability to meet customer needs and expectations, as well as provide value according to consumer desires, is strongly influenced by the quality of services provided.

Though the best service is presented, if there is no patient's confidence in the success of the service, it will affect the decision to seek treatment at the hospital which in turn can increase patient satisfaction. Thus, one of the factors that can influence patient satisfaction is public trust (Supriyono, 2017). Trust arises because there is a belief that all parties involved in the transaction will fulfill promises with consistency, integrity and responsibility. This trust has the potential to build a positive relationship between the parties involved in the transaction. Akbar & Parvez (2009) concluded that when one party feels confident that the actions of the other party will produce positive results for the first party, then a sense of trust can grow and develop. Research results Purba et al. (2021) and Unsiyah et al. (2023) found that trust has an effect on patient satisfaction.

The global economy brings competitors who come from everywhere so that when management in an organization is not agile, it is responsive in creating the latest innovations in response to competitive challenges. Likewise in hospitals when serving patients, the factor of accuracy is a consideration for patients to seek treatment at the hospital. The research results of Sakti & Mahfudz (2018) found that accuracy affects satisfaction. However, in contrast to the findings of Unsiyah et al. (2023) who found punctuality did not affect satisfaction.

Management changing is an inevitable process. Management changing is a shift from the current situation to a future condition with the aim of increasing the efficiency and effectiveness of the organization as a whole (Dewi et al., 2021). Not many people like change in an organization or company, but it cannot be avoided because in essence a change management is needed to lead to a positive point that is in accordance with management's targets in the organization or company.

Management changing at RSIA Mardi Waloeja involves a series of strategies and actions to improve service quality and patient satisfaction and ensure the sustainability of the hospital to provide optimal health services. Some of the changes that have been achieved through change management at RSIA Mardi Waloeja include: changes have been made in improving the quality of services and facilities offered. For example, RSIA Mardi Waloeja has updated and upgraded treatment rooms,

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provided the latest medical equipment, and increased facility accessibility for patients and families. RSIA has applied modern medical technology to improve diagnosis and treatment. RSIA Mardi Waloeja has taken steps to improve patient safety. RSIA has implemented stricter infection prevention protocols, a secure patient identification system, and staff training on patient safety. This aims to reduce the risk of infection, unwanted events, and increase patient confidence.

Ease of access and service processes in hospitals can also affect patient satisfaction. Patients who experience a fast registration process, easy access to necessary information, and good coordination between departments tend to be more satisfied. Ease of service can also provide a positive perception of the efficiency of the hospital in providing care and serving patient needs. Convenience according to Jogiyanto (2019) is the extent to which a person believes that the use of a technology can be done clearly and without much effort, and the technology is easy to operate. The ease of service provided by RSIA Mardi Waloeja Rampal is the ease of finding out information on the availability of inpatient rooms quickly, patients can register online so as to increase patient confidence which has an impact on increasing patient satisfaction. Research findings by Fandiyanto et al. (2017), and Rahmad et al. (2017) found that convenience has an effect on trust. Furthermore, the research results of Ristiani (2017), Sakti & Mahfudz (2018), Yohani & Jannah (2022) found that convenience affects satisfaction.

II. LITERATURE REVIEW

Satisfaction is an element that cannot be ignored in the context of services or services, because customer satisfaction has an important role in the progress and appreciation of a service company. If the company is able to provide satisfaction to customers, this can generate a sense of satisfaction where customers feel that their needs are met by the company. Kotler (2017) explains satisfaction, which is a feeling of pleasure or disappointment that arises after comparing the actual performance of a product with the expectations that exist for that performance. Sunarto (2005) also states that customer satisfaction is the result of a comparison between perceptions or responses to the performance of a product with the expectations it has.

Suprpto & Azizi (2020) defines trust as the desire to achieve long-term goals and the knowledge consumers have about objects and their benefits. According to Jogiyanto (2019), trust is the result of individual judgments after collecting, processing, and analyzing information which then leads to judgments and assumptions. Trust is an individual's belief in another party in a relationship, based on the information collected and the belief that the party is able to fulfill the expected responsibilities. In other words, belief is a personal belief in something. In the context of services, trust includes the belief that manufacturers or service providers have the ability to maintain the security and confidentiality of devices used by consumers, thus forming a sense of trust in users. Furthermore, McKnight et al. (2002), trust is built between parties who do not yet have in-depth knowledge of each other in interactions and transaction processes.

Oktamianiza (2019) explains that accuracy in data diagnosis has a very crucial role in clinical data management, fee collection processes, and other matters related to health services and patient care. According to Hatta (2008) emphasized that this level of accuracy is highly dependent on the professional who is responsible for the medical record, and one of the factors is the integrity of the doctor in recording the diagnosis comprehensively. The doctor has the authority to establish the patient's primary diagnosis. According to Hafizha et al., (2019), explaining timeliness in sending orders refers to complete and correct delivery according to the agreed date.

Jogiyanto (2019) reveals that convenience is the extent to which a person feels confident that using a technology will be easy to understand and does not require excessive effort, but must be simple to use and easy to operate. Davis (2019) defines ease of use as a user's perception related to the effort that must be expended to interact with a system. This can be interpreted that ease of use refers to a person's belief that using technology will be done with minimal effort. An individual's view of the ease of use of a system reflects the degree to which they believe that its use will be free from inhibition and undue effort. The easier it is to use a system, the less effort users have to invest, thereby increasing their efficiency when using the technology. This is because ease of use means that it does not require a lot of effort or a high level of expertise when using the system.

III. HYPOTHESIS

The hypothesis is a temporary opinion on the problem at hand. The hypothesis has a function as a guide for the course of a research that allows us to find answers. The hypothesis developed in this study are:

H_{1a} : Service accuracy has a significant effect on patient satisfaction.

H_{1b} : Ease of service has a significant effect on patient satisfaction.

H_{2a} : Service accuracy has a significant effect on trust.

H_{2b} : Ease of service has a significant effect on trust.

H₃ : Trust has a significant effect on patient satisfaction.

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H_{4a} : Service accuracy has a significant effect on patient satisfaction through trust.

H_{4b} : Ease of service has a significant effect on patient satisfaction through trust.

IV. METHOD

In connection with the purpose of this research, the research design used is a causal research design. Sanusi (2014), put forward a causality design, namely a research design that aims to investigate the possibility of causality between variables. This design is generally causal and researchers can already predict. This allows researchers to determine the classification of causal variables, intervening variables, and dependent variables. This research uses a quantitative approach, and the process starts with the construction of a theoretical model and analysis becomes the basis for making initial statements (hypotheses), and continues to the manipulation of concepts and ends when the researcher finds them.

RSIA Mardi Waloeja is a special mother and child hospital, so the outpatient population at RSIA Mardi Waloeja generally consists of pregnant women, infants, children, and women with health problems related to reproduction. The population in this study were all 150 outpatients at RSIA Mardi Waloeja Rampal. Determination of the sample using the Slovin formula, in order to obtain a sample of 109 respondents.

Data analysis technique using Path Analysis. In Structural Equation Model (SEM), you can examine the direct effect, indirect effect, and total effect between exogenous (outside variables) and endogenous (inside variables) variables in a system. This study uses two exogenous variables, one intervening variable, and one endogenous variable. The relationship between variables and indicators in this study is categorized as formative, which means that factor analysis uses bivariate correlation techniques (to test validity) and Cronbach's Alpha formula (to test reliability) to measure the properties and quality of these indicators. The full model of the structural equation model is presented below:

Multiple linear regression equation model:

$$Y_2 = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Y_1 = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + e_2$$

$$Y_2 = \beta_5 Y_1 + e_2$$

V. RESULTS

The procedure for testing the hypothesis is through path analysis, which involves multiple regression and selection based on statistical tests and the level of significance. This statistical test uses a standardized beta coefficient (standard β). If the β value indicates a sufficient level of significance, then the corresponding path coefficient is considered significant and maintained. Insignificant path coefficients will be removed from the model. Significance test is done by comparing the level of significance of the path coefficients. If the significance value does not exceed or equal to 0.05, then the coefficient is declared significant. Conversely, if the significance value exceeds 0.05, then the coefficient is declared insignificant. The results of the effect of accuracy and ease of service on patient satisfaction through trust can be found in Table 1.

Table 1. Summary of the results of the analysis of the direct, indirect and total effects of the path analysis

Variable	Direct Effects	P value	Indirect Effects	Total Effects	Result
Accuracy → Trust	0,415	0,000*	-	-	H _{1a} accepted
Ease of service → Trust	0,493	0,000*	-	-	H _{1b} accepted
Accuracy → Satisfaction	0,182	0,042*	-	-	H _{2a} accepted
Ease of service → Satisfaction	0,251	0,007*	-	-	H _{2b} accepted
Trust → Satisfaction	0,516	0,000*	-	-	H ₃ accepted
Accuracy → Trust → Satisfaction	0,182	-	0,415 X 0,516 = 0,214	0,396	H _{4a} accepted
Ease of service → Trust → Satisfaction	0,251	-	0,493 X 0,516 = 0,254	0,505	H _{4b} accepted

* significancy at α 5%.

Based on Table 1, the beta coefficient value for accuracy has a value of 0.182 and a p value of 0.042 less than $p = 0.05$ ($\alpha = 5\%$), which means that accuracy has a significant effect on patient satisfaction. Thus H_{1a} is statistically tested.

The beta coefficient value of ease of service with a value of 0.251 and a p value of 0.007 is less than $p = 0.05$ ($\alpha = 5\%$), which means that ease of service has a significant effect on patient satisfaction. Thus H_{1b} is statistically tested.

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Based on Table 1, it is obtained that the beta coefficient of accuracy has a value of 0.415 and a p value of 0.000 which is less than $p = 0.05$ ($\alpha = 5\%$), which means that accuracy has a significant effect on trust. Thus H_{2a} is statistically tested.

Ease of service beta coefficient value of 0.493 and p value of 0.000 is less than $p = 0.05$ ($\alpha = 5\%$), which means that service ease has a significant effect on trust. Thus H_{2b} is tested statistically.

Based on Table 1, the value of the beta coefficient of trust is obtained with a value of 0.516 and a p value of 0.000 less than $p = 0.05$ ($\alpha = 5\%$), which means that trust has a significant effect on patient satisfaction, thus the third hypothesis which states that trust has a significant effect on significant effect on patient satisfaction statistically tested.

Based on Table 1, the results of the analysis show that trust has the status of an intervening variable that can mediate the accuracy variable, because the value of the indirect effect (0.214) is greater than the direct effect (0.182). Thus H_{4a} is statistically tested.

Trust has status as an intervening variable that can mediate service ease variables on patient satisfaction, because the value of the indirect effect (0.254) is greater than the direct effect (0.251). Thus H_{4b} is statistically tested.

Based on the description of hypothesis testing, so that the path model in path analysis is depicted in Figure 1.

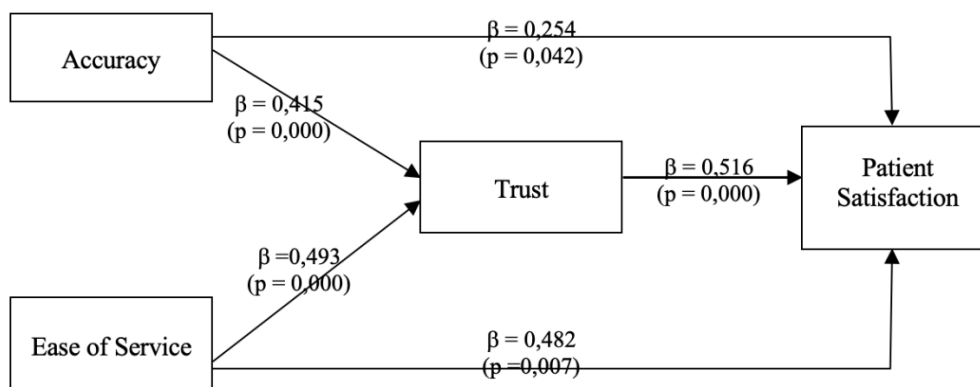


Figure 1. Path Analysis Results
Source: Primary data processed, 2023.

VI. DISCUSSION

A. Description of Accuracy, Ease of Service, Trust and Patient Satisfaction

Patient satisfaction is formed by the conformity of expectations, ease of obtaining and willingness to recommend. The main thing that can increase patient satisfaction is the ease of getting reflected in the impression of the hospital in solving health problems. Patients will feel satisfied if the patient's experience matches the expectations that patients have before about health services. Ease of access and service process is very important for patient satisfaction. Hospitals should provide efficient registration and appointment systems, reduce excessive waiting times, and provide good patient accessibility. Patients will feel satisfied if patients can easily get the services they need without significant difficulties. As Kotler's opinion (2017) explains, satisfaction refers to the happy or disappointed emotions that individuals experience after comparing the performance or results of a product with their desires. The level of patient satisfaction can be reflected in the extent to which patients are willing to recommend hospitals or health care providers to others.

Trust is formed by trusting belief and trusting intention. The main thing in establishing trust is that trusting intention is reflected in the nurse's ability to communicate and consider the patient's point of view. Patients will form trust in nurses or health care providers if patients have confidence that these nurses have competence and reliability in providing health services. This trust is based on patient experience with caregivers, observations of service quality, and trust in the health care system as a whole. Nurses who are willing to listen emphatically, consider the patient's point of view, and provide caring attention to the patient's needs will increase patient trust. This is in accordance with the opinion of McKnight et al. (2002: 342) which explains that trust is formed between parties who do not know each other both during interactions and during the transaction process.

Accuracy is determined from guarantees/guarantee, price suitability and responsibility. Accuracy is primarily contributed by the responsibility reflected by the hospital in maintaining medical privacy and confidentiality. The existence of a guarantee or guarantee for the medical services provided can increase the level of patient confidence and provide confidence that the patient will receive treatment according to the specified standards. Prices that are reasonable and in accordance with the quality of service also contribute to the level of accuracy of service. Patients will be satisfied if they feel that they are getting value that is comparable to the costs incurred for health care. The interests of medical privacy and confidentiality are very crucial in health

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services. Hospitals and medical personnel must carefully maintain the privacy of patient medical information, follow applicable privacy standards, and provide a sense of security for patients that their medical data will not be misused or accessed by unauthorized parties. In the opinion of Siagian (2009: 163) which explains accuracy, namely expertise and reliability in completing tasks so that they are completed with high quality, carefulness, precise accuracy, and with stages that are easy for the public to follow and understand.

Ease of service is formed by ease of identification and ease of navigation. The main thing that can create ease of service is the ease of navigation reflected in the easy registration process. Ease in the registration process will make patients feel more comfortable and satisfied. The hospital always provides an efficient registration system, such as an online or independent registration system, so that patients can register easily without experiencing long queues or complicated procedures. The hospital always provides clear navigation instructions to patients to help patients find the location and facilities they need easily. Signs, maps, or clear information about the location of clinics and treatment rooms will help patients move around without confusion. As opinion Jogiyanto (2019) explains, convenience is a dimension that indicates the extent to which a person believes that the use of a technology can be done clearly and without requiring excessive effort. In addition, convenience also includes aspects of how easy it is to use and operate the technology.

B. The Effect of Accuracy and Ease of Service on Patient Satisfaction

Accuracy affects patient satisfaction, which means that the higher the RSIA's level of accuracy in providing services to patients can increase patient satisfaction. The timeliness indicator that contributes the most to increasing patient satisfaction is the ease of getting reflected in the impression of the hospital in solving health problems. If the hospital is able to provide services in a timely manner and according to patient needs, then this will increase the level of patient satisfaction. When patients can easily get access to the services they need, the service process becomes more efficient and effective. Accuracy refers to the hospital's ability to provide services according to a predetermined schedule and time. Patients tend to feel satisfied if they do not have to wait a long time to get services or appointments with doctors or medical personnel. Speed in responding to patient requests is also an important factor in increasing patient satisfaction. Patients feel satisfied when the diagnosis and treatment given are precise and accurate. Accuracy of diagnosis means the doctor's ability to correctly identify a patient's disease or medical condition, while accuracy of treatment means the ability to provide appropriate and effective treatment and therapy to cure or relieve the patient's symptoms. Providing accurate and clear information to patients is an important aspect in the accuracy of services. Patients need to understand their medical conditions, treatment plans, and instructions given by medical personnel. When information is given properly, patients will feel more confident and satisfied with the care they receive. The findings of this study support Sakti & Mahfudz (2018) who found that accuracy affects satisfaction. The findings of this study do not support Unsiyah et al. (2023) who found timeliness had no effect on satisfaction.

Ease of service affects patient satisfaction, which means that the easier it is for patients to get services from RSIA Mardi Waloeja Rampal, the more job satisfaction they can have. An indicator of ease of service that makes the biggest contribution to increasing patient satisfaction is the ease of navigation as reflected in the easy registration process. If RSIA Mardi Wajoeja can provide service convenience, including ease of navigation in the registration process, then the level of patient satisfaction will increase. Patients who feel that the service process experienced is easy, efficient, and without obstacles, this will create a positive experience for patients. Patients will feel more satisfied with the services provided because patients do not face difficulties in accessing the services needed. When RSIA has an efficient and easy-to-understand registration system for patients, this will reduce patient waiting time and confusion in accessing health services. Ease of service also includes the attitude and behavior of hospital staff or medical personnel towards patients. Service that is friendly, responsive, and serves quickly will give a positive impression on patients, which in turn will increase the level of patient satisfaction. Thus patients who feel that they can easily get the information and services they need are more likely to be satisfied with patient care. This can lead to better outcomes as well as an increasingly positive patient experience overall. The findings of this research support Ristiani (2017), Sakti & Mahfudz (2018), Yohani & Jannah (2022) who found that convenience affects satisfaction.

C. The Effect of Accuracy and Ease of Service on Trust

Accuracy affects trust, which means that the higher the level of accuracy of RSIA Mardi Waloeja in providing services can increase trust. Accuracy indicators that contribute to trust are the responsibility reflected in the hospital maintaining medical privacy and confidentiality. This is a very important point, because medical privacy and confidentiality are patient rights that must be respected and protected. The accuracy of service reflects the integrity and professionalism of the hospital. If the patient sees that the hospital is committed to providing accurate and standardized care, this will build patient confidence in the services provided. Patients will feel more confident if they can rely on the hospital to provide consistent and reliable service whenever

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they need treatment. Accuracy in providing services that meet patient expectations will create a positive experience. This experience will make a good impression on patients and help build trust in the long term. The findings of this research are in line with Yin et al. (2019) which proves that accuracy affects trust.

Ease of service affects trust, which means that the easier it is for patients to get services from RSIA Mardi Waloeja Rampal, the more confidence the patient has to seek treatment at RSIA Mardi Waloeja Rampal. The service ease indicator that makes the biggest contribution to increasing trust is the ease of navigation as reflected in the easy registration process. Ease of obtaining health services is an important factor in establishing patient trust. Patients will feel more confident if they know that they can easily access the care they need, including an uncomplicated registration process. An easy registration process and simple navigation within hospital facilities will help patients feel more comfortable and confident while in the hospital. Patients who have no difficulty finding information or directions will have a positive perception of the services and facilities provided. Hospitals that pay attention to patient needs, answer questions quickly, and respond well to complaints will build a positive image and increase trust. Patients tend to have greater trust if patients see that services are provided efficiently and according to good quality standards. By providing service convenience, especially through ease of navigation such as an easy registration process, hospitals can create a supportive environment and increase patient confidence. Patient trust is a key factor in building a positive long-term relationship between patient and healthcare provider. The findings of this research support Fandiyanto et al. (2017), and Rahmad et al. (2017) which proves that convenience affects trust.

D. The Effect of Trust on Patient Satisfaction

Trust has a significant effect on patient satisfaction, which means that the higher the level of trust, the higher the patient satisfaction. The indicator of trust that makes the greatest contribution to increasing patient satisfaction, namely trusting intention, is reflected in the ability of nurses to communicate and consider the patient's point of view. Trust plays an important role in increasing patient satisfaction. If patients feel they have high trust in RSIA Mardi Waloeja, this will have a positive impact on the level of patient satisfaction. The nurse's ability to communicate well and effectively with patients is very important in establishing trust. Nurses who can convey information clearly, provide appropriate explanations, and listen well will increase the patient's level of trust in nurses and the hospital. Trust is also formed when nurses show high empathy and concern for patients. Patients will feel more satisfied when they feel heard and valued by nurses in every interaction. The patient will feel more trusted if the patient sees that the nurse is reliable and provides honest and accurate information. Nurses who are able to understand the needs and desires of patients, and provide support and information according to patient needs, will create stronger trust. High trust in nurses and hospitals will increase patient satisfaction, because patients feel comfortable and believe that they are getting the best care. The findings of this research are in line with Purba et al. (2021) and Unsiyah et al. (2023) proved that trust affects patient satisfaction.

E. The Effect of Accuracy and Ease of Service on Patient Satisfaction Through Trust

Trust can mediate the influence of accuracy on patient satisfaction, which means the accuracy of services can directly affect the level of patient confidence, and the level of trust in turn affects the level of patient satisfaction. When a hospital is able to provide services that are timely, accurate, and according to the standards expected, this will build patient confidence in the ability and integrity of the hospital. If the patient has a high level of trust in the hospital, the patient will feel more comfortable and confident in receiving treatment. Such trust may include confidence in the competence of medical staff, the safety of treatment procedures, the privacy of medical information, and the honesty in providing information to patients. This is in accordance with the view of Mowen & Minor (2013) which states that consumer trust is the result of all knowledge possessed by customers and conclusions drawn by customers regarding related objects, attributes, and benefits. This includes all the information that consumers collect and process that shapes their beliefs about a particular product, service or object, and how this can benefit them. Patients who believe in the services and care they receive will tend to be more satisfied with the patient's experience at the hospital. The patient feels that the patient's needs are understood, and the patient gets good care and according to the patient's expectations. Improving service accuracy and building high trust between patients and health care providers will have a positive impact on patient satisfaction levels.

Trust is able to mediate the effect of ease of service on patient satisfaction. This indicates that the ease that is reflected in the ease of navigation is reflected in the easy registration process that can increase trust. Reflected in trust is trusting intention. hospital in solving health problems. If the hospital is able to provide services with ease and efficiency, this will increase patient confidence in the ability and quality of service from the hospital. Patients who have a high level of trust in the hospital will feel more satisfied with the patient experience. Patients feel that the patient's needs are considered, and receive treatment properly and in accordance with their expectations. This statement is in line with the view of Kotler (2017) which explains that the

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concept of satisfaction refers to the feelings of pleasure or disappointment felt by individuals after individuals compare the performance or results of a product with the expectations that consumers have. In this view, satisfaction is the result of a comparison between the actual performance of a product or service with the expectations held by individuals for the product or service. If the product or service performance exceeds expectations, the individual will be satisfied, whereas if the performance does not meet expectations, the individual will feel disappointed.

VII. CONCLUSIONS

Accuracy affects patient satisfaction, which means that patients are satisfied if the patient is satisfied with the guarantee/warranty, price suitability and responsibility. Ease of service affects patient satisfaction, which means that the better the ease of service in terms of ease of recognition and ease of navigation can increase patient satisfaction. Accuracy affects trust, which means that the higher the level of accuracy in terms of guarantees/guarantee, price and responsibility compatibility can increase patient trust. Ease of service affects trust, which means that the better the ease of service in terms of ease of recognition and ease of navigation can increase patient trust. Trust has an effect on patient satisfaction, which means that the higher the level of patient trust in terms of trusting belief and trusting intention can increase patient satisfaction. Trust affects patient satisfaction, which means that the higher the level of patient trust can increase patient satisfaction. Trust mediates the effect of accuracy and ease of service on patient satisfaction, which means that a high level of accuracy of service, including accuracy of diagnosis, precise treatment and care provided, and if patients feel that services are easily accessible, the process is efficient, and patients are treated well, increases trust. thereby increasing patient satisfaction.

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