

The Role of Trust and its Influencing Factors in the Hospital Industry Indonesia Case

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ABSTRACT: Trust is important for a hospital, because trust is a variable that can bridge various independent variables to the dependent variable. Trust that is embedded in the minds of patients will be a factor that patients consider in choosing a hospital, high trust will provide benefits for the development of the hospital.

This study aims to analyze the role of trust level on patient revisit intention.

The research method uses quantitative causal research to see the relationship between one variable and another. Hypothesis proving uses a *structural equation model* that shows whether or not there is an effect of changes in the independent variable on changes in the dependent variable.

The study used 155 sample respondents who were hospital patients during the period 2021 to 2023, who were taken by purposive sampling by setting criteria such as having undergone outpatient care.

The research results show that in structure one, the level of trust is not influenced by the use of E Wom, but the level of trust is influenced by the value perceived by the patient. Sleian that e- wom also does not affect changes in patient revisit intentions. However, *customer perceived value* still has an influence on revisit intentions.

The findings show that the level of trust does not mediate the relationship between e-wom and revisit intentions but the level of trust acts as a mediator of the relationship between *customer perceived value* and revisit intentions. This conclusion can be interpreted that E-wom is not a factor considered by patients to make a repeat visit to the destination hospital. Factors that are considered by patients to make a re-visit to the hospital if the hospital can provide the value expected by patients in visiting the hospital. The expected value is, time value such as the speed of service delivery, service value that meets patient expectations. monetary value that can be perceived is perceived according to the patient's sacrifice at the cost incurred. The value provided by the hospital will encourage high hospital trust which will ultimately increase repeat visit intentions.

KEYWORDS: electronic word of mouth (e-wom), customer perceived value, trust, repeat visit

INTRODUCTION

For a hospital, patient visits are important, because the more consumers who make visits, the more likely the hospital can achieve its targets (Kotler & Keller 2009). (Kotler & Keller 2009) It can also be assumed that it will provide an increase in revenue for the hospital and this allows the hospital to make a profit (Setiawan, Hasyim, and Mutiara 2020). (Setiawan, Hasyim, and Mutiara 2020). Conversely, the lower the level of patient visits will be a problem for the hospital such as the problem of high operational costs and reduced revenue receipts, which will further disrupt the sustainability of the hospital. With the advancement of information delivery technology today, it is expected that this can attract patient re-visit intentions.

Repeat Visit Intention is the desire of individuals to conduct health checks after evaluating all the benefits, values, and satisfaction offered by several brands and alternatives in a group of choices based on previous use experience, information from people around and advertisements. (Kotler & Keller, 2009). Patients who have the intention to make a repeat visit can be characterized by a willingness to revisit the same hospital in the future and recommend the hospital to others. (Allameh et al., 2015).

Electronic word of mouth (e-wom) is one of the factors that can be suspected of influencing repeat visits either directly or indirectly. E-wom means a positive or negative statement about a product or company that is formed from the opinions of previous consumers that can be accessed by a wide audience in cyberspace. (Henning- Thurau 2004). Or in other words, it can be called a review from patients who have experienced or received services from the hospital.

Currently, it is not only marketers who provide information about the products or services of a hospital, but also consumers who have used the product/service do not hesitate to provide information about the experience when using the product/service. E-wom is a very important place for consumers to give their opinion on a product/service. The number of reviews, comments, *captions*, or *hashtags* on social media provides indirect benefits for consumers in choosing or using a product / service. Research conducted

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Nurhasanah et al. (2021) concluded that E-WOM has a positive and significant effect on purchasing decisions, where the better product reviews, the more people decide to buy the product.

Some other factors that influence patients to make repeat visits to the hospital are trust in the hospital and recommendations from previous patients. According to Setiawan et al. (2020) consumer trust has an influence on visiting intentions with a positive relationship, meaning that the higher the consumer trust, the higher the visiting intention. With patients visiting the hospital, it means that there is patient trust in the hospital in meeting their needs. Trust is a significant predictor of behavioral intentions (Dillahun and Malone 2015). Once initial trust is built, buyers tend to put less effort into making transactions with sellers. Kim & Peterson (2017) state that trust has a positive relationship with perceived value. This positive relationship has been supported in various studies (Kim et al. 2012; Kim & Peterson 2017). Then, trust is also important in building purchase intentions (Chen & Chang 2012). Because without the trust of buyers and sellers, it also states that trust positively affects transaction intentions (Pradhana, Suliantoro 2017). (Pradhana, Suliantoro, and Susanty 2021).

To describe the phenomenon of Repeat Visit Intention and the variables to be studied, a preliminary study was conducted on 10 patients, obtained data regarding e-WOM as many as 5 people (50%) received negative comment information about the hospital, this explains that there are still many negative comments about the hospital. Studies regarding *customer perceived value* there are 7 people (70%) assessing the services provided are not good; 7 people (70%) assessing the service is not fast; 7 people (70%) assessing the price or hospital rates are not in accordance with the services provided. This explains that patients do not feel that the services provided are the best and are not in accordance with patient expectations. Studies regarding patient trust, there were 8 people (80%) felt that the services provided were not in accordance with patient expectations. This explains that hospital services are not in accordance with patient expectations and trust in the hospital has not yet arisen. Studies regarding repeat visit intentions as many as 8 people (80%) are not sure to continue to choose treatment at Medika hospital compared to other hospitals.

THEORETICAL REVIEW

1. Revisit Intention

Theory of Reason Action (TRA) was created by Ajzen and Fishbein (1975), this theory explains that a person's intention to perform a certain behavior is influenced by two basic determinants, namely attitude (*attitude towards behavior*) and social influence or *subjective norm* (*subjective norm*). Attitude towards behavior is a positive or negative assessment of consumers in performing behavior. Attitude is a function of belief, someone believes that doing a certain behavior will produce mostly positive results that have a favorable attitude towards the behavior. Beliefs are based on consumer attitudes towards behavior, called behavioral beliefs. People's perception of the social pressure imposed on them to perform or not perform the behavior. As it relates to what a person feels, this factor is called subjective norm.

Repurchase intention is the customer's desire to repurchase the same product or service after evaluating all the benefits, value and satisfaction felt based on previous purchasing experiences, information from people around and advertisements (Kotler & Keller, 2009). *Repurchase intention* means that consumers have a positive impression on the first purchase, so consumers consider returning to the same company and brand.

According to P. Kotler & Armstrong (2012) indicators that can be used to measure repeat visit intentions include the following:

1. *Return Intention* (Desire to make a repeat visit).
2. *Willingness to pay more*.
3. *Word of mouth* (*word of mouth* communication).

2. Electronic Word of Mouth

Henning-Thurau (2004) defines *electronic word of mouth* as consisting of positive or negative statements made about a product via the internet. Positive statements will help the company's marketing support and suggest that others use the company's products or services. Conversely, negative statements are opinions written by someone about a product or service that are negative. Negative statements will make it difficult for companies to convince consumers. Because people who give negative statements have the intention of telling other people not to use the products or services of the company so that the uncomfortable experiences that have been experienced are not experienced by others. In this study referring to Goyette et al.

(2010) provide several dimensions in measuring the influence of *electronic word of mouth* (e- WOM) including:

- 1) Intensity
 - a) Frequency of accessing information from the internet.
 - b) The number of reviews written by internet users.
- 2) *Valence*.

Defined as positive or negative comments made and shared by consumers using the internet.

- 3) Content
 - a) Information on product or service variations.
 - b) Information on product or service quality.

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- c) Information on the price offered.

3. Customer Perceived Value

Perceived value is defined as the customer's perception and evaluation of how profitable the relationship is with the entrepreneur (Hutt & Speh, 2007). Perceived value can be defined in several ways, namely, value is a low price, value is the fulfillment of consumer desires from products, value is quality and value is what benefits are obtained compared to what has been given (Rahab et al., 2015). A product or service provided can provide value that each customer perceives differently. This is related to all relevant 'get' and 'give' components, which leads to the notion of customer perceived value as an overall customer assessment of a product or service based on the perception of what the customer receives and what the customer gives. (Zeithaml 1988).

Measurement of *customer perceived value* using the approach taken by Sweeney & Soutar (2001) and previous research by Unpapar (2021) which consists of:

1. *Emotional Value*. It is a situation where the patient feels satisfied with the overall benefits of the service.
 - a) Personal desire to visit
 - b) Convenience when visiting
2. *Social Value*. It is a situation where the patient feels that his/her social level has increased when using the service, consisting of:
 - a) Good impression when visiting
 - b) Pride of visit
3. *Performance*. Is a consumer assessment when expected in accordance with what is obtained, consisting of:
 - a) Good service quality
 - b) Attractive design and facilities
 - c) Meet a wide range of patient needs
4. *Price or Value of Money*. This is the patient's assessment of the level of cost efficiency that can be met, consisting of:
 - a) The price offered is in accordance with the services provided
 - b) There are often promo prices or discounts given.

4. Trust

Trust is the willingness of consumers to trust the brand at all costs, because there is hope that the brand can provide a positive result for him (Lau and Lee, 1999). Trust is the basis for creating the beginning of relationships and commitment. In the relationship between companies and consumers, trust means that consumers are willing to cognitively expect the company to take actions that are important to them that will provide positive value to them. Consumers will always expect that the product or service they trust will provide both functional and emotional benefits.

Trust indicators according to Schoorman et al. (2004) as follows:

1. *Ability* refers to the competence and characteristics of the seller/organization in influencing specific markets. This means that consumers get a guarantee of satisfaction and security from the seller in making transactions. (Kim et al., 2003) states that the aspects assessed include:
 - a) Company competence
 - b) Company experience
2. *Benevolence*. Attention given in meeting customer needs.
3. *Integrity* relates to how the seller's behavior or habits in running his business. The information provided to consumers is true according to the facts or not. The quality of the products sold is trustworthy or not. (Kim et al., 2003) suggest that *integrity* can be seen from aspects:
 - a) *Fairness*
 - b) *Fulfillment*

RESEARCH METHODS

This research is included in the type of quantitative research. And this research design is a *cross-sectional study*, a research approach by making observations at a specified time with the aim of analyzing the relationship between the independent and dependent variables. The population in this study were patients who had been to Medika BSD Hospital for examination at the Polyclinic. The sample was taken using *purposive sampling* technique with the sample size adjusted to the statement indicators used in the questionnaire, assuming nx5 *observed variables* (indicators) up to nx10 *observed variables* (Hair, J. F., Black, W. C., Babin, B. J., & Anderson, 2019). in this study the number of question indicator items was 31 statement items multiplied by 5, namely 155 respondents.

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RESULTS AND DISCUSSION

A. Respondent Characteristics

Based on the results of the questionnaire distributed by the researcher, 155 respondents met the criteria for this study. Based on gender, women dominate in this study as many as 98 people (63%), while the smallest number of respondents' gender is male as many as 57 people (37%). The age of respondents in this study, most of whom were 18-30 years old as many as 73 people (47%), while the fewest respondents were more than 60 years old as many as 14 people (9%). The majority of respondents in this study were married as many as 109 people (70%), while 46 people (30%) were unmarried. The education of respondents in this study, the majority of respondents had a bachelor's degree as many as 72 people (46%), and the least education graduated from elementary school as many as 2 people (1%). Based on the respondents' occupations, the majority worked as employees as many as 92 people (59%), and the smallest number had other jobs as many as 15 people (10%).

B. Data Analysis

Based on the results of the *measurement* model, the validity test in *Structural Equation Modeling* (SEM), namely the *confirmatory analysis* test, shows that in 27 indicators covering exogenous and endogenous variable questions that have been measured, have a *loading factor* value > 0.6 and *Average Variance Extracted* (AVE) > 0.5 So it can be stated that all dimensions in each variable are factors forming the latent variable.

Reliability test results, based on the results of data processing, the *Construct Reliability* (CR) and *Cronbach's Alpha* test results are obtained in Table 1. From this table it can be seen that all variables have a *Construct Reliability* value > 0.7 and *Cronbach's Alpha* > 0.6 . So this shows that the variable constructs can be declared to have good data reliability (reliable).

Table 1: Data Analysis

Variables	AVE	Cronbach's Alpha	CR
Electronic Word of Mouth (X1)	0.702	0.934	0.942
Customer Perceived Value (X2)	0.568	0.914	0.929
Trust (Z)	0.731	0.926	0.942
Repeat Visit Intention (Y)	0.776	0.903	0.932

C. Descriptive Analysis

Descriptive analysis in this study uses a three-box index analysis to get the trend of respondents' responses for each variable, they will be classified into score ranges based on three-box calculations. the result index number is 115, while the scale range distance for each criterion is 38.75.

The index value of the Repeat Visit Intention variable is in the medium category, meaning that some patients have formed the intention to make a repeat visit in the future. The *Electronic Word of Mouth* variable is in the medium category, meaning that some respondents still do not rely on comments on social media as a source of information. The *Customer Perceived Value* variable is included in the medium category, meaning that according to respondents there is still a perception of value that is not maximized and some values are perceived as high. While the trust variable is included in the high category, meaning that patient trust has been formed.

D. Structural Model Fit Test

Based on the results of the goodness of fit test on the research model, based on the *R-square value* on the trust variable, it is worth 0.656 or 65.6%, meaning that the contribution of the *electronic word of mouth* and *customer perceived value* variables to trust is 65.6%. While the *R-square of the* repeat visit intention variable is worth 0.730 or 73%, meaning that the contribution of *electronic word of mouth*, *customer perceived value* and trust variables together or simultaneously affects changes in repeat visit intention by 73%.

The *R-Square* of the PLS model can be evaluated by looking at the *Q-Square predictive relevance* for the variable model. The magnitude of Q^2 has a value with a range of $0 < Q^2 < 1$, where the closer to 1 means the better the model. Based on the results of data processing, the results of the calculation of the amount of Q^2 have a value in the range $0 < Q^2 : 0.908 < 1$, where getting closer to 1 means the model is getting better.

The results of the structural model in this study are shown in Figure 2 below:

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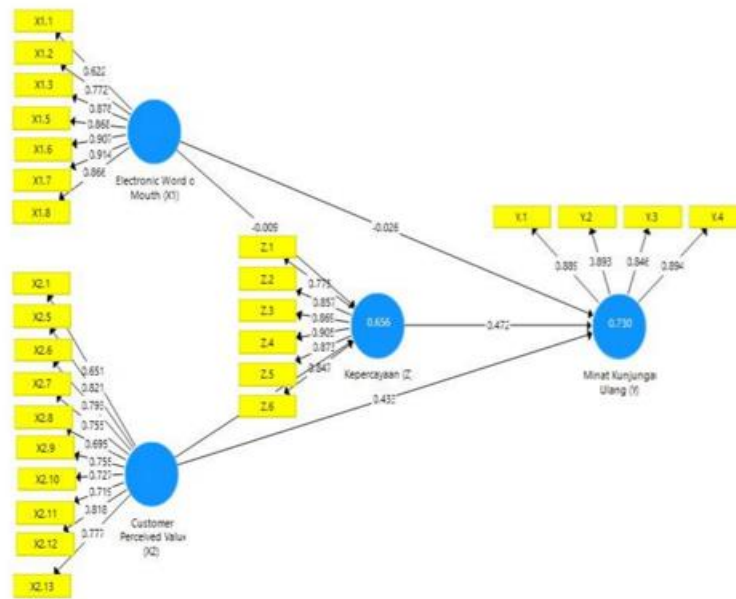


Image 2: PLS Algorithm structure model output results

E. Hypothesis Test

Testing the effect hypothesis is used to test whether there is a direct and indirect effect of exogenous variables on endogenous variables with *bootstrapping* analysis. The test uses a significance level of 0.05 ($\alpha = 5\%$), t table is obtained from the results of a probability of 5% (0.05) and $n = 155 - 1 = 154$, then the t table result is 1.96. Based on the results of data processing, the results of hypothesis testing (regression weights) Direct effects and indirect effects are shown in Table 2 as follows:

Table 2: Path Coefficient Hypothesis Testing

Hypothesis	Original Sample	T Statistic	P value	Conclusion
E-WoM → Kp	-0.009	0.176	0.860	Not Significant
CPV → Kp	0.812	24.158	0.000	Significant
E-WoM → NKU	-0.026	0.568	0.570	Not Significant
CPV → NKU	0.433	4.927	0.000	Significant
Kp → NKU	0.472	5.205	0.000	Significant
E-WoM → NKU	-0.004	0.174	0.862	Not Significant
CPV → NKU	0.384	4.911	0.000	Significant

1. The Effect of *Electronic Word of Mouth* on Trust

The test results *p-value* 0.860 (>0.005) and *tstatistic* of 0.176 (<1.96). It can be concluded that *Electronic Word of Mouth* statistically has no effect on patient trust at Medika BSD hospital. So that these results are not in accordance with the hypothesis proposed in this research. These results are not in line with the research proposed by Anjani (2022); Alfian (2019); Tataningtyas & Tjahjaningsih (2022); and Fajar (2022) which states that *Electronic Word of Mouth* has a significant effect on patient trust. However, this study is in accordance with previous researchers Syaputra (2019) there is an insignificant effect of e- WOM on trust.

The researcher concluded that the level of patient trust in the hospital was not caused by *electronic word of mouth*. In this study, the sample was patients or people who were suffering from a complaint and needed help from medical staff at the hospital. Meanwhile, the *word of mouth* formed in this case is between patients and other patients. This means that the news about the hospital does not affect the patient's trust that has been formed in the hospital, because the patient's needs in the health sector are the top priority for each individual and when the need for health assistance arises, it is sudden. Unlike other studies in the field of *tangible goods*, *electronic word of mouth* will affect the trust of other consumers and their needs can choose (not health needs). So that to increase the level of patient trust in Medika BSD hospitals, it is focused on other variables related to trust indicators such as improving faster and more precise services, comfort, being able to give a good impression to patients, complete facilities, attractive design, prices that are in accordance with the services provided, being able to meet patient needs.

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2. The Effect of *Customer Perceived Value* on Trust

Based on the results of hypothesis testing, the p -value is 0.000 (<0.05) and the t -statistic is 24.158 (>1.96). So it can be concluded that the *Customer Perceived Value* variable has a significant positive effect on patient trust at Medika BSD hospital. These results are in line with previous researchers Fitria (2022) and Handi (2018) that there is a significant influence between *customer perceived value* on trust.

Researchers concluded that the value perceived by patients is one of the important factors in increasing trust based on the fulfillment of comfort in emotional value; social value; *performance* in the services provided includes speed of service, complete facilities, attractive design, reliability, fulfillment of patient needs, and prices that are in accordance with the services provided. These results also provide evidence that hospitals in addition to being attractive in design are also expected to be able to build good experiences and build bonds with patients, so that patients will develop a sense of trust in the hospital.

3. The Effect of *Electronic Word of Mouth* on Repeat Visit Intention

The test results of the p -value are 0.568 (>0.05) and t -statistic 0.570 (<1.96). So, it can be concluded that the *Electronic Word of Mouth* variable has no effect on patient Revisit Intention at Medika BSD hospital. This hypothesis is not in line with research Nurhasanah (2021); Anjani (2022) and Muchlis. et al. (2021) that e-WOM has a significant effect on repurchase intentions. However, this research is in line with the results of Abidin & Sabar (2018) which states that *Electronic Word of Mouth* has no direct influence on online repurchase intentions at *Atomy*.

The researcher concluded that the level of patient visit intention to the hospital was not caused by *electronic word of mouth*. In this study, the sample is patients or people who are suffering from a complaint and need help from medical staff at the hospital. Meanwhile, the *word of mouth* formed in this case is between patients and other patients. This means that the news about the hospital does not affect the patient's trust that has been formed in the hospital, because the patient's needs in the health sector are the top priority for each individual and when the need for health assistance arises, it is sudden. Unlike other studies in the field of *tangible goods*, *electronic word of mouth* will affect the trust of other consumers and their needs can choose (not health needs). So that to increase the level of patient trust in Medika BSD hospitals, it is focused on other variables related to trust indicators such as improving faster and more precise services, comfort, being able to give a good impression to patients, complete facilities, attractive design, prices that are in accordance with the services provided, being able to meet patient needs.

4. The Effect of *Customer Perceived Value* on Repeat Visit Intention

Based on the test results, the p -value is 0.000 (<0.05) and the t -statistic is 4.947 (>1.96). So, it can be concluded that the *Customer Perceived Value* variable has a significant positive effect on patient Revisit Intention at Medika BSD hospital. The results are in line with research Unparar (2021); and Zeqiri (2022) that *perceived value* has a positive and significant effect on the *repurchase intention* variable.

The researcher concluded that the value perceived by patients is one of the important factors in increasing patient visit intentions based on the fulfillment of comfort in emotional value; social value; *performance* on the services provided includes speed of service, complete facilities, attractive design, reliability, meeting patient needs, and prices that are in accordance with the services provided. These results also provide evidence that patients who have made a visit to the hospital will have a desire to visit Medika BSD hospital again because it gives them a good experience.

5. Effect of Trust on Repeat Visit Intention

Based on the test results, the p -value is 0.000 (<0.05) and the t -statistic is 5.205 (>1.96). So it can be concluded that the Trust variable has a significant positive effect on the patient's Repeat Visit Intention at Medika BSD hospital. These results are in line with research Setiawan et al. (2020); Tataningtyas & Tjahjaningsih (2022); and Muchlis et al. (2021) that trust has a positive and significant effect on repeat visit intentions.

The researcher concluded that patient trust is an important factor in increasing patient revisit intentions based on the hospital's ability to be professional and competent, an experienced hospital, providing the best service, prioritizing and meeting patient needs, serving according to patient expectations, and a sense of trust in all the comfort and safety provided. These results also provide evidence that Medika BSD hospitals, in addition to being attractive in design, are also expected to be able to build good experiences and patient trust, so that patients will return to visit Medika BSD hospitals in the future.

6. Trust mediates the effect of *Electronic Word of Mouth* on Repeat Visit Intention

Based on the results of the mediation test the p -value is 0.861 (>0.05) and the t -statistic is 0.174 (<1.96). So it can be concluded that the *Electronic Word of Mouth* variable has no effect on repeat visit intentions through trust as a mediating variable. These results are not in line with research Alfian et al. (2019) and (Boenadi 2021) that *Brand Trust* significantly mediates the relationship between *Electronic Word of Mouth* and *Online Repurchase Intention*.

The researcher concluded that the level of patient intention to visit the hospital was not caused by *electronic word of mouth* even with trust mediation, meaning that changes in the level of patient intention to revisit the hospital were caused by other variables. So that to increase the level of patient visit intention towards Medika BSD hospital, it is focused on other variables related to

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indicators of revisit intention such as improving faster and more precise services, comfort, being able to give a good impression to patients, complete facilities, attractive design, prices that are in accordance with the services provided, being able to meet patient needs.

7. Trust mediates the effect of *Customer Perceived Value* on Repeat Visit Intention

Based on the mediation test results, the *p-value* is 0.000 (<0.05) and the *t-statistic* is 4.911 (>1.96). So it can be concluded that the *Customer Perceived Value* variable has a significant positive effect on Repeat Visit Intention through trust as a mediating variable. These results are in line with the research results Syaputra (2019) which states that *Customer Perceived Value* has a significant effect on repurchase intentions with trust as mediation.

The researcher concluded that the better the *customer perceived value* presented at the fulfillment of comfort in emotional value; social value; *performance* on the services provided includes speed of service, complete facilities, attractive design, reliability, fulfillment of patient needs, and prices that are in accordance with the services provided are able to build patient trust, so that patient trust can be fulfilled properly. Patient trust in the visit experience is able to increase the intention of repeat visits so that patients will return again for treatment at Medika BS hospital.

CONCLUSION

Research on the role of trust on repeat visit intentions at Medika BSD hospital has been successfully conducted. Here, it can be concluded that *electronic word of mouth* has no effect on trust and revisit intentions either directly or indirectly. On the other hand, the *Customer perceived value* variable has a positive and significant effect on trust, meaning that the higher the value perceived by patients, the more patient trust in Medika BSD Hospital will increase. *Customer perceived value* also has a positive and significant effect on revisit intentions, meaning that the higher the patient's perceived value, the more it increases the patient's revisit intention at Medika BSD Hospital. As well as trust has a positive and significant effect on revisit intentions, meaning that the higher the patient's trust, the more it increases the patient's revisit intention at Medika BSD Hospital. Meanwhile, the effect of *customer perceived value* on patient revisit intention through trust as a mediating variable means that the higher the patient's perceived value, the more patient trust will increase, thereby increasing the patient's revisit intention at Medika BSD Hospital.

IMPLICATIONS

1. Theoretical Implications

Intention is a basic assumption of humans to behave consciously and have considered all available information. Ajzen & Fishbein's Theory of Reasoned Action (1980), assumes that behavior is determined by an individual's intention or desire to do or not do a behavior. Desire is determined by two variables including attitudes and subjective norms.

Ajzen's theory of attitudes toward behavior refers to the extent to which a person has a favorable or unfavorable evaluation judgment that produces certain results. The evaluation includes how well the individual *perceived value* thoroughly assesses any benefits or advantages for him compared to the costs incurred (Woodruff, 1997). Meanwhile, subjective norms refer to the perceived social pressure to perform or not perform a behavior (Ajzen, 1991). This relates to the individual's perception of how the group sees and assesses the behavior including trust in it. Trust is formed because of the customer's willingness to trust the other party at all costs, with the hope of providing positive results or benefits for him (Lau & Lee, 1999). Previous experiences regarding service quality, price, and perceived benefits can shape trust. In previous research Handi et al. (2018) have found the effect of *customer perceived value* on trust.

Behavior is also formed from considering all available information, including information on social media. According to Henning-Thurau (2004) According to Henning-Thurau (2004), communication on internet media today aims to provide information as a basis for assumptions about other individuals in decision-making behavior. So that *electronic word of mouth* is assumed to have an effect on customer purchase intentions. However, this study found that *electronic word of mouth* did not have an effect on patient trust and revisit intentions. This is not in line with the theory of Henning-Thurau (2004) This is expected because the subjects of this study are hospital patients who have different perceptions of their health needs. So that comments on electronic media do not always affect the mindset and behavior of customers.

2. Managerial Implications

Customer perceived value in this study obtained moderate results. Currently the hospital has not been able to improve perceptions related to the social value of patients. This explains the hospital, which currently serves the majority of BPJS patients, has a social impact with its *image* as a BPJS general hospital. In order for the perceived value of patients to increase, it is necessary to increase the active role of the hospital quality management system in evaluating internal and external strategies. Management needs to focus on the implications of *price*, *promotion*, and *process*. The implementation of *price* in this study means that management reviews the price of services by considering the economic conditions of the target market, evaluating service quality regularly. Implementation of *promotion* by marketing hospital services by highlighting the advantages of services and facilities

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owned by the hospital. And *process* implications include service evaluation and improvement both in service flow arrangements, service time, officer *performance during service*.

Patient trust in this study obtained high results, but hospital management is expected to continue to improve *customer expectations* with the active role of the hospital quality management system conducting patient satisfaction surveys.

The intention to revisit in this study obtained moderate results, in the sense that there are still patients who have not made the hospital their first choice. So that hospital management needs to increase patient loyalty to continue to choose the hospital as a medium for health services by continuing to improve service quality with the concept of *Patient Center Care* by prioritizing the needs and interests of patients and involving patients and their families in every decision during patient care in the hospital, and routinely evaluating service quality and patient satisfaction.

ADVICE

It is expected that hospital management activates the hospital quality management system including *reviewing* policies related to services, revising service flow or SPO, socializing service flow or SPO, periodic evaluation. Management also needs to evaluate patient satisfaction periodically through patient satisfaction surveys to get an overview of service quality so that improvements can be made. As an external strategy, it is recommended that the active role of the hospital marketing department to carry out a marketing strategy by focusing on the hospital's superior services by holding medical seminars or activities outside the hospital.

For further research, it is hoped that it can develop and explore other variables that can affect repeat visit intentions such as customer satisfaction, *service quality*, hospital image, and so on. Or conduct the same research in a place with different characteristics, so as to get more varied results.

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