



Analysis of Factors Affecting Public Trust in Hospital Inpatient Services *rantaup Meeting*

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INFO	ABSTRACT
<p>Submitted: 16-02-2025, Revised: 18-06-2025, Accepted: 20-07-2025 Available Online: 20-08-2025</p> <p>Copyright © 2025, Jurnal Perilaku Kesehatan Terpadu (Jupiter) Under the License</p> <p>Creative Commons Attribution-ShareAlike 4.0 International License.</p>  	<p><i>The health service industry has a pretty good prospect and future, where currently health services are no longer just focused on treating diseases, but health services have developed and include providing services to the community in efforts to prevent and improve health. There is a decrease in patients due to decreased patient trust in hospital services. The purpose of the research is to find out the analysis of factors that influence public trust in inpatient services at Rantauprapat Hospital. This type of research is analytic observational using a cross-sectional study design. The population was patients/families of inpatients at Rantauperapat Hospital with a sampling technique using cluster random sampling totaling 95 respondents. The data used includes primary data and secondary data. Data analysis using the T test and f test. The results of this study indicate that the physical support variable obtained a calculated value = 3.510 with sig = 0.001 <0.05, a sig result of 0.001 <0.05, personal contact obtained a calculated value = 2.420 with a sig = 0.018 <0.05. The results of the Anova statistical test obtained an F value = 62,583 with a sig value = 0.000 <0.05 and there was a simultaneous effect of physical support and personal contact on public trust in the inpatient service of Rantauprapat Hospital. Based on the results, the magnitude of r2 contact personal is 48.01% and physical support is 45.09%, which is obtained from the partial correlation coefficient. This shows that the contact personal variable has a greater influence on public trust in inpatient services at Rantauprapat Hospital compared to the physical support variable. It is suggested to the leadership to evaluate the performance of the services of doctors and other health workers, such as being professional and working in accordance with the SPO so as to increase patient confidence.</i></p>

Keywords: *Physical Support, Personal Contact, Patient Satisfaction*

INTRODUCTION

A The healthcare industry has promised prospects and a promising future. Currently, healthcare services are no longer limited to treating a single disease but have evolved to include community services for prevention and health promotion. This should be used by healthcare providers as a way to provide the best possible service and gain the satisfaction and trust of the public as healthcare users.

According to Hikmat (2019), in his research, Indonesia has an inadequate service system. Hospitals are unable to fully guarantee the quality of healthcare services. For example, many doctors are often late, patients wait long for services, there are no comfortable waiting rooms, uncertain continuity of care, no guaranteed delivery times for medications, and so on. In Indonesia, many hospitals still fail to implement customer-oriented principles, failing to create and provide easy access to services for patients (1).

This can also be seen, among other things, in bed occupancy data (Bed Occupancy Rate / BOR)

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for July 2021, released by the Ministry of Health website, which shows that at hospitals in Labuhanbatu, the BOR for beds specifically for COVID-19 treatment was zero (0.00%), even though the overall number of COVID-19 patients in North Sumatra province during the same period was 36%. It is likely that patients suspected of COVID-19 exposure in Labuhanbatu sought direct treatment at the provincial level or chose to self-isolate at home. This is due to a lack of public trust in hospitals in Labuhanbatu, which impacts their decision to use hospital services. Similarly, the author found a large amount of negative news about the hospital's image through online media, which can further undermine public trust in hospitals in Labuhanbatu.

Furthermore, the low public decision to use hospital services impacts the sustainability of a hospital. In Labuhanbatu Regency, one private hospital has been forced to close, or is no longer viable, and two other hospitals are currently experiencing a dire situation due to the number of patients who choose to use their services.

However, interviews conducted in a preliminary survey conducted by researchers with 20 patients referred to the Pangkatan Community Health Center who had been hospitalized, divided into 10 BPJS patients and 10 general patients, showed that 80% of BPJS patients and 100% of general patients wanted to determine which hospital they would be referred to. This is due to the experiences of patients and their families for the following reasons: 1) minimal attention from healthcare workers to patients; 2) slow administrative procedures, from registration to receiving care; 3) doctors' attendance appears slow in performing medical procedures on patients; 4) unprofessional healthcare workers, who prioritize patients they know without regard for other patients waiting for care; 5) poor communication between healthcare workers and patients; 6) services to patients have not met expectations, where the services provided by health workers seem to be careless.

Table 1.1. Referral Patients at Pangkatan Public Health Center

BPJS	(+)	(-)	General	(+)	(-)
1	√		1	√	
2	√		2	√	
3	√		3	√	
4	√		4	√	
5		√	5	√	
6	√		6	√	
7	√		7	√	
8	√		8	√	
9	√		9	√	
10		√	10	√	

Notes:

(+) patients choose referral hospitals

(-) the patient did not choose a hospital referral

Based on the initial survey conducted by the researchers, two of the 10 BPJS patients who came to the hospital for treatment did not choose a referral hospital, while all 10 general patients chose a referral hospital. The results indicated that the public, particularly in Labuhanbatu Regency, is hesitant about certain hospitals in Labuhanbatu due to negative experiences with themselves or their families.

Furthermore, interviews with several patients revealed problems such as frequent delays in routine

checkups for inpatients, requiring patients to wait hours for examinations, and when examined, the doctors appeared rushed, leaving patients dissatisfied with the service provided. Furthermore, patients reported unsatisfactory nursing care, with the healthcare workers (nurses) appearing arrogant and indifferent to the patient's condition. When patients needed assistance, the nurses did not immediately respond to the patient. Patients also explained that even when they asked for information about their illness, the nurses responded, "I don't know, just wait for the doctor." This irritated them, as they hoped that even if a doctor was difficult to find, at least the nurses would be able to provide the information they needed. The limited opportunity for patients' families to obtain information about their family members' illnesses and the limited opportunity to consult with doctors regarding further treatment are frequent public complaints, especially when patients require inpatient care. Unclear protocols and procedures for patient care often trigger conflicts and arguments between families and staff, even healthcare professionals.

From the above explanation, it is clear that the decision to use hospital services is an implication of low levels of public trust, particularly in Rantauprapat Regional Hospital. This is because all of these problems are prevalent or predominantly found at Rantauprapat Regional Hospital. Therefore, in this study, researchers will focus on analyzing factors influencing public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency.

METHODS

This type of research is an analytical observational study with a cross-sectional approach which aims to determine the factors that influence public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency, data collection using research instruments and data analysis using statistical testing methods (42).

Time and Research Location

The regional public hospital in Labuhanbatu Regency. The research is scheduled for February 2023 and May 2023.

Population

According to Sugiyono (2016) Population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population used was all patients/families of inpatients at regional public hospitals in Labuhanbatu district, totaling 2013 people/patients who had received inpatient treatment from January to March 2023.

Sample

Sugiyono (2016) states that a sample is a portion of a population with specific characteristics. Samples taken from the population must be truly representative. The sampling technique used is the sampling method, which relies on easy access to the subjects. In this case, the sample was patients/patients' families present at the hospital at the time of the study. The sampling plan was for one month, February 2023.

The sample is a portion of the population being studied and is considered representative of the entire population. The sample size calculation in this study used the Slovin formula as follows:

$$\begin{aligned}n &= \frac{N}{1+N(d)^2} \\ &= \frac{2013}{1+2013(0,1)^2}\end{aligned}$$

$$= \frac{2013}{21.13}$$

= 95.2 rounded as 95 responden.

Information

n = number of samples

N = population

Note:

n = number of samples

N = population

d = degree of deviation from the desired population of 10%.

Based on the Slovin formula, the sample size was randomly selected to be 95 patients/patients' families present at the hospital at the time of the study. In accordance with the research objectives, the sample was determined using probability sampling with cluster random sampling, a regional sampling technique used to determine samples when the research object is very large. The regional general hospital in Labuhanbatu was selected from the hospital, allowing for the determination of the number of research respondents.

To determine which respondents would be included in the sample, sampling was carried out in stages from all wards. After the ward samples were obtained, the data were sorted by name. After that, the sample was selected based on criteria determined by the researcher, taking into account ease of access. For example, the numbers 1-95 were then adjusted to reflect the sample numbers in the area.

Inclusion Criteria:

Patients who have been hospitalized

- 1) Patients aged 17-70 years
- 2) Willing to be respondents and able to read and write

Exclusion Criteria:

- 1) Outpatients
- 2) Patients in a coma
- 3) Pediatric patients
- 4) Hospital owners who have been patients

Tools and Materials

The data collection tools used were questionnaires and interviews. Sugiyono (2016) (43) explains that in terms of data collection methods or techniques, data collection can be conducted using interviews and questionnaires, or by combining the three. The survey used a questionnaire guided and completed by a research assistant so that respondents would not be confused and ask other respondents. The survey used was:

1. Physical Support Questionnaire. The indicators used are 1) available building facilities, 2) availability of equipment, 3) availability of parking facilities, 4) hospital comfort, 5) hospital security, 6) availability of supporting facilities, 7) condition of treatment rooms, 8) hospital cleanliness, 9) building exterior, 10) building interior, 11) completeness of medicines in the

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pharmacy, 12) strategic location of the hospital, 13) hospital lighting, 14) air circulation, 15) room layout, 16) food menu provided.

2. Personal Contact Questionnaire. The indicators used were: 1) the appearance of medical and non-medical personnel when providing services, 2) the ability of medical and non-medical personnel when providing services, 3) the friendliness of medical and non-medical personnel when providing services, 4) the responsiveness of medical and non-medical personnel when providing services, 5) the speed of medical and non-medical personnel when providing services, 6) ease of access to medical and non-medical personnel, 7) the timeliness of service, 8) the ease of service procedures by staff, 9) the clarity of information provided by staff.

3. Public Trust Questionnaire. The indicators used were 1) Benevolence, 2) Ability, 3) Integrity, and 4) Willingness to Depend.

To avoid errors, misunderstandings, and differences in interpretation related to the terms used in this study, in accordance with the title "Analysis of Factors Influencing Public Trust in Public Hospitals in Labuhanbatu Regency," the research tools and materials are presented in the following table:

Data collection

All data collection tools used were compiled by the researcher himself by paying attention to the indicators of each variable and having good validity and reliability. To obtain data in this study, a field study was carried out to obtain primary data, namely the researcher directly distributed questionnaires that had been prepared in advance by the researcher to respondents who met the requirements to then be answered (43). The data collected were primary data originating from the results or answers of respondents to the questionnaire, with the following scoring system:

Table 3.2. Instrument Assessment Scores

Description	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Sources: Sugioyono, 2016

Data Processing and Analysis

The data analysis technique used was multiple linear regression analysis. Multiple linear regression is an analytical test used to examine the effect of two or more independent variables on a single dependent variable. This model assumes a linear relationship between the independent variables and their respective predictors. Before conducting multiple regression analysis, the prerequisite tests are first performed, as explained below.

In this study, multiple linear regression analysis was used to solve the research problem. Multiple linear regression analysis was used to analyze the effect of the independent variables (service

quality and trust) on the dependent variable (satisfaction).

Multiple linear regression analysis was used to examine the influence of the independent variable indicators on the dependent variable, using the equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Public Trust

X1 = Physical Support

X2 = Personal Contact

a = Constant

b = Parameter being sought

e = Error rate

The results of this test also serve to verify the hypothesis to determine the influence between variables, both partially (t-test) and simultaneously (F-test), including the magnitude of the contribution of the independent variable to the dependent variable (Coefficient of Determination Test).

1. Coefficient of Determination Test

This analysis is often referred to as several coefficients of determination, similar to the r^2 coefficient. R^2 is similar to r , but the two have different uses (except for simple linear regression). R^2 describes the degree to which the variation in the dependent variable Y is explained by the independent variable X with several variables ($X_1; 1, 2, 3, 4, \dots, k$) simultaneously. On the other hand, r^2 measures the goodness of fit of the regression equation. That is, it shows the percentage of the total variation in the dependent variable Y that is explained by a single independent variable X . The correlation coefficient, r , describes the strength of the linear relationship between two variables, and its value can be negative or positive.

2. T-Test (Partial Regression)

Partial testing is important to determine whether the independent variable has an impact related to the dependent variable of each research variable. The t-test research method.

3. Simultaneous Test (F)

According to Iman (2017), simultaneous analysis of evidence or ANOVA (ANOVA) will guide three or more samples. ANOVA evidence qualifications are required.

Data Presentation

To prove the proposed hypothesis, statistical tests can be used. The data presentation presented in this thesis is in the form of tables and narratives. The tables contain research results on variables influencing public trust in hospitals based on descriptive analysis and explanations of the answers to the hypotheses, presented in narrative or text and tables.

Quality Control

The research instrument/questionnaire, which was developed by the researcher based on theories compiled from various sources, was pilot tested before being administered to respondents for their answers. In this instrument trial, validity and reliability tests were used, and these tests were only used for the research instrument/questionnaire that would be used.

Instrument Validity Test

Validity is the degree of accuracy of an instrument (measuring tool) used, with the aim of determining whether the instrument is truly accurate in measuring what it is intended to measure (45). The validity test was conducted at Hartati Medica Center Hospital with 30 respondents. In this study, Pearson's product-moment correlation technique was used to test the validity of the survey instrument (46) with the following formula:

$$r_{xy} = \frac{N\Sigma xy - (\Sigma x)(\Sigma y)}{\sqrt{(N \Sigma x^2 - (\Sigma x)^2)(N \Sigma y^2 - (\Sigma y)^2)}}$$

Description:

- a. $r_{\{xy\}}$ = Correlation Coefficient of a single item
- b. x = Item score
- c. y = Total score
- d. N = Number of research subjects
- e. Σxy = Sum of item scores multiplied by total score
- f. Σx = Total item scores
- g. Σy = Total score
- h. If $r_{xy} \geq r_{table}$, then the instrument item is valid, and if $r_{xy} < r_{table}$, then the instrument item is invalid.

Physical Support

No	sig (2-tailed)	P-Value	Keterangan
1	0,000	0,05	Valid
2	0,000	0,05	Valid
3	0,000	0,05	Valid
4	0,000	0,05	Valid
5	0,000	0,05	Valid
6	0,000	0,05	Valid
7	0,000	0,05	Valid
8	0,000	0,05	Valid

Based on the table above, it is known that the 2-tailed sig value for knowledge questions numbers 1,2,3,4,5,6,7,8, is smaller than the p-value (0.05), and the question is declared valid.

Contact Personal

No	sig (2-tailed)	P-Value	Keterangan
1	0,000	0,05	Valid
2	0,000	0,05	Valid
3	0,002	0,05	Valid
4	0,000	0,05	Valid
5	0,000	0,05	Valid
6	0,000	0,05	Valid
7	0,000	0,05	Valid
8	0,047	0,05	Valid

Based on the table above, it is known that the two-tailed sig value for knowledge questions numbers 1, 2, 3, 4, 5, 6, 7, and 8 is smaller than the p-value (0.05), and the questions are declared valid.

Public Trust

No	sig (2-tailed)	P-Value	Keterangan
1	0,002	0,05	Valid
2	0,000	0,05	Valid
3	0,028	0,05	Valid
4	0,000	0,05	Valid

Based on the table above, the two-tailed sig value for knowledge questions 1, 2, 3, and 4 is less than the p-value (0.05), and the questions are declared valid.

Instrument Reliability Test

As stated in (45), reliability is the level of consistency of an instrument. Reliability relates to whether an instrument's statements are reliable according to specified criteria. In this case, (46) explains that if $r_{count} \geq r_{table}$, the instrument is reliable, and if $r_{count} < r_{table}$, the instrument is unreliable. To test reliability, the following alpha formula is used:

$$r_{11} = \left[\frac{k}{(k - 1)} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

Notes:

- r_{ii} : Instrument Reliability
- k : Number of Questions
- Σob^2 : Total Item Variance
- σ_t^2 : Total Variance

Results of Reliability of Public Trust, Physical Support, Personal Contact

Variable	Cronbach's Alpha	Items	R table	Notes
Contact Personal	0,819	8	0,444	Reliable
Physical Support	0,902	8	0,444	Reliable
People Trust	0,560	4	0,444	Reliable

Based on the table above, it is known that the Cronbach's Alpha value for 8 questions on Public Trust is 0.630 and is greater than the calculated r value of 0.444, which is stated as reliable. For 8 questions on Physical Support, it is 0.857 and is greater than the calculated r value of 0.444, which is stated as reliable. For 4 questions on Personal Contact, it is 0.689 and is greater than the calculated r value of 0.444, which is stated as reliable.

RESULT AND DISCUSSION

Descriptive Respondent Characteristics

Respondent characteristics were determined using a questionnaire. The analysis used to describe each independent and dependent variable and to generate frequencies in percentage form was performed. The respondents in this study were 95 general inpatients at Rantauprapat Regional Hospital in Labuhanbatu Regency.

Table 4.1. Frequency Distribution of Respondent Characteristics at Rantauprapat Regional Hospital in Labuhanbatu Regency in 2023

No.	Respondent Characteristics	Frequency (f)	Percentage (%)
A	Education Level		
1	Elementary School (SD)	5	5.3
2	Junior High School (SMP)	21	22.1
3	Senior High School (SMA)	41	43.2
4	Higher Education (PT)	28	29.5
B	Age		
1	< 20 years old	11	11.6
2	20 - 40 years old	37	38.9
3	> 40 years old	47	49.5
C	Gender		
1	Male	39	41.1
2	Female	56	58.9
	Total	95	100

Based on table 4.1, it shows that of the 94 respondents with educational categories at Rantauprapat Regional Hospital in Labuhanbatu Regency, 5 people (5.3%) had elementary school education, 21 people (22.1%) had junior high school education, 41 people (43.2%) had high school education, and 28 people (29.5%) had university education. Based on age, 11 people (11.6%) were <20 years old, 37 people (38.9%) were 20-40 years old, and 47 people (49.5%) were >40 years old. Based on gender, 39 people (41.1%) were male, and 56 people (58.9%) were female.

Descriptive Research Variables

This study will discuss the data description of each research variable and the influence of three independent variables: Physical Support (X1) and Personal Contact (X2), with one dependent variable being public trust among inpatients at Rantauprapat Regional Hospital in Labuhanbatu Regency.

1. Physical Support Variable

The Physical Support variable is assessed using eight indicators: available building facilities, equipment availability, parking availability, hospital comfort, hospital security, supporting facilities availability, treatment room conditions, hospital cleanliness, building exterior, building interior, completeness of medicines in the pharmacy, strategic location of the hospital, hospital lighting, air circulation, room layout, and food menu. The following is a descriptive table of Physical Support.

Table 4.2. Frequency Distribution of Respondents' Physical Support at Rantauprapat Regional Hospital in Labuhanbatu Regency in 2023

Percentage Interval	Criteria	Frequency (f)	Percentage (%)	Average
>80% - 100%	Strongly Agree	6	6.31	35.00%
>60% - 80%	Agree	61	64.21	
>40% - 60%	Neutral	28	29.47	

>20% - 40%	Disagree	0	0
≤ 20%	Strongly Disagree	0	0
Total		95	100

Based on table 4.2, it can be seen that from 95 respondents, the following information was obtained regarding Physical Support: the highest frequency of answers was 61 respondents (64.21%) who stated they agreed, while the lowest frequency of answers was 6 respondents (6.31%) who stated they strongly agreed.

1. Variabel *Contact Personal*

The Personal Contact variable is assessed using eight indicators, including doctors, nurses, and other hospital staff, hospital services, medical equipment, a sense of safety and comfort during treatment, professionalism, MALPRACTICE, medication, and information. The following is a descriptive table of Personal Contact.

Table 4.3. Frequency Distribution of Respondents' Personal Contacts at Rantauprapat Regional Hospital in Labuhanbatu Regency in 2023

Percentage Interval	Criteria	Frequency (f)	Percentage (%)	Average
>80% - 100%	Strongly Agree	5	5.26	35.0%
>60% - 80%	Agree	58	61.05	
>40% - 60%	Neutral	32	33.68	
>20% - 40%	Disagree	0	0	
≤ 20%	Strongly Disagree	0	0	
Total		95	100	

Based on Table 4.3, the following information was obtained from 95 respondents regarding personal contact: the highest frequency of responses, 58 respondents (61.05%), stated they agreed, while the lowest frequency of responses, 5 respondents (5.26%) stated they strongly agreed. The average assurance percentage was 35.00%.

2. Trust Variable

The variables include providing accurate information according to patient needs, the hospital is responsible for every patient risk, the hospital's employees, nurses, and doctors have high-quality work, and the hospital is always ready to respond to every patient need. The following is a descriptive table of public trust.

Table 4.4. Frequency Distribution of Respondents' Public Trust at Rantauprapat Regional Hospital in Labuhanbatu Regency in 2023

Percentage Interval	Criteria	Frequency (f)	Percentage (%)	Average
>80% - 100%	Strongly Agree	18	18.95	20.00%
>60% - 80%	Agree	40	42.10	
>40% - 60%	Neutral	37	38.95	
>20% - 40%	Disagree	0	0	
≤ 20%	Strongly Disagree	0	0	
Total		95	100	

Based on table 4.4, it can be seen that from 95 respondents, the following information was obtained regarding public trust: the highest frequency of answers was 40 respondents (42.10%) who stated they agreed, while the lowest frequency of answers was 18 respondents (18.95%) who stated they strongly agreed.

Classical Assumption Test

1. Normality Test

The output of the Kolmogorov-Smirnov normality test is as follows.

Table 4.5 Normality Test

No	Group	Kolmogrov Smirnov		
		Statistic	f	Sig.
1	<i>Physical Support</i>	1,457	95	0,079
2	<i>Contact Personal</i>	1,101	95	0,177
3	Trust	1,753	95	0,084

A normality test was conducted to determine whether the data for analysis was normally distributed. The results in Table 4.2 show that the physical support question had a sig. 0.079, the personal contact question had a sig. 0.177, and the trust question had a sig. 0.084. All three questions had sig. values > 0.05, indicating a normal distribution.

1. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. A good regression model does not have any correlation between independent variables. To detect multicollinearity in a regression model, examine the tolerance value and Variance Inflation Factor (VIF). If the tolerance value is > 10% and the VIF is < 10, it can be concluded that there is no multicollinearity among the independent variables in the regression model. The following are the results of the calculation using SPSS:

Table 4.6. Multikolinierity Test

No	Group	Collinearity Statistics	
		Tolerance	VIF
1	<i>Physical Support</i>	0.262	3.820
2	<i>Contact Personal</i>	0.262	3.820

The table above shows that each independent variable has a tolerance value of 0.262 > 0.1 and a VIF value of 3.820 < 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

1. Heteroscedasticity Test

The results of the heteroscedasticity test indicate a random distribution of the variables; in other words, there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in the scatterplot graph, which shows a pattern of dots spread above and below the Y-axis.

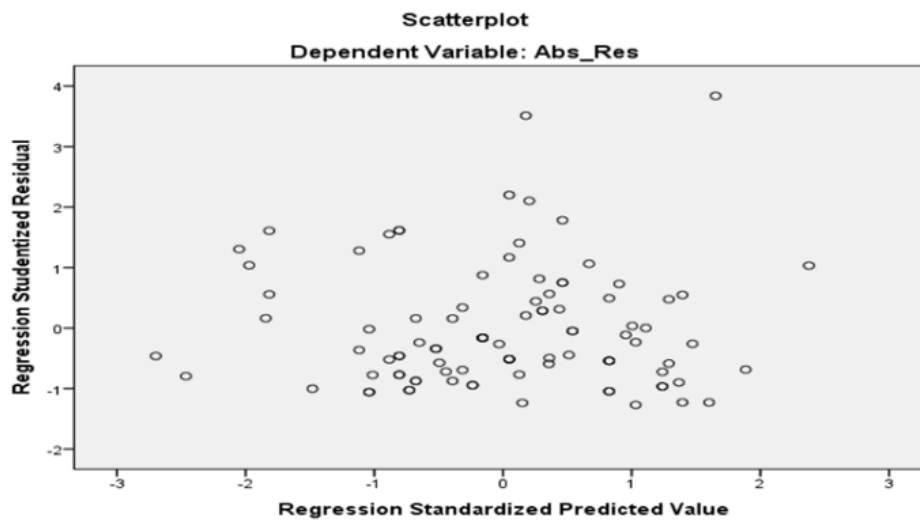


Figure 4.1 Grafik Scatterplot

The scatterplot graph shows that the points are randomly distributed, both above and below zero on the Y-axis. This concludes that there is no heteroscedasticity in this regression model.

Hypothesis Testing

1. Individual Parameter Significance Test (t-Statistic Test)

The t-test is conducted to determine whether the independent variables individually (partially) significantly influence the dependent variable. The SPSS output is as follows:

Table 4.7. t-Statistic Test

Variable	B	SE	t	Sig
<i>Physical Support</i>	0.234	0.067	3.510	0.001
<i>Contact Personal</i>	0.211	0.087	2.420	0.018

Based on the statistical test results for the Physical Support variable using ANOVA, a calculated value of 3.510 was obtained with a sig=0.001 <0.05, indicating that Physical Support influences public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency. Meanwhile, for the Personal Contact variable, a calculated value of 2.420 was obtained with a sig=0.018 <0.05, indicating that Personal Contact influences public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency.

1. Simultaneous Significance Test (F Statistical Test)

The F test was conducted to determine whether all independent variables simultaneously influence the dependent variable.

Table 4.8. F Statistical Test

Variable	Sum Of Squares	df	Mean S	F	Sig
<i>Regression</i>	300.548	2	77.131	62.583	0.000

Based on the results of the ANOVA statistical test, the F value was 62.583, with a significance value of $0.000 < 0.05$. The hypothesis is accepted, indicating that there is a simultaneous influence of Physical Support and Personal Contact on public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency. Therefore, the independent variables, Physical Support and Personal Contact, are able to explain the magnitude of the dependent variable, public trust in inpatient services.

1. Multiple Determination Coefficient (R²)

The magnitude of the influence of the independent variables on the overall dependent variable can be seen in the following model summary table:

Table 4.9. Multiple Determination Coefficient Test

Model	R	R Square	Adjusted R Square
1	0.759	0.576	0.567

The table above shows an Adjusted R² value of $0.567 = 56.70\%$. This means that the independent variables, Physical Support and Personal Contact, jointly influence the dependent variable, patient satisfaction, by 56.70%. The remainder is influenced by other variables not included in this study.

1. Partial Determination Coefficient (r²)

In addition to conducting a t-test, it is also necessary to determine the partial determination coefficient for each independent variable. This partial determination test is used to determine the contribution of each independent variable to the dependent variable. The partial contribution of Physical Support and Personal Contact to public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency can be seen in the following table:

Table 4.10. Partial Determination Coefficient Test

Variable	B	Correlation	Partial
<i>Physical Support</i>	0.234	0.741	45.09
<i>Contact Personal</i>	0.211	0.721	48,01

Based on the table above, the r² value for Physical Support is 45.09%, obtained from the partial correlation coefficient for the Physical Support variable squared, which is (0.7412) . The influence of Personal Contact is 48.01%, obtained from the partial correlation coefficient for the Trust variable squared, which is (0.7212) . This indicates that the Personal Contact variable has a greater influence on public trust in inpatient services at Rantauprapat Regional Hospital than the Physical Support variable.

DISCUSSION

The Effect of Physical Support on Public Trust in Hospital Inpatient Services in Labuhanbatu Regency

Based on the statistical test results for the Physical Support variable using SPSS 20, the t-value was 3.510 with a sig=0.001, indicating a sig=0.001 < 0.05. This indicates that Physical Support influences public trust in inpatient services at Rantauprapat Regional General Hospital in Labuhanbatu Regency.

Based on the results of Rahmad's (2019) research entitled "The Effect of Physical Support and Contact Personnel on Image at Andi Jemma Masamba Regional General Hospital, North Luwu Regency," the t-test results showed that the Physical Support variable had a significant positive effect on Hospital Image. The regression coefficient was 0.095, or 9.5%, with a significance level

of 0.008. Meanwhile, the Contact Personnel variable had a significant positive effect on Hospital Image, with a regression coefficient of 0.561, or 56.1%, with a significance level of 0.000.

The research findings revealed that the Physical Support variable significantly impacted public trust in inpatient care at Rantauprapat Regional Hospital in Labuhanbatu Regency. Perceptions of good service quality significantly impact patient satisfaction, resulting in increased satisfaction with healthcare workers and adequate healthcare facilities. This means that better service quality leads to improved patient satisfaction and increased public trust in visiting Rantauprapat Regional Hospital.

The descriptive analysis of the variables indicates that the Physical Support variable positively impacted public trust in inpatient care. This is due to Rantauprapat Regional Hospital's excellent emergency room (ER) services. The 24-hour emergency room, staffed by a sufficient number of doctors and staff, allows for excellent and responsive patient care in emergencies. This is also due to the professionalism of the Rantauprapat Regional Hospital's medical team in providing accurate diagnoses and treatment for patients.

The Influence of Personal Contact on Public Trust in Inpatient Hospital Services in Labuhanbatu Regency

Based on the statistical test results for the Personal Contact variable, the calculated t-value was 2.420 with a significant value of 0.018, or $0.018 < 0.05$. This indicates that Personal Contact influences public trust in inpatient services at Rantauprapat Regional General Hospital in Labuhanbatu Regency.

Based on the results of Rahmad's (2019) research entitled "The Influence of Physical Support and Personnel Contact on Image at Andi Jemma Masamba Regional General Hospital, North Luwu Regency," the t-test results showed that the Physical Support variable had a significant positive effect on Hospital Image. The regression coefficient was 0.095, or 9.5%, with a significance level of 0.008. Meanwhile, the Personal Contact variable had a significant positive effect on Hospital Image, with a regression coefficient of 0.561, or 56.1%, with a significance level of 0.000.

Hospital brand image influences patients' decisions to utilize the healthcare services they provide. Therefore, understanding the relationship between hospital brand image and consumers' desire to return to healthcare services is crucial. Hospitals serve as a liaison and maintain harmonious relationships with their customers, which influences patient trust in the hospital. Trust will be strengthened if the hospital is more responsive to customer needs and can help convince them of the meaning of those needs. This will have a positive impact, improving the image and generating benefits for the hospital (30).

The research findings revealed that contact personnel significantly positively impacted inpatient trust. Building trust is a key to successful marketing, as good trust can be seen as consumer recognition and appreciation for the usefulness of products or services provided by service providers that meet customer expectations. Based on the results of descriptive analysis of the contact personnel variable, it influences public trust in inpatient care, this is because the appearance of doctors, nurses and other staff in the hospital is neat and clean, where the doctors and nurses on duty have an attractive appearance, the hospital is able to serve patients 24 hours a day, the hospital provides complete medical equipment, the hospital is able to provide a sense of security and comfort during treatment, the hospital does not carry out MALPRACTICE on patients, the hospital provides drugs that are affordable and appropriate to the patient's illness, the hospital explains clear and correct information about the patient's illness so that it can provide a sense of pleasure and satisfaction for patients.

The Simultaneous Effect of Physical Support and Personal Contact on Public Trust in Labuhanbatu Regency

Based on the results of the ANOVA statistical test, the F value was 62.583, with an F table value of 1.661. This means that the calculated F value is greater than the F table value. The sig. 0.000 <0.05 indicates that the hypothesis is accepted. There is a simultaneous effect of Physical Support and Personal Contact on public trust in inpatient services at Rantauprapat Regional Hospital in Labuhanbatu Regency. Therefore, the independent variables, Physical Support and Personal Contact, significantly explain the dependent variable, public trust in inpatient services.

Accurate patient satisfaction levels are essential for improving the quality of healthcare services. Therefore, patient satisfaction levels need to be measured periodically, consistently, accurately, and continuously (Astuti 2017). Trust will be strengthened if hospitals are more responsive to customer needs and can help convince customers of the meaning of those needs. This will create positive word of mouth, improve the image, and bring benefits to the hospital (Imran & Ramli 2019). In accepting and serving inpatients as consumers with various characteristics, hospitals must equip themselves to always listen to consumers' voices and have the ability to respond to every desire, expectation, and demand of consumers of healthcare facilities. This is closely related to the healthcare workers who always accompany and serve patients as their consumers (31).

The results of the study showed a positive influence of physical support on public trust. This indicates that public trust is influenced by the physical support inherent in the hospital. The service delivery system in the form of physical support plays a crucial role in shaping users' positive perceptions of the hospital. In marketing literature, the influence of the physical condition of an object is known as "tangibility." Through things that can be observed with the naked eye by consumers, the image of a hospital will be formed in the minds of consumers. The physical conditions of the building that can be observed by consumers include the exterior and interior conditions of the building, room layout, security level, comfort level, cleanliness level, location of the hospital and the completeness of the medical facilities owned by the hospital. Cooper (1994) found that the quality of doctors, treatment facilities and technology, diagnostic facilities, overall quality of care, interpersonal attention, staff awareness of patient personal needs, patient control of the hospital experience, location and cost, convenience of the location influence the image of the hospital (32).

Based on the results of the study, it was obtained that simultaneously the two independent variables, namely service quality and trust, had a significant effect on patient satisfaction. By looking at the magnitude of the influence of the two independent variables on the dependent variable, it can be said that the creation of public trust is because the services owned by Rantauprapat Regional Hospital in Labuhanbatu Regency can provide satisfaction to patients. Based on the two independent variables tested individually, the most dominant in influencing the inpatient community at Rantauprapat Regional Hospital in Labuhanbatu Regency is physical support, this is because the performance of services provided by Rantauprapat Regional Hospital in Labuhanbatu Regency in general can meet patient expectations both in terms of physical evidence, reliability, responsiveness, assurance, and empathy. The next variable that also influences the trust of inpatients at Rantauprapat Regional Hospital in Labuhanbatu Regency is physical support. Three indicators in the trust variable, namely ability, kindness, and integrity, can generally create confidence for patients that the reputation of Rantauprapat Regional Hospital in Labuhanbatu Regency is good, with the good perception that arises, it results in the emergence of patient satisfaction and trust for inpatients at Rantauprapat Regional Hospital in Labuhanbatu Regency. Simultaneously, the results of this study are supported by the results of research by Akfian Yuda Adhi, et.al (2021), namely the dimensions of Physical Support and Personal Contact

have a positive and significant effect on patient trust.

The Partial Contribution of Physical Support and Personal Contact to Public Trust in Labuhanbatu Regency

Based on the table above, the r^2 value for Physical Support is 45.09%, obtained from the partial correlation coefficient for the Physical Support variable squared (0.7412). The influence of Personal Contact is 48.01%, obtained from the partial correlation coefficient for the Trust variable squared (0.7212). This indicates that Personal Contact has a greater influence on public trust in inpatient services at Rantauprapat Regional Hospital than Physical Support.

This research aligns with Abidah's (2022) study, "The Influence of Doctor Service Quality and Physical Evidence on Inpatient Loyalty." Multivariate analysis results showed that doctor service quality ($p=0.001$) and hospital physical evidence ($p=0.004$) significantly influenced patient loyalty.

Based on the research results obtained between the two variables of Physical Support and Contact Personal that the strongest impact on public trust is the Contact Personal variable as much as 48.01%, compared to the physical support variable is 45.09%. It is known that for the services provided to Contact Personal, namely the available building facilities, Availability of equipment, Availability of parking facilities, Hospital comfort, Hospital security, Availability of supporting facilities, Condition of treatment rooms, Hospital cleanliness, Building exterior, Building interior, Completeness of drugs in pharmacies, Strategic location in the hospital, Hospital lighting, Air circulation, Room layout, Food menu so that with good service provided by health workers this will make public trust high to visit Rantauperapat Regional General Hospital.

Research Implications

Implications for Health and Healthcare Workers

Hospitals that have not been able to guarantee the quality of health services, for example doctors are often late, patients have to wait a long time to get services, have not provided comfortable waiting rooms, there is no continuity of service, cannot guarantee the time of drug delivery and have not been able to create an online prescription system via computer must improve the quality and quantity in providing services to the community, especially patients who come to visit. Seeing the pattern of consumer behavior that is instant and wants services with prime quality, special attention is required from the management of general hospitals to continue to think harder and continue to strive to minimize errors made in providing services to patients.

Implications for Rantauprapat Regional Hospital in Labuhanbatu Regency

General hospitals, as providers of health care facilities, play a crucial role in health development. Their mission is to provide quality, affordable health care to the public in order to improve public health. The task of general hospitals is to implement effective and efficient health care services, prioritizing healing and recovery, which are implemented in a harmonious and integrated manner with promotion and prevention, as well as referral efforts. The service delivery system, including physical support and contact personnel, will influence the hospital's image. In the marketing world, establishing a hospital with a positive impact will greatly assist the hospital in its promotional activities, as in highly competitive conditions, each hospital will strive to position itself as well as possible in the eyes of the public and patients to be trusted to meet their needs. Image is the public's perception of a company or its products.

Implications for Society

Decree of the Minister of Health of the Republic of Indonesia No. 983 of 1992. In order to organize

the order of general hospital services, improve and develop health services and the function of general hospitals. The Ministry of Health of the Republic of Indonesia determines hospital service standards that contain important criteria regarding the type of service discipline related primarily to the structure and process of service. In addition, improving health services is not solely determined by the availability of good physical facilities, but more importantly, the mental attitude and quality of professionalism of the personnel in providing services (Imam Suroso, 2011: 862).

CONCLUSION

Conclusions The research results showed that:

1. The statistical test for the Physical Support variable yielded a t-value of 3.510 with a significance level of $0.001 < 0.05$, indicating that Physical Support influences public trust in inpatient care at Rantauprapat Regional Hospital in Labuhanbatu Regency.
2. The statistical test for the Personal Contact variable yielded a t-value of 2.420 with a significance level of $0.018 < 0.05$, indicating that Personal Contact influences public trust in inpatient care at Rantauprapat Regional Hospital in Labuhanbatu Regency.
3. The ANOVA statistical test yielded a calculated F-value of 62.583 with a significance level of $0.000 < 0.05$. Therefore, the hypothesis is accepted, and the simultaneous influence of Physical Support and Personal Contact on public trust in inpatient care at Rantauprapat Regional Hospital in Labuhanbatu Regency is accepted. In other words, the independent variables, Physical Support and Personal Contact, can explain the dependent variable, public trust in inpatient services.
4. The adjusted R² value in the table above is 0.567, or 56.70%. This means that the independent variables, Physical Support and Personal Contact, together influence the dependent variable, patient trust, by 56.70%, with the remaining 43.30% influenced by other variables not included in this study.
5. The results show that the r² value for Physical Support is 45.09%, obtained from the partial correlation coefficient for the Physical Support variable squared (0.7412). The influence of Personal Contact is 48.01%, obtained from the partial correlation coefficient for the Trust variable squared (0.7212). This indicates that the Personal Contact variable has a greater influence on public trust in inpatient services at Rantauprapat Regional Hospital than the Physical Support variable.

5. Recommendations

Recommendations based on the research findings are as follows:

1. The management of Rantauperapat Regional Hospital is expected to improve public services by providing physical support to increase public trust, encouraging them to visit the hospital for care.
2. Healthcare workers, especially those directly serving patients, are expected to provide personal contact, providing a sense of security and comfort during treatment. This will ensure patients feel confident and satisfied with the care provided, which will encourage them to return to the hospital.
3. Healthcare workers at Rantauperapat Regional Hospital are expected to continue providing services by providing physical support and personal contact, as research has shown that physical support and personal contact are factors that increase public trust in returning to Rantauperapat Regional Hospital for care.
4. Healthcare workers, both medical and non-medical, are expected to continue providing physical support and personal contact in their healthcare services, as this support and personal contact

collectively influence patient confidence in returning to the hospital.

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