

# THE EFFECT OF SERVICE QUALITY ON CUSTOMER TRUST WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES IN HOME CARE HEALTH Service RawatDiRumah.Com

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**Abstract:** RawatDiRumah.com is a home care health service that is expected to make it easier for people to get medical services at home to reduce the risk of making contact with the diseases that may occur if they are treated at the hospital, especially during the Covid-19 pandemic. Seeing the relatively high competition between home care health services, RawatDiRumah.com needs to pay attention to service quality which will affect customer satisfaction and customer trust. This research aims to determine the effect of service quality on customer trust through customer satisfaction as a mediating variable. The population of this research is all customers who have used the RawatDiRumah.com home care service at least two times from June–December 2021. The sample used in this research was 86 respondents, determined by the saturated sample method. The model used by the researcher is an SEM analysis using SmartPLS. The results of this study indicate that there is a positive and significant influence between service quality and customer satisfaction, customer satisfaction and customer trust, service quality and customer trust, and customer satisfaction acts as a mediating variable in the relationship between service quality and customer trust. of home care health service RawatDiRumah.com.

**Keywords:** home care, service quality, customer satisfaction, customer trust

**JEL Classification:** D40, I11, L84

## A. INTRODUCTION

At the end of 2019, the Covid-19 pandemic was an ongoing global pandemic where the virus spread quickly, causing death. This condition impacts

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patient behaviour and intention to visit the hospital during the pandemic (Suryandartiwi & Zaky, 2021). Therefore, the government continues to explore to make breakthroughs and innovations that are useful in improving the citizens' health services. Home care has transformed public service innovation in the health sector. This is a new step in responding to the challenges of service needs by making maximum use of communication technology to provide fast access, streamline the costs incurred, and maintain quality care (Ma'mur et al., 2019). Seeing a potential market, especially in the current conditions, many business players in the health sector are starting to look at the home care business opportunity (Suwedia & Daruki, 2019).

RawatDiRumah.com is a home care service that runs in the health sector. The services provided by RawatDiRumah.com start from essential examinations and drug injections to infusions. The increasing various demands and needs of consumers are impacting RawatDiRumah.com to make some adjustments to know what consumers need. Providing medical home care services is expected to make it easier for people to get medical services at home to reduce the risk of making contact with diseases that may occur if they seek treatment at the hospital.

In the service industry, especially in the health sector, trust is one of the essential variables. Therefore, RawatDiRumah.com needs to get the trust of its consumers so they want to use the services provided. This trust is considered the most important way to build and maintain the relationship between consumers and companies in the long term (Cahyati, 2021). In addition, the satisfaction that is formed in the customer for the service received from the service provider can form consumer confidence in the service provider concerned (Lestariningsih, 2021). Especially in the health industry, as revealed by Upadhyay et al. (2020), where consumer satisfaction with service quality provided by health service providers influences consumer confidence.

In its journey, RawatDiRumah.com received several testimonials in the form of suggestions and criticisms from consumers. Consumers who have experienced the services of RawatDiRumah.com express the satisfaction experienced by each individual, such as providing good service, officers who come on time, and friendly health workers. After this satisfaction, several consumers also gave suggestions to provide several types of additional services from RawatDi-

Rumah.com. Although most testimonials show a positive impression from consumers, RawatDiRumah.com needs to know that the satisfaction felt by consumers can make them more confident in using RawatDiRumah.com's services. This condition proved by Cahyati (2021) that trust is essential to a company's sustainability.

## **B. LITERATURE REVIEW**

### **1. Theory of Buyer Behaviour (TBB)**

The theory of Buyer Behavior is a model developed by Howard and Sheth in 1969. Howard and Sheth explained that consumers usually have repetitive behavior and determine their buying cycle. In this case, consumers are faced with repeated brand choice decisions, then simplified by sorting the relevant information to set it into a routine (Howard & Sheth, 1969). The implications of the Howard & Seth model for a business marketing strategy are that business owners must try to gain consumer trust in the long term through satisfaction with the services provided according to their needs to maintain the company's image.

Based on this description, this theory is suitable as the basis for this research, where business actors in the health industry are required to provide the best service, and of course, it is tailored to the needs of their consumers. This is done to create customer satisfaction to generate a sense of trust in the services that have been provided.

### **2. Home Care**

Home Care is a health service aimed at individuals or families in the patient's residence so patients can carry out their health care independently (Suswati et al., 2018). Home care is a part of health services aimed at individuals and groups of people in their homes to make it easier for consumers with limited mobility but still need professional care. Suswati et al. (2018) revealed that home care has three main elements: management, implementation, and clients. In the service management element, a group will be responsible for all home care customers, providing personnel, facilities, equipment, and mechanisms by applicable standards. Meanwhile, service providers consist of professional nursing

staff, collaborating with several health practitioners, including doctors, nurses, physiotherapists, and non-professional staff. The third element is the client, who acts as the recipient of health care by involving one of the family members as the person in charge of the client.

### 3. Service Quality

Service quality is the method of service delivery carried out by service providers to balance consumer expectations to achieve perfection from their services (Wulur et al., 2020). Service quality is the ability of service providers to provide satisfaction to consumers efficiently to improve business performance (Susanto & Herdinata, 2022). Providing good service quality will benefit the company so that it becomes different from its competitors, increases customer satisfaction, has several loyal customers, and has good relationships with customers (Ratnasari & Sasongko, 2019). Service quality in the healthcare industry, according to the Donabedian framework, is divided into two main dimensions, namely technical, which can be seen from the application of technology for healthcare, and interpersonal processes, which can be seen from the interaction between patients and healthcare providers (AlOmari, 2021). Poor service quality will make patients leave complaints and will not even use the healthcare services again. Based on research from AlOmari (2021), there are five dimensions of healthcare service quality: tangibility, empathy, assurance, reliability, and responsiveness.

Boonlertvanich (2019) proves that there is an influence of service quality on customer satisfaction. If the company's service quality is improved, it will strengthen customer satisfaction. Cahyati (2021) writes that the better the service provided by the service provider, the higher customer satisfaction will be. The research that has been done by Fatima et al. (2018) also explains that customer satisfaction is assessed by looking at the difference between perceived and expected service quality. Boonlertvanich (2019) proves that service quality affects customer trust. This is also expressed by Suratno et al. (2016) that service quality influences consumer trust. According to his research, an increase in the quality of services provided to consumers will increase customer confidence in the services provided by the company.

#### **4. Customer Satisfaction**

Customer satisfaction is an output of comparative feelings in consumers due to the difference between expectations and reality (Boonlertvanich, 2019). Consumers will feel satisfied or disappointed after comparing what is expected with what is felt about the product or service they receive (Cahyati, 2021). High-quality services that meet patient needs are critical to creating satisfaction and instilling a good perception (Setyawan et al., 2019). Sahrul et al. (2019) revealed three indicators of customer satisfaction:

- the suitability of the service as expected
- the suitability of the service with the rates offered
- consumer satisfaction with the services offered

Boonlertvanich (2019) proves that customer satisfaction affects customer trust. This is also revealed by Risdianto & Japariato (2014), where trust in building a relationship will require a process and time that develops gradually. This will require the parties' adaptation so that trust arises from previous satisfactory experiences.

#### **5. Customer Trust**

Customer trust is a consumer's belief in the promise of a reliable service provider and fulfilling its commitments (Haron et al., 2020). Consumers will increasingly trust to use a product or service if more value is provided (Effendi & Radianto, 2022). Widyastuti et al. (2019) revealed that trust is an essential foundation of a relationship between service providers and consumers, especially in the service sector. Patient confidence in the healthcare industry will depend on the skills and results healthcare workers provide (Hydari et al., 2020). In addition, patients who trust health services will undoubtedly have a good impact on the sustainability of health services. This trust can also be created at any time because of the influence on the services provided by healthcare providers. Putri & Marlina (2021) revealed five indicators of customer trust: integrity, competence, consistency, loyalty, and openness.

Lestariningsih (2021) revealed that service quality is provided to build trust through customer satisfaction that consumers have felt. This trust will be built

gradually in consumers through a set of satisfaction with the quality of service that has been felt before (Setiawan et al., 2020).

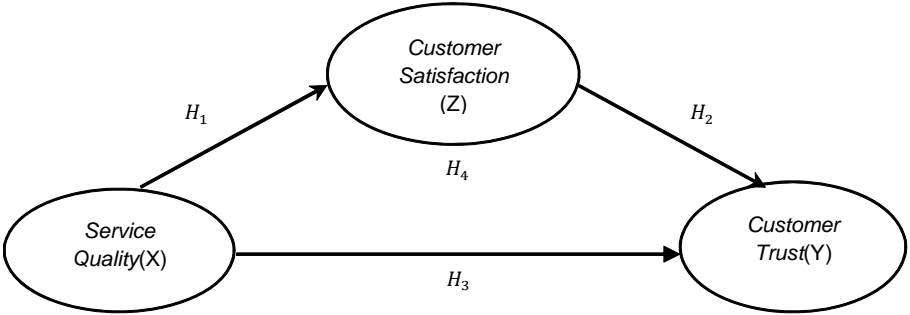


Fig. 1 Conceptual Model

Boonlertvanich (2019) proves that there is an influence of service quality on customer satisfaction. If the company’s service quality is improved, it will strengthen customer satisfaction. Cahyati (2021) wrote in his research that there is a significant influence from service quality to customer satisfaction. His research shows that the better the service provided by the service provider, the higher the customer satisfaction will be. Fatima et al. (2018) research also proves that service quality affects customer satisfaction. It was explained that customer satisfaction is assessed by looking at the difference between perceived service quality and what is expected. So it is understandable that service quality can affect customer satisfaction significantly.

H1 = Service quality significantly affects customer satisfaction for home care health services RawatDiRumah.com.

Boonlertvanich (2019) proves that customer satisfaction affects customer trust. This was also revealed by Risdianto & Japariato (2014), where trust in building a relationship will require a process and time that develops gradually. This will require the parties’ adaptation so that the belief arises due to a collection of previous satisfying experiences.

H2 = Customer satisfaction significantly affects customer trust for home care health services RawatDiRumah.com.

Boonlertvanich (2019) proves that service quality affects customer trust. This was also disclosed by Suratno et al. (2016) that service quality influences consumer trust. In his research discussing an increase in the quality of services provided to consumers, it will increase customer confidence in the services provided by the company.

H3 = Service quality significantly affects customer trust for home care health services RawatDiRumah.com.

In a journal written by Lestariningsih (2021), it is revealed that service quality is provided to build trust through customer satisfaction that consumers have felt. This trust will gradually build in consumers through a set of feelings of satisfaction with the quality of service that has been felt before (Setiawan et al., 2020).

H4 = Customer satisfaction is a mediating variable in the relationship between service quality and customer trust in-home care health services Rawat-DiRumah.com.

## C. METHODS

In this study, the researchers use quantitative methods. The researchers use two sources of data that come from primary data and secondary data. The primary data was taken by the researchers using the research questionnaires that were distributed to RawatDiRumah.com company's consumers through Google Forms. Meanwhile, the researchers obtained the secondary data processing of literature, articles, journals, results of previous research, and other written media related to the topic of discussion of this research as a reference for writing research.

The measurement tool used in this research is questionnaires. The researchers use the Structural Equation Modeling (SEM) statistical analysis model based on variants in this research. The analysis tool used in this research is Partial Least Square (PLS). The population of this study is all customers who have used RawatDiRumah.com's home care services at least twice from June to December 2021. The population in this study is 86 people. The saturated sample method will be used as a sampling method, so all of the research populations used will be as samples.

The measurement model used in SEM-PLS consists of two models, namely the outer model or often referred to as the measurement model, and also the inner model or more commonly referred to as the structural model. In this outer model, it is necessary to test convergent validity (factor loading value, AVE, and communality), discriminant validity (cross-loading value), and reliability (Cronbach's Alpha and composite reliability values). The inner model needed to measure R Square, Q square, path coefficient values, and mediation effect testing. The standard used for the construct in this study is declared valid when the loading factor value is above 0.7, the AVE value and communality are above 0.5, and the cross-loading value is more than 0.7. The measuring instrument is declared reliable when the Cronbach's Alpha value is above 0.6, and the composite reliability value is above 0.7. The measurement of the inner model needs to meet several criteria, namely the value of R<sup>2</sup>, which is getting closer to number 1, meaning that the relationship between variables is getting closer, while the value of R<sup>2</sup> is getting closer to number 0, which means that the relationship between variables is getting weaker, the model will have predictive relevance if Q Square > 0, whereas if Q square < 0 then the model used less predictive relevance (Ghozali & Lathan, 2015), the path coefficient value can be declared significant if the T-statistic value is above 1.96 for the two-tailed hypothesis, and the mediating variable is said to play a role in mediating if the T-statistic in the study shows a value greater than 1.96 (Abdullah & Jogiyanto, 2015).

The authors use a Likert scale of 1–5 to measure all indicators. On a scale of 1: disagree, up to a scale of 5, strongly agree. The service quality questionnaire was adapted from Alomari (2020). Examples of items being asked include: I feel that physical facilities such as medical equipment that RawatDiRumah.com has in providing health services can meet my needs, and RawatDiRumah.com health workers provide services at the time they promise. To measure customer satisfaction, adapted from Sahrul *et al.* (2019). Examples of items being asked include: The services provided by RawatDiRumah.com meet my expectations, and The price given by RawatDiRumah.com is by the quality of the services provided. The customer trust questionnaire was adapted from Putri & Marlina (2021). Examples of items being asked include: The behavior of RawatDiRumah.com health workers reflects an honest attitude, and RawatDiRumah.com health workers can solve problems consistently in various situations.



## D. RESULT

Table 1 Loading Factor

	Service Quality (X)	Customer Satisfaction (Z)	Customer Trust (Y)	Note
X <sub>1.1</sub>	0,984			Valid
X <sub>1.2</sub>	0,984			Valid
X <sub>1.3</sub>	0,724			Valid
X <sub>1.4</sub>	0,976			Valid
X <sub>1.5</sub>	0,987			Valid
Z <sub>1</sub>		0,996		Valid
Z <sub>2</sub>		0,991		Valid
Z <sub>3</sub>		0,996		Valid
Y <sub>1</sub>			0,957	Valid
Y <sub>2</sub>			0,948	Valid
Y <sub>3</sub>			0,875	Valid
Y <sub>4</sub>			0,956	Valid
Y <sub>5</sub>			0,951	Valid

It can be seen in Table 1 that the results of the loading factor test on each indicator of the service quality, customer satisfaction, and customer trust variables have value more than 0.7. This indicates that all indicators are declared valid.

Table 2 AVE Table

	Average Variance Extracted (AVE)	Note
Service Quality (X)	0,878	Valid
Customer Satisfaction (Z)	0,989	Valid
Customer Trust (Y)	0,880	Valid

In Table 2 it can be seen that the Average Variance Extracted (AVE) value of each variable is more than 0.5. This indicates that all variables are declared valid.

Table 3 Community Table

	Communality	Note
Service Quality (X)	0,878	Valid
Customer Satisfaction (Z)	0,989	Valid
Customer Trust (Y)	0,880	Valid

In Table 3 it can be seen that the communality value of each variable is more than 0.5. This indicates that all variables are declared valid.

**Table 4 Cross Loading Table**

	<b>Service Quality (X)</b>	<b>Customer Satisfaction (Z)</b>	<b>Customer Trust (Y)</b>	<b>Note</b>
X <sub>1.1</sub>	<b>0,984</b>	0,945	0,942	Valid
X <sub>1.2</sub>	<b>0,984</b>	0,928	0,956	Valid
X <sub>1.3</sub>	<b>0,724</b>	0,610	0,595	Valid
X <sub>1.4</sub>	<b>0,976</b>	0,884	0,947	Valid
X <sub>1.5</sub>	<b>0,987</b>	0,939	0,946	Valid
Z <sub>1</sub>	0,928	<b>0,996</b>	0,909	Valid
Z <sub>2</sub>	0,920	<b>0,991</b>	0,897	Valid
Z <sub>3</sub>	0,926	<b>0,996</b>	0,911	Valid
Y <sub>1</sub>	0,879	0,840	<b>0,957</b>	Valid
Y <sub>2</sub>	0,939	0,931	<b>0,948</b>	Valid
Y <sub>3</sub>	0,808	0,764	<b>0,875</b>	Valid
Y <sub>4</sub>	0,878	0,859	<b>0,956</b>	Valid
Y <sub>5</sub>	0,938	0,867	<b>0,951</b>	Valid

It can be seen in Table 4 that the cross loading value of each indicator of the service quality, customer satisfaction, and customer trust variables shows more than 0,7. In addition, the cross loading value of each indicator of the research variable is greater than the other variables so that the statement of each indicator is suitable for testing the variables. This indicates that all indicators are declared valid.

**Table 5 Cronbach's Alpha Table**

	<b>Cronbach's Alpha</b>	<b>Note</b>
Service Quality (X)	0,994	Reliable
Customer Satisfaction (Z)	0,966	Reliable
Customer Trust (Y)	0,962	Reliable

In Table 5 it can be seen that the Cronbach's Alpha value of each variable is more than 0.6. This indicates that all variables are declared reliable.

**Table 6 Composite Reliability Table**

	Composite Reliability	Note
Service Quality (X)	0,996	Reliable
Customer Satisfaction (Z)	0,973	Reliable
Customer Trust (Y)	0,973	Reliable

In Tabel 6 it can be seen that Composite reliability value of each variable is more than 0,7. This indicates that all variables are declared reliable.

**Table 7 The Value of R<sup>2</sup> and Q<sup>2</sup>**

Construct	R <sup>2</sup>	Q <sup>2</sup>
Customer Satisfaction (Z)	0,865	0,845
Customer Trust (Y)	0,907	0,773

It can be seen from Table 7 that the R<sup>2</sup> value of customer satisfaction is 0,865 or 86,5%. Meanwhile, the R<sup>2</sup> value of customer trust is 0,907 or 90,7%. This shows that the relationship between customer satisfaction and customer trust variables can be considered as good. The R<sup>2</sup> value indicates that the structural model made provides a good prediction. While the Q Square value of customer satisfaction is 0,845, while the Q Square value of customer trust is 0,773. The value of Q Square is more than 0, so it shows that the model in this study has predictive relevance.

## 1. Reporting Research Results

**Table 8 Path Coefficient**

		Direct	t-statistics	Decision
H <sub>1</sub> : Service quality has a significant effect on customer satisfaction for home care health services RawatDiRumah.com	Service Quality (X) → Customer Satisfaction (Z)	0,930	30,884	Positive and Significant
H <sub>2</sub> : Customer satisfaction has a significant effect on customer trust for home care health services RawatDiRumah.com	Customer Satisfaction (Z) → Customer Trust (Y)	0,207	2,115	Positive and Significant
H <sub>3</sub> : Service quality has a significant effect on customer trust for home care health services RawatDiRumah.com	Service Quality (X) → Customer Trust (Y)	0,757	8,604	Positive and Significant

In Table 8 it can be seen that the T-Statistics value between service quality and customer satisfaction is above 1,96. This shows that hypothesis 1, namely service quality (X) has a positive and significant effect on customer satisfaction (Z) for the home care health service RawatDiRumah.com. The T-Statistics value between customer satisfaction and customer trust is above 1,96. This shows that the second hypothesis, namely customer satisfaction (Z) has a positive and significant influence on customer trust (Y) for the home care health service RawatDiRumah.com. In addition, the T-Statistics value between service quality and customer trust is also above 1.96. So this shows that the third hypothesis, namely service quality (X) has a positive and significant influence on customer trust (Y) for the home care health service RawatDiRumah.com.

Table 9 Mediation Effect Testing

		Direct	t-statistics	Decision
H <sub>4</sub> : Customer satisfaction acts as a mediating variable in the relationship between service quality and customer trust in home care health services RawatDiRumah.com	Service Quality (X)→Customer Satisfaction (Z)→Customer Trust (Y)	0.193	2.125	Positive and Significant

In Table 9 it can be seen that the T-Statistics value between service quality and customer satisfaction through customer trust is above 1.96. This shows that the fourth hypothesis, namely service quality (X) has a significant influence on customer satisfaction (Y) through customer trust (Z) RawatDiRumah.com company.

Table 10 T-Statistics Value Comparison

Path	T-Statistics
Service Quality (X)→Customer Trust (Z)	8,604
Service Quality (X)→Customer Satisfaction (Z)→Customer Trust (Y)	33,039

In Table 10 it can be seen that the T-Statistics value of the exogenous latent variable of service quality leading to the endogenous variable of customer trust is greater when using mediation with the customer satisfaction variable with a

value of 33.039. This shows that service quality will be more effective when using a mediating variable, namely customer satisfaction in influencing customer trust. In this case, the mediation variable of customer satisfaction provides a partial mediating effect.

## E. DISCUSSION

Based on the results of the data analysis that has been carried out, the service quality variable has a significant effect on the customer satisfaction variable. This means that service quality significantly influences customer satisfaction at RawatDiRumah.com company. Therefore, to increase customer satisfaction, companies must pay attention to service quality indicators, including tangibility, empathy, assurance, reliability, and responsiveness.

This study has similar results to research conducted by Fatima et al. (2018). The results of this study reveal that the service quality variable has a positive and significant effect on customer satisfaction. In healthcare, patient satisfaction is used as a determining tool for service quality. This satisfaction is assessed by looking at the difference between the perceived service quality and what is expected in the patient's mind. The better the healthcare company provides services, the higher the satisfaction that arises in its consumers (Cahyati, 2021). This service quality is undoubtedly formed from several indicators such as tangibility, empathy, assurance, reliability, and responsiveness applied in the RawatDiRumah.com company.

Tangibility in the RawatDiRumah.com company is shown through the physical facilities of medical equipment used in providing health services that can meet the needs of patients. To maintain its existence, companies need to pay more attention to their equipment and equipment, such as maintaining cleanliness and quality and calibrating their tools to maintain accuracy. The company's ability to manage the readiness of all things included in the tangibility indicator is essential because the overall physical appearance will be the first image that will appear and become a concern in the minds of patients when they use the RawatDiRumah.com service facility (Kamil, 2012).

Furthermore, empathy in the RawatDiRumah.com company is shown through the ability of health workers to provide services to the specific needs of

patients. The attitude of health workers who prioritize the interests of patients, the attention of each individual shown to patients, operating hours that suit the patient's needs, and health workers can also provide the information needed by patients. All forms of empathy given by the health service RawatDiRumah.com is not a matter of compulsion but a mandatory thing that has become his responsibility as a health worker. Sensitive feelings of patients as a result of the illness they suffer and the helplessness that arises can impact the psychological instability of patients and their families, making them irritable, depressed, and even to the point of refusing to take medical action. This condition requires empathy from a team of health workers (Kamil, 2012).

Then, assurance in RawatDiRumah.com is related to the behavior of health workers in providing services such as being polite, providing a sense of security and the ability to make patients trust them, being consistent, and having extensive knowledge to be able to answer questions that arise from patients. This service guarantee provides a sense of security and comfort for the services they receive. If that condition cannot be fulfilled, it can impact patient dissatisfaction (Kamil, 2012). It also needs to be considered by the RawatDiRumah.com company because patient safety is not only about statistical data but can also involve real damage to a patient's life. Therefore, a health service must prioritize All patient safety assurance strategies and programs. In this case, RawatDiRumah.com applies patient safety as stated in PMK (Peraturan Menteri Kesehatan) no. 11 Tahun 2017, which discusses patient safety as the first and foremost priority.

Furthermore, the reliability dimension is related to the timeliness of the promised service, the right solution according to the patient's needs, providing services correctly, and accuracy in providing billing details to patients. In essence, this reliability shows the ability of health service providers to provide services quickly, precisely, and without complications. In the current era, the reliability shown by RawatDiRumah.com health workers is non-negotiable and is expected to create a symbiotic relationship of mutualism so that the company can continue to improve the quality of service to facilitate the interests of the patients served.

The responsiveness dimension is the primary priority in improving patient satisfaction with the health services provided by RawatDiRumah.com. This can be seen through the value of the loading factor on this dimension which shows

the greatest value compared to the other dimensions. Responsiveness is always related to the role and function of each health worker in the RawatDiRumah.com order. This is demonstrated through the organization's readiness to help restore patient health and meet patient needs following their professional abilities quickly.

Based on the analysis of the data shows that there is a significant influence of customer satisfaction on customer trust for the home care health service RawatDiRumah.com. It means that customer satisfaction greatly influences customer trust at RawatDiRumah.com company. Therefore, the RawatDiRumah.com company also needs to pay attention to the things included in the customer satisfaction indicators, primarily the suitability of services with patient expectations and consumer satisfaction with the services offered. This needs to be done because it can affect increasing trust in RawatDiRumah.com customers. The results shown in this study support the scientific work carried out by Boonlertvanich (2019), in which expressing trust will gradually be built in the customer through a series of processes and time. This also requires adaptation of the customer for the services that have been provided so that the trust arises as a result of a set of satisfying experiences that have been felt before.

RawatDiRumah.com always strives to meet patient expectations through full attention to every service provided to its patients. Every company, including RawatDiRumah.com, wants to achieve customer trust through the satisfaction created for every health service provided so that the company can retain its patients for a long time. Patients satisfied with the services provided will feel compelled to return to using the services at RawatDiRumah.com. This has been done by RawatDiRumah.com, where the company assists patients who do not have the funds to pay for the services provided. In this case, the team of health workers from RawatDiRumah.com continues to provide full service so that assistance to the patient also goes well and the patient recovers. Until now, the patient still maintains good communication with the RawatDiRumah.com team, and regarding the impact of the incident, the patient recommends to his friends to use the services of RawatDiRumah.com.

The elaboration of the results of the analysis that has been carried out in this study shows that there is a significant influence of the service quality variable on the customer trust of the home care health service RawatDiRumah.com. This

means that the service quality provided by RawatDiRumah.com will greatly influence customer trust. Therefore, companies need to pay attention to indicators of service quality. If RawatDiRumah.com can always fulfill the patient's wishes by having good physical facilities, complete equipment owned, and a well-displayed personnel appearance, it can increase the trust of its customers. This study has similar results and supports the results of research conducted by Suratno et al. (2016), where the study revealed that providing good-quality services will increase customer trust. This is indicated by using RawatDiRumah.com services repeatedly for some of the patients they have. In addition, customers who believe in the services that RawatDiRumah.com has provided also provide references to their colleagues.

The results of data analysis show that customer satisfaction plays a role as a mediating variable in the relationship between service quality and customer trust in the home care health service RawatDiRumah.com. This means that the service quality provided by RawatDiRumah.com will affect the customer's trust through the satisfaction created in the consumers' minds. The satisfaction obtained due to the quality of services that have been provided can build consumer confidence in RawatDiRumah.com. The results of this study support the research made by Cahyati (2021).

It is essential for the RawatDiRumah.com company, which is engaged in the health sector, to always hold the trust of its consumers. This trust is used to build and maintain long-term relationships between the company and its customers. Therefore RawatDiRumah.com always strives to build consumer trust by building customer satisfaction, especially on the openness indicator, which has the highest mean value. With openness in every service provided, it can increase patient satisfaction. The company does this by always being honest in providing services to its patients, for example, issuing invoices according to the rates that have been previously installed. Apart from that, RawatDiRumah.com always tries to solve the problems its patients face. For example, suppose a patient faces a problem that RawatDiRumah.com cannot handle. In that case, the company provides referrals to patients so they can perform treatment at a referral hospital. Then, the company also always tries to protect its relationship with its consumers. This is shown by regular follow-ups regarding the patient's condition after treatment at RawatDiRumah.com. In this case, the company also always shares



information openly with consumers. This is done to increase the satisfaction of its consumers so that they continue to believe in using the services of Rawat-DiRumah.com.

## F. CONCLUSION

Based on the results of the analysis and discussion of the data obtained, it can be concluded that service quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer trust, and service quality has a positive and significant effect on customer trust. Customer satisfaction mediates between service quality and customer trust in-home care health services RawatDiRumah.com.

Expected home care health services, RawatDiRumah.com can maintain and improve service quality in-home care health services. Some things that need to be improved by the RawatDiRumah.com home care health service regarding service quality, among others, by equipping equipment with more modern equipment, making uniforms, making work shifts and adding operating hours, and speeding up patient response. Meanwhile, the things that need to be maintained by the RawatDiRumah.com home care health service regarding service quality include the attitude of health workers always prioritizing the interests of patients, maintaining politeness, and always prioritizing patient safety procedures. It is hoped that carrying out some of these suggestions, it is expected to increase customer satisfaction which will affect customer trust in the Rawat-DiRumah.com home care health service.

## G. LIMITATION

This research certainly has some limitations that can be used by subsequent researchers as material for consideration in order to produce even better research. The limitations that exist in this study include: During the data collection process, respondents provide information through a questionnaire so that it can be influenced by external factors that may be present in the filling process, because the filling process cannot be assisted directly by the researcher. This

study also only uses the perspective of one of the service quality theories which has 5 dimensions (tangibility, empathy, assurance, reliability, and responsiveness), but actually there are many other theories that have different perspectives on the topics studied with diversity variables or other indicators. The results of this study are limited to RawatDiRumah.com home care services. It is for sure that your research will have some limitations and it is normal. However, it is critically important for you to be striving to minimize the range of scope of limitations throughout the research process. Also, you need to provide the acknowledgement of your research limitations in conclusions chapter honestly.

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