

BUILDING TRUST A HOSPITAL BASED ON SERVICE QUALITY AND PATIENT SATISFACTION

Suhermin

Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya

*Corresponding Author: suhermin@stiesia.ac.id

Abstract: Trust is the most important thing in maintaining good relations between service organizations and their customers. The hospital is a social organization trying to provide good service for healing its patients. Patient trust in the hospital is the main key to the progress of a hospital. The purpose of this study was to analyze and examine the effect of service quality on satisfaction and trust at Sumberglagah Hospital, Mojokerto. The population in this study were patients and their families of inpatients at Sumberglagah Hospital. This study uses 14 indicators, therefore the sample in this study is 10 times the indicator, namely as many as 140 patients. The results showed that the quality of service each had an effect on satisfaction and trust, meaning that the quality of good hospital services could increase the satisfaction and trust of patients and their families at Sumberglagah Hospital, Mojokerto. The empathy aspect, namely the willingness of each officer to give personal (individual) attention to the patient and the patient's family, is an important thing that must be considered by the hospital to create optimal service. Communication-oriented services really help patients in the healing process or can foster self-confidence and hope for recovery. This communication will make a patient and the patient's family trust to be hospitalized at this hospital.

Keywords: service quality, satisfaction, trust
