

Analysis of Trust and Quality of Service on Patient Satisfaction at Barito Selatan Hospital in Central Kalimantan

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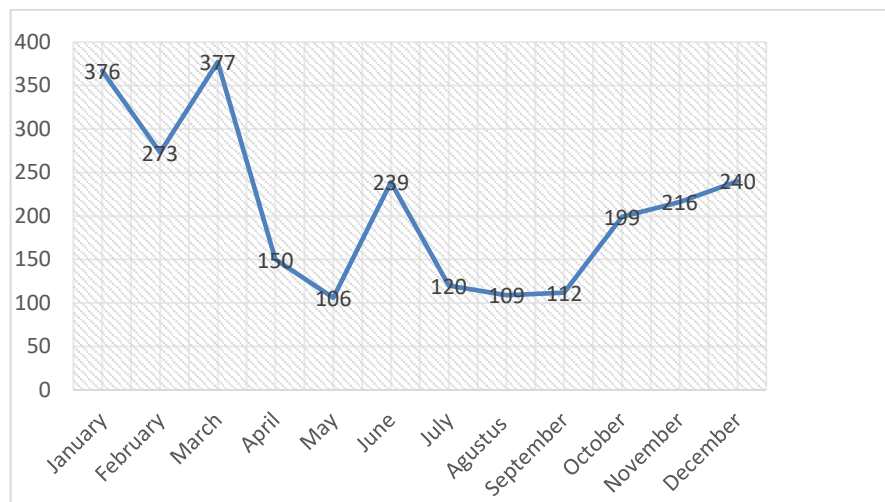


ABSTRACT

This research in the field of services marketing aims to determine and analyze the influence of service quality dimensions of tangible, reliability, responsiveness, assurance and empathy partially and simultaneously on patient satisfaction at the South Barito Regency hospital in Central Kalimantan Province. The research method used in this research is a quantitative method with the type of research, namely field research and analyzed using partial study statistics (PLS). The sample in this research was selected using non-probability sampling techniques. The number of samples used was 200 patients as respondents. The results of this research show that: tangible service quality has a significant effect on the patient satisfaction variable, the service quality dimension of reliability has a significant effect on the patient satisfaction variable, the service quality dimension of responsiveness has a significant effect on the patient satisfaction variable, the service quality dimension of assurance has a significant effect on the variable patient satisfaction, the service quality dimension of empathy has a significant effect on the patient satisfaction variable

INTRODUCTION

Currently, developments in the world of health in improving services in hospitals have become a priority, which extends to trust to build satisfaction (Akdere et al., 2020). Since the 2019 Covid pandemic until 2024, now many businesses have emerged, both trading businesses in the provision of goods and services, including hospitals. This situation requires every top management in hospitals to be more careful and wiser in making decisions on every factor that influences the success of their business, especially in hospital businesses (Shafiq et al., 2017). There are various kinds of businesses that already exist and also businesses that have never existed. With developments in technology and current demand, business owners have many opportunities to find consumers (Mahmood et al., 2020). Moreover, in this era of sophistication, consumers want something that is practical and doesn't waste a lot of time (Dewi et al., 2021).



Picture 1. Number of Patients in January - December 2023
Source: Authors, 2024

Based on graph 1 above, it can be seen that patients at hospitals in South Barito, Central Kalimantan experienced ups and downs as in January 2023. This statement is supported by data on the number of patients who came and received treatment in 2023. Another problem is the difficulty of providing services to patients because there is limited access to the province (main hospital). The process of submitting complaints, criticism and suggestions is carried out directly to the hospital, this is because there is no service that makes it easy for patients to connect with hospital management after the transaction process is complete (Dam & Dam, 2021).

Based on the statement above, the problems faced by the South Barito Hospital are regarding management and relationships with patients, which can result in an increase in the number of illnesses due to non-routine registration of 472 patients from the vulnerable age group 40-80 years, thus resulting in an increase in the death rate. To maintain, for example by providing cheap prices or large promotions at the start, what is difficult is how to make consumers satisfied with marketing services (Kumari, 2016). Consumer satisfaction will be built when

there is consumer trust in customers who need fast service such as in hospitals (Purnama, 2022). Consumer trust is a condition where one of the parties involved in the exchange process is confident in the reliability and integrity of the other party (Setyo Rahman et al., 2023).

The trust that is built is by fulfilling all consumer desires, by using the best services offered to consumers, which is one of the trusts carried out by service providers, namely providing quality service that meets patient expectations which requires time to be handled effectively and efficiently (Alshurideh, 2022). In this way, consumer trust will increase in line with building consumer satisfaction for service users themselves. Creating trust is not easy, but companies must try with totality (Kassa et al., 2021), so that consumers do not move and always maintain consumer trust. not easily achieved by the service providers themselves (Kumari, 2016).

Services in marketing will be said to be great and successful if the business object succeeds continuously and consistently in maintaining the trust of each consumer (Swain & Kar, 2018). Maintaining trust certainly has a more important goal, namely to maintain the survival of the business. Apart from that, maintaining trust is also an effort to gain or obtain and even increase greater income or profits for the service business unit itself (Guin, 2019). That is why the success of a business will be more real if it remains consistent in maintaining the trust of every consumer wherever and whenever (Saifudin et al., 2021).

The increasing intensity of competition and the number of competitors requires companies to always pay attention to consumer needs and desires and try to meet consumer expectations by providing more satisfying services than competitors (Diputri & Yusuf, 2020). Service quality is a level of excellence to fulfill consumer desires (Ampaw et al., 2019). Service quality is very important in running a business. Good service quality starts from consumer perception, not from the company. For consumers, service quality comes from organized services, which will create a good perception among consumers (Armawan et al., 2023). Consumer perception of service quality is a total assessment of the superiority of a product which can be in the form of goods or services (Tajzadeh Namin et al., 2012; Fida et al., 2020).

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Theory in research in the field of service marketing is generally different from other meanings of service, so theory is used in the Service-Dominant Logic concept, that service is a process, namely utilizing operant resources (human, organizational, informational and relational resources) who have specialized knowledge and skills through actions, processes and performance for the benefit and interests of other parties or themselves (Kovalchuk et al., 2023). Operant resources in the context of this research are resources obtained from consumer responses to the value plans offered by the company. Meanwhile, the word services (plural) implies the amount or unit of output that is attached to value and the amount of output tends more towards Goods-Dominant Logic. One of the basic premises of Service-Dominant Logic reads "Service is the fundamental basis of exchange" (Barrios et al., 2023). This rationale explains that the focus of economic exchange is the service or services being exchanged. Each party who wants to gain benefits must have special abilities and knowledge in the exchange process. Meanwhile, goods function as exchange mechanization. This illustrates the difference between services in the traditional view and services in the Service-Dominant Logic concept (Lin, 2022).

Trust is a company's willingness to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty and kindness (Zhanna et al., 2021). Trust is a belief that someone will get what is expected from other people. Trust concerns a person's willingness to behave in a certain way because of the belief that their partner will give them what they expect and the hope that a person generally has that the words, promises or statements of other people can be trusted (Godlewska, 2021).

Consumer trust is the glue that allows companies to trust others to organize and use resources effectively. Developed consumer trust, including trusting someone, will give rise to high consumer trust in their abilities and desires (Han & Han, 2023). This definition explains that trust is the willingness or willingness to rely on colleagues involved in exchanges that are trusted (Ginting et al., 2023). Willingness is the result of a belief that the parties involved in the exchange will provide consistent quality, honesty, responsibility, kindness

and a good heart (Islam et al., 2021). This belief will create a close relationship between the parties involved in the exchange (Setiawan et al., 2020).

According to, trust is where individuals or service users voluntarily trust the service provider with the consent of all the risks involved (Nguyen et al., 2013), because consumers have positive expectations and previously the service provider has promised to provide a feeling of good results. Consumer trust has a huge influence on the sustainability of a company, because if a company's product is no longer trusted by consumers, it will be difficult for the product to develop in the market (Chen et al., 2022). However, on the other hand, if the company's products or services are trusted by consumers, then the company will be able to continue to grow in the market. This trust must always be obtained by the company, the more consumers trust it, the company will continue to have a good relationship with its consumers (Sitorus & Yustisia, 2018).

The benefits of trust as a business strategy (Nahan et al., 2019), namely: 1. Trust can encourage marketers to try to maintain cooperative relationships with consumers. 2. Trust rejects short-term options and prefers long-term profits expected by retaining existing customers. 3. Trust can encourage marketers to view attitudes that pose big risks wisely because they believe that consumers will not take opportunities that could harm marketers (Kristinae et al., 2019). The trust indicator consists of three components, namely: (a). Ability is a person's belief in the seller's ability to help consumers do something according to what the consumer needs. The essence of ability is how successful the seller is in producing what consumers want. (b). Benevolence is how much someone trusts the seller to behave well towards consumers. Kindness is the seller's willingness to serve the interests of consumers. (c). Integrity is how much confidence a person has in the seller's honesty to maintain and fulfill the agreement that has been made to the consumer (Kristinae et al., 2020b).

Trust depends on a number of interpersonal and interorganizational factors, such as the competence, integrity, honesty, and kindness of the service provider's management (Kristinae et al., 2020a). Trust is an assessment of a person's relationship with other people who will carry out certain transactions in accordance with expectations in an environment full of uncertainty (Christa et al., 2020). So it can be concluded that consumer trust is the willingness of one party to accept risks from another party based on the belief and hope that the other party will act as expected, even though both parties do not know each other. Based on theory and previous research studies, the hypothesis proposed is: hypothesis 1. Consumer Trust has a positive and significant effect on Consumer Satisfaction.

Service quality is the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs (Agarwal & Dhingra, 2023). Service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. Quality is a dynamic condition that influences products, services, people, processes and environments that meet or exceed expectations (Uvet, 2020).

Service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at

least meet or even exceed the expected service quality (Pakurár et al., 2019). Quality service products have an important role in shaping consumer satisfaction. The higher the quality of the products and services provided, the higher the satisfaction felt by consumers (Pakurár et al., 2019). If consumer satisfaction is higher, it can generate profits for the business entity. One of the main ways to maintain a service company is to consistently provide services with a higher quality of service than competitors and meet consumer expectations.

Service quality is a measure of how well the level of service provided meets consumer expectations (Suhail & Srinivasulu, 2021). With good service quality, the company will get a good image from consumers, thereby providing encouragement to consumers to have a strong relationship with the company. In this relationship, companies can better understand what consumers' needs and expectations are, so that companies can provide service quality that exceeds consumer expectations (Zygiaris et al., 2022).

Service quality can be determined by comparing consumers' perceptions of the service they actually receive/obtain with the service they actually expect/want regarding the service attributes of a company (Liu & Chen, 2022). If the service received or felt (perceived service) is as expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the quality of service is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the quality of service is perceived as poor. It can be concluded that service quality is a level of excellence that a person feels about a service which is expected from the comparison between the desires and performance felt by consumers after purchasing the service (Ahmed et al., 2023).

The dimensions of service quality are as follows (Kang & James, 2004): 1. Tangibles, which relate to the attractiveness of the physical facilities, equipment and materials used by the company, as well as the appearance of employees. 2. Emphaty, is that the company understands the problems of its consumers and acts in the interests of consumers, as well as providing personal attention to consumers and having comfortable operating hours. 3. Reliability, is related to the company's ability to provide accurate services from the first time without making any mistakes and delivering its services according to the agreed time. 4. Responsiveness, is something related to the willingness and ability of employees to help consumers and respond to their requests, as well as informing them when services will be provided and then providing services quickly. 5. Assurance, is the behavior of employees that is able to grow consumer trust in the company and the company can create a sense of security for its consumers. Guarantee also means that employees are always polite and have the knowledge and skills needed to handle any customer questions or problems.

LITERATURE REVIEW

In improving service quality, many factors need to be considered. These factors need attention, these factors are: identifying the main determinants of service quality (Fida et al., 2020). Every service company needs to strive to provide quality to its consumers. This requires identifying the main determinants of service quality from the consumer's perspective. Therefore, the first step is to conduct research to identify the most important service determinants for the target market. The next step is to estimate the assessment given by the target market to the company and competitors based on these determinants (Jasin & Firmansyah, 2023).

The next factor is managing consumer expectations. It is not uncommon for companies to try to exaggerate their communication messages to consumers with the intention of getting them hooked. Things like this can backfire on the company (Liu & Chen, 2022). The more promises made, the greater the consumer's expectations (which can even lead to being unrealistic) which in turn will increase the chances of the company not being able to fulfill consumer expectations. Third is managing evidence of service quality. Management of service quality evidence aims to strengthen consumer perceptions during and after services are provided. Therefore, services are performance and can be felt like goods, so consumers tend to pay attention to tangible factors related to services as evidence of quality (Yarimoglu, 2014).

An important factor in the service business is developing a quality culture. Quality culture is an organizational value system that produces a conducive environment for the continuous formation and improvement of quality (Jumadi et al., 2017). Quality culture consists of philosophies, beliefs, attitudes, norms, values, traditions, procedures, and expectations that enhance quality. The final factor is creating Automating Quality (Pathirana, 2019). The existence of automation can increase variability in service quality due to a lack of human resources. Before carrying out automation, companies need to carry out thorough research to determine the parts that require a human touch and the parts that require automation. It is necessary to avoid automation that covers the entire service. Based on theory and previous research studies, the hypothesis proposed is: hypothesis 2: Consumer trust has a positive and significant effect on service quality.

Consumer satisfaction factors (Agarwal & Dhingra, 2023) include: (1). Consumer satisfaction is a feeling of satisfaction or disappointment that arises as a result of value expectations and delivery comparisons. There are several dimensions of consumer satisfaction, including service satisfaction, service-related information, satisfaction with complaint resolution, service ordering process, satisfaction with interactions between officers and consumers. (2). Consumer trust is an important thing as a determinant of consumer behavior in the purchasing process. This arises as a result of the consumer's overall experience of previous service use with the company's products or services, and there are intangible and tangible attributes (Zygiaris et al., 2022). The components contained in consumer trust include trust from consumers, creating a comfortable and pleasant atmosphere, strengthening and increasing consumer

trust. (3). Consumer commitment is a complex factor that can be interpreted from several angles. In creating consumer commitment, the psychological component is very influential in creating attachment, to focus consumer emotional loyalty and relationships involving consumers. 4. Perceptions of service quality arise from the fulfillment of consumer expectations, namely between consumer expectations and consumer perceptions about the services that will be provided by the service provider. Therefore, companies must be able to provide a sense of satisfaction to consumers in carrying out all transactions with the company, so that in this case the company must pay attention to and improve the function and usefulness of all the facilities and resources it has so that consumers can use them anytime and anywhere.

Indicators of Consumer Satisfaction according to (Dash et al., 2021), namely: (1). By making regular purchases, consumers who have made transactions with the company and are satisfied with what they have obtained will form a close relationship between the consumer and what they want, so that the consumer will make regular purchases. (2). Buying services and trying other service products offered, consumers not only buy one type of product after another, but they buy and try other service products available at that place. (3). Recommending products to other people (refers other), consumers who always recommend products to other people are the biggest asset for the company, where these consumers, apart from recommending, will always buy the company's products and brands, consumers will be good spokespeople to other consumers and consumers will angry if other people badmouth the company brand. (4). Shows immunity to competing products, consumers refuse to admit that there are other types of products, they are confident in the product they are currently using, and find it difficult to switch to another product, they consider the product they are currently using to be true appropriate and beautiful, and many of them already believe in the products they are currently using. In addition, the satisfaction approach follows four stages, namely cognitive, affective, conative and action. Based on theory and previous research studies (Manyanga et al., 2022), the hypothesis proposed is: hypothesis 3: Service Quality has a positive and significant effect on Consumer Satisfaction

Tabel 1. Tabel Siklus 1 Hasil Belajar Siswa Dalam Siklus 1

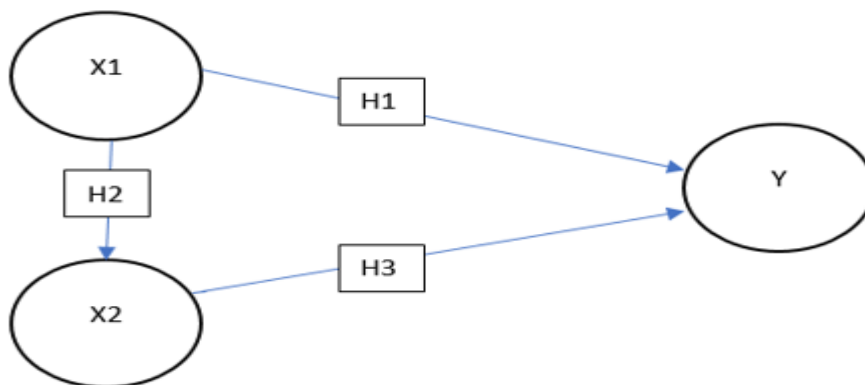
No	Nama Siswa	Nilai	Predikat
1	Budi	80	Tuntas
2	Rudi	70	Tuntas
3	Putu	70	Tuntas

METHODOLOGY

This research is quantitative and the type of research is explanatory research, namely testing the relationship between hypothesized variables. explanatory research is research that aims to explain the relationships between one variable and another variable or how one variable influences other variables to be applied to the scope of the research (Johannesson et al., 2023). The population and sample in research consist of objects/subjects that have certain quantities and characteristics which are applied by researchers to study and then draw conclusions (Baedke et al., 2020). The sample of respondents in this research was 200 hospital patients in South Barito, Central Kalimantan Province.

In the questionnaire there are several questions or statements that are closely related to the research problem to be solved (Negara et al., 2021). In connection with the post-covid-19 pandemic, in distributing questionnaires researchers used Google Forms, which is a tool or software used to assist researchers in submitting or filling in data and questionnaires directly to permanent patients aged 35-60 years who were the objects of this research by providing alternative answers (respondents choose answers that suit their knowledge) easily and efficiently (Mantikei et al., 2020).

Data analysis is breaking down the whole into smaller components to find out the dominant component, comparing one component with another component, and comparing one of several components with the whole (Memon et al., 2021). Data analysis techniques are used to answer problem formulations or test hypotheses that have been formulated. Data management in this research will use the Partial Least Square (PLS) data analysis technique, which is Structural Equation Modeling (SEM) equation analysis, which is a method used to cover weaknesses in the regression method. Partial Least Square is a powerful analysis method which is not based on many assumptions (Hair et al., 2014). The Partial Least Square (PLS) approach is distribution free (does not assume certain data, which can be nominal, category, ordinal, interval and ratio). The purpose of using Partial Least Square (PLS) is to make predictions, which in making predictions is to predict the relationship between constructs, in addition to helping researchers in their research to get latent variable values which aim to make predictions. The model used for this research using Partial Least Square (PLS) is as follows:



Picture 1. Research Conceptual Framework
Source : Authors, 2024

In PLS, the model fit test will be carried out, namely a test that validates the model as a whole, using Goodness Of Fit (GoF) values (Sarstedt et al., 2020). GoF was developed to evaluate measurement models (outer models) and structural models (inner models) and besides that, it provides a simple measurement of the overall model predictions (Evermann & Rönkkö, 2023). GoF is a single measure used to validate the combined performance of measurements and structural models which is obtained from the average value of Average Variance Extraced (AVE) multiplied by the root average value of R2. The GoF value is between 0-1 with interpretations of 0.1 (small GoF), 0.25 (medium GoF), 0.36 (large GoF).

RESULT AND DISCUSSION

Result

Hospital patients in South Barito were research respondents, the results of the respondents' occupational questionnaire were as follows: 36 farmers or 24%, 67 civil servants/TNI/POLRI or 36.2%, 21 entrepreneurs/traders or 9.5% %, 34 employees/laborers or 14.3%, 28 housewives or 11.6%. So the dominant occupation of the respondents was students, 14 people or 4.4%.

Table 2. Outer Loadings

Indikator	X1 Customer Trust	X2 Service Quality	Y Customer Satisfaction	Indirect Effect X1→X2
X1.1	0.872			
X1.2	0.859			
X1.3	0.844			
X1.4	0.861			
X2.1		0.921		
X2.2		0.973		
X2.3		0.944		
X2.4		0.985		
Y.1			0.861	
Y.2			0.849	
Y.3			0.863	
X2.1 ←				0.837
X1.1				
X2.2 ←				0.851
X1.2				
X2.3 ←				0.848
X1.3				
X2.4 ←				0.862
X1.4				

Source: Data in Author's Analysis, (2024)

The results of the research were carried out after obtaining valid questionnaire results with an average value of $0.764 > r$ -count of 0.244 and a reliable average of 0.413 . Based on research conducted, the first hypothesis is that consumer trust influences consumer satisfaction. Trust is a fundamental component in a business to create loyal consumers. However, in building the trust of a consumer who is a patient who needs healing of a very diverse nature and marketing services is not easy, we must be able to convince them that what we give them is of the best quality. Trust is a belief that someone will get what is expected from other people. Trust is the hospital's willingness to rely on business partners (Leninkumar, 2017).

Trust depends on a number of interpersonal and interorganizational factors, such as competence and effectiveness, integrity, honesty and kindness. Trust is a belief that someone will get what is expected from other people. If consumer trust is good then that will make consumers satisfied with the dimensions of the quality of the service offered. The results of this research produce results in accordance with previous research conducted by. That consumer trust has a positive and significant effect on consumer satisfaction. The results of the research show that there is a positive and significant influence of the consumer trust variable on consumer satisfaction of North Barito Hospital patients. The calculated t result for the consumer trust variable was obtained at $3,757$ and it was stated that there was a positive and significant influence because the calculated t value was greater than the t table value, namely $3,757 > 1.98$ and the calculated t significance value was smaller than the t table significance value, namely $0.00 < 0.05$. The hypothesis is accepted, meaning that the consumer trust variable has a positive and significant effect on patient satisfaction.

Thus, it can be explained that the higher the patient's trust, the higher the satisfaction. Based on these results, this research succeeded in proving the first hypothesis which states that "trust influences consumer satisfaction". Consumer trust can be a reference for consumers to reuse the service or not. If consumer trust is good then consumer satisfaction will arise and consumers will buy and use the service. Based on the explanation of SDL theory, services are directly felt and can be assessed after using them, so that patient trust in the research object is expected to be able to show a sense of confidence in accordance with consumer expectations (Kovalchuk et al., 2023). From these results it can be concluded that things related to consumer desires are capable of fulfilling service needs according to consumer expectations.

Based on the second research hypothesis, consumer trust has a significant positive effect on improving service quality and influences consumer satisfaction. Consumer satisfaction is consumer loyalty which is presented in consistent purchases from consumer trust in service quality over time and there is a good attitude to recommend to improve service. Based on expressing service quality is a deeply held commitment to support efforts to market services, in the future even though the influence of the situation and marketing efforts has the potential to cause consumers to switch (Barrios et al., 2023). The results of this research produce results in accordance with previous research conducted by. The research results show that there is a positive and significant influence of

consumer trust and service quality variables on consumer satisfaction. This is proven by the results of statistical tests for the consumer trust and service quality variables, the t-statistic value is $3.891 > 1.98$ and the significance level is $0.000 < 0.05$, so it can be concluded that the consumer trust and service quality variables have a positive and significant effect on consumer satisfaction.

Table 3. Path coefficient

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Consumer Trust in Consumer Satisfaction	0.518	0.524	0.113	3.757	0.000	Significant
Consumer Trust in Service Quality	0.539	0.541	0.137	3.891	0.000	Significant
Service Quality on Consumer Satisfaction	0.635	0.684	0.198	3,865	0.000	Significant

Source: Data in Author's Analysis, (2024)

Good service quality from the research results will have an influence on consumer satisfaction in the third hypothesis. This means that better service quality results in better customer satisfaction. According to (Upadhyai et al., 2019), service quality is the overall characteristics and characteristics of a product or service that influence its ability to satisfy stated or implied needs.

Service quality is the totality of the features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly (Zygiaris et al., 2022). Therefore, in formulating service strategies and programs, companies must be oriented towards consumer interests by paying attention to service quality components that will produce expectations that are in line with company goals and obtain maximum results, namely t-count $3.865 > 1.98$ P-Value and a significant value of $0,00 < 0.05$. The results of this research produce results in accordance with previous research conducted by, that service quality has a positive and significant effect on consumer satisfaction. The research results show that there is a positive and significant influence of service quality variables on patient satisfaction.

The research results state that the higher the quality of service provided, the higher the satisfaction felt by consumers. Based on these results, this research succeeded in proving the second hypothesis which states that "service quality influences satisfaction". Service quality is a factor that influences consumer satisfaction because consumers who are satisfied with their personal values and experience a positive mood towards service will have high satisfaction with the company (Liu & Chen, 2022). Consumers are often disloyal due to poor service

or service quality that is decreasing from what consumers expect. The quality of service provided to consumers must function to provide maximum satisfaction, therefore in order to provide service it must be carried out in accordance with the service function.

Discussion

Having loyal consumers is the ultimate goal of service in service marketing (Jasin & Firmansyah, 2023). However, most business units in service quality do not know that customer satisfaction can be formed through several stages, starting from looking for potential potential customers to advocating for customers who will bring profits to the business unit. Satisfaction is more directed at a behavior, which is demonstrated by routine purchases, based on the decision making unit. Loyal consumers also buy products or services offered by producers and recommend their friends to buy or use the same product or service at the same place and loyal consumers also do not easily switch to other similar businesses.

Research implications based on research conducted on consumer trust and service quality variables have shown that consumer trust and service quality have been proven to be significantly important variables in patient satisfaction at hospitals in South Barito. This can be the basis for saying that in the consumer trust variable, it is the patients who have the highest percentage of ability indicators who have provided and delivered the services needed by consumers. This is because consumers feel that marketing services are important to meet consumer needs. Meanwhile, the lowest percentage is in the statement item of the benevolence indicator, namely providing the best service to consumers. This is because consumers assume that the service they receive is in line with consumer expectations.

This difference in perception is what causes the gap between hospital management and consumers who are patients, which automatically gives rise to differences in perception about the services provided, thus affecting consumer satisfaction (Liu & Chen, 2022), therefore the hospital should improve the quality of service so that it can encourage patient satisfaction. Based on the research findings, it can be concluded that in the service quality variable there is a statement item dimension of physical evidence (tangible) indicators which has the highest percentage, namely that the hospital has used medicines that are safe and halal for patient consumption, as well as the presence of specialist doctors at the hospital. . This provides evidence that attention must be paid to the medicines that patients consume. Meanwhile, the lowest percentage was in the statement item from the empathy indicator, namely that the hospital had responded well in providing services in responding to consumer complaints.

Based on the results of research conducted on consumer satisfaction variables, it is proven that the indicator of always using services is the indicator that has the highest percentage because consumer satisfaction is obtained from a great feeling of liking a product or service (Suhail & Srinivasulu, 2021) and the lowest percentage is in the indicator that consumers do not will switch to using another service even though the other service offers cheap prices. Based on the results of research conducted, the variable that has the greatest influence on

consumer satisfaction is the service quality variable at 63%. This is because the quality of service provided is good and can make consumers feel safe when undergoing treatment at hospitals in South Barito, Central Kalimantan Province.

CONCLUSION

The quality of service has been implemented well by the hospital but there are still some neutral answers to several indicators so it can be improved by providing a resolution center, chat / messenger as a means of communication to improve hospital services. Satisfaction is what consumers do when they feel that what they want at that place is fulfilled and consumers do not think twice about coming back again. This is an important thing that must be paid attention to, with improvements that must be made, namely creating time for each service so that patients are treated quickly. Apart from that, we must be friendlier and closer to patients, so that patients who are consumers do not hesitate to provide input to hospital management to make it better in the future. Continuous improvement in trust regarding service information is provided by more openness about the service information provided. So the improvements made are that the hospital management must be even better, one of which is answering all consumer questions in a friendly manner, having to provide clear information about deficiencies, quality and types of products.

This research has research limitations, namely the observation period is very short and is not able to describe the actual situation. Research only focuses on the variables of consumer trust and service quality and cannot fully reveal the factors that influence consumer satisfaction. This means that studies need to be carried out by deepening or developing research variables with a larger sample and population. Future researchers can examine other variables such as service innovation. It is hoped that this study will reveal new findings that can be useful for the development of science, especially in the field of marketing management.

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