

The Effect of Telemedicine and Service Quality On Switching Intention Through Patient Satisfaction and Patient Trust In Type C Public Hospitals In Banjarmasin, South Kalimantan

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ABSTRACT: The increasingly fierce competition conditions pose its own problems for hospitals, namely how hospitals operate effectively and efficiently in order to survive and develop. The factor that needs attention from the hospital management is the desire of the patient to move to another hospital service or known as switching intention. Therefore, hospital management is required to be able to effectively manage all resources and, especially in the field of technology, so that hospital profitability does not fall. One form of technology utilization that is being widely developed for the health and hospital fields is telemedicine. This study was conducted with the aim of knowing and analyzing effect of telemedicine and service quality towards switching intention with patient satisfaction and patient trust as intervening variables. The method used in this study is a quantitative descriptive research method with a causal approach, with a sample of 335 respondents. Based on research findings, it is proven that there is a positive and significant influence of telemedicine on satisfaction and trust, service quality on inpatient satisfaction and trust, and there is a negative and significant influence of patient satisfaction and trust on switching intention at Class C Private General Hospitals in South Kalimantan. For this reason, it is necessary to increase the use of telemedicine between the hospital through doctors and patients or patients' families so that they can communicate online. Improvement in service quality also needs to be maintained and improved so that this can increase patient satisfaction and trust in the hospital.

Keywords: telemedicine, service quality, patient satisfaction, patient trust, switching intention

INTRODUCTION

The era of technology and information or the digital era has developed rapidly in Indonesia and even around the world, causing the impact of increasingly fierce competition in all fields of business. Globalization, free markets and information will have an impact on the market of the health service industry in Indonesia. Indonesia with all its consequences will open itself to free trade at the world level, including the health sector, which will result in the flow of health goods and services as well as foreign health workers will cross the country's borders without obstacles. In Indonesia and in developing countries in general, hospitals are often considered solely to have a social function and often deny their economic function, but on the other hand, the community is increasingly demanding quality health services. (Man, G., Smith,

J., & Taylor, 2020) explained the need for telemedicine as an impact of the pandemic era in the United States. The rapid growth of this health service has made health insurance companies in America expand their business by providing telemedicine services that can be accessed from home. (Murima, Prayogi, Rahvy, Djunaedi, & Dhamanti, 2022)

According to (Shie et al., 2022) explored the relationship between hospital service quality, patient trust, and loyalty. Their study highlighted that patients' trust in healthcare services is strongly influenced by the quality of care they receive. They found that patient trust plays a crucial role in ensuring loyalty and reducing switching intention, especially among elderly patients with chronic conditions. This research indicates that improving service quality can foster patient trust, which, in turn, increases retention rates.

The increasingly fierce competition conditions pose its own problems for hospitals, namely how hospitals operate effectively and efficiently in order to survive and develop. (Kelvianto & Napitupulu, 2022). Hospital competition in Indonesia is currently increasing, health services can become a business commodity (Nerys, 2014). The state of this hospital requires different strategies and efforts from the previous situation, including the hospital owned by the Foundation (not for profit hospital).

Market research is important for hospitals as a means of getting information about what patients are looking for when they need hospital services, what makes them satisfied or dissatisfied with the hospital services they receive, and what causes them to be loyal to the hospital. Hospital competition is increasing, especially after the issuance of the Minister of Health regulation no. 84/Menkes/Per/II/1990 where the ownership of the Hospital can be in the form of a Foundation or other legal entity; Swadaya Hospital: PERJAN Hospital which is essentially that health services can be a business commodity. This situation requires different strategies and efforts from previous circumstances, including Foundation-owned hospitals (not for profit hospitals).

With the rising competition in the healthcare sector, particularly after the pandemic, hospitals must innovate and integrate technology to meet the evolving demands of patients. Telemedicine has emerged as a promising solution for hospitals to offer better accessibility and care. However, it is important to understand the factors that influence patients' switching intentions to ensure hospitals can retain patients. This study is urgent as it aims to address the critical need for hospitals to stay competitive by improving service quality and adopting telemedicine effectively.

The main objective of this research is to analyze the impact of telemedicine and service quality on patients' switching intentions, with patient satisfaction and patient trust acting as intervening variables. The study seeks to determine how hospitals can minimize patient switching intentions by leveraging telemedicine and enhancing service quality, ultimately leading to improved patient satisfaction and trust.

This study introduces a novel perspective by focusing specifically on the integration of telemedicine in Type C public hospitals in Indonesia. While previous studies have discussed telemedicine in general, this research narrows its scope to examine how telemedicine, along with service quality, can affect patient satisfaction and trust, which in turn influence switching intentions. The study's context in Indonesia provides a unique contribution, as the healthcare landscape here differs from other regions where telemedicine adoption is more mature.

This research contributes to the body of knowledge by providing valuable insights into how hospitals can effectively integrate telemedicine and maintain high service quality to enhance patient satisfaction and trust. These findings are crucial for hospital management as they seek to develop strategies that reduce patient switching intentions. Additionally, the study

offers practical recommendations for improving healthcare delivery through telemedicine, particularly in regions where healthcare access remains a challenge. The results can also serve as a reference for future studies on telemedicine's impact on patient behavior in the healthcare sector.

RESEARCH METHODOLOGY

The variables Telemedicine and Service Quality are suspected to have an effect on Patient Satisfaction and Patient Trust. The variables Patient Satisfaction and Patient Trust are suspected to have an effect on switching intention. Furthermore, the influence of telemedicine variables and service quality on switching intention will be examined, which is suspected to be mediated by patient satisfaction variables and patient trust.

The method used in this study is a quantitative descriptive research method with a causal approach. This research is intended to build a true picture of a phenomenon in the context of its research. With this descriptive research, various information will be collected in the context of testing hypotheses or answering questions related to research problems. The causal approach is a study to determine the influence between one or more independent variables (independent) to the bound variable (dependent)

In planning a research, problem formulation and hypothesis formulation use a theoretical framework regarding telemedicine variables, service quality, satisfaction, trust and switching intention taken from various literature. As for examining all research problems, the necessary data was obtained through field surveys using questionnaires. Then analysis and description of all research problems are carried out through data analysis, statistical calculations and data interpretation.

RESULT AND DISCUSSION

Results of Validity Test and Reliability Test of Research Instruments

The test criterion is to reject H_0 (the research hypothesis is accepted) if the value of *Critical Ratio* (C.R.) > 1.96 or a probability value (P) < 0.05 . The results of testing all the hypotheses proposed in this study are as follows:

1. Hypothesis 1 (H1) *Telemedicine Affects Patient Satisfaction*
Test results *telemedicine* to patient satisfaction showed significant results with a value of *t-value* or C.R. of 4.841 who qualified > 1.96 with a P value of 0.001 (***) who qualified < 0.05 . Thus, hypothesis 1 (H1) in this study is accepted.
2. Hypothesis 2 (H2) *Telemedicine Affects Patient Trust*
Test results *telemedicine* to the patient's confidence showed significant results with a value of *t-value* or a C.R. of 4.601 who qualifies > 1.96 with a P value of 0.001 (***) who qualifies < 0.05 . Thus, hypothesis 2 (H2) in this study is accepted.
3. Hypothesis 3 (H3) *Service Quality Affects Patient Satisfaction*
The results of the service quality test on patient satisfaction showed significant results with a score of *t-value* or C.R. of 7.094 who qualify > 1.96 with a P value of 0.001 (***) who qualifies < 0.05 . Thus, hypothesis 3 (H3) in this study is accepted.
4. Hypothesis 4 (H4) *Service Quality Affects Patient Trust*
The results of the service quality test on patient trust showed significant results with a value of *t-value* or C.R. of 7.559 who qualified > 1.96 with a P value of 0.001 (***) who qualified < 0.05 . Thus, hypothesis 4 (H4) in this study is accepted.
5. Hypothesis 5 (H5) *Patient Satisfaction Affects Switching Intention*

Patient satisfaction test results are available *Switching Intention* show significant results with a value *t-value* or a C.R. of -3.568 which qualifies > 1.96 with a P value of 0.001 (***) which qualifies < 0.05 . Thus, hypothesis 5 (H5) in this study is accepted.

6. Hypothesis 6 (H6) Patient Beliefs Affect *Switching Intention*
The results of the patient confidence test are good *Switching Intention* show significant results with a value *t-value* or C.R. of -2.458 who qualified > 1.96 with a P value of 0.014 who qualified < 0.05 . Thus, hypothesis 6 (H6) in this study is accepted.
7. Hypothesis 7 (H7) *Telemedicine* Affects *Switching Intention* Through Patient Satisfaction
Results of indirect influence testing of *telemedicine* towards *Switching Intention* through patient satisfaction shows that there is no influence from *telemedicine* towards *Switching Intention* because there is no direct influence from *telemedicine* towards *Switching Intention* (direct effect of patient satisfaction on *Switching Intention* the value is 0). It can be concluded that patient satisfaction in this study could not mediate the relationship between *telemedicine* with *Switching Intention*. Thus, hypothesis 7 (H7) in this study is rejected.
8. Hypothesis 8 (H8) *Telemedicine* Affects *Switching Intention* Through Patient Trust
Results of indirect influence testing of *telemedicine* towards *Switching Intention* through the patient's trust shows that there is no indirect influence from *telemedicine* towards *Switching Intention* because there is no direct influence from *telemedicine* towards *Switching Intention* (direct influence of patient trust on *Switching Intention* the value is 0). It can be concluded that the patient's trust in this study could not mediate the relationship between *telemedicine* with *Switching Intention*. Thus, hypothesis 8 (H8) in this study is rejected.
9. Hypothesis 9 (H9) Service Quality Affects *Switching Intention* Through Patient Satisfaction
The results of the test of the indirect influence of service quality on *Switching Intention* through patient satisfaction shows that there is no indirect influence of service quality on *Switching Intention* because there is no direct influence of service quality on *Switching Intention* (direct effect of patient satisfaction on *Switching Intention* the value is 0). It can be concluded that patient satisfaction in this study cannot mediate the relationship between service quality and *Switching Intention*. Thus, hypothesis 9 (H9) in this study is rejected.
10. Hypothesis 10 (H10) Service Quality Affects *Switching Intention* Through Patient Trust
The results of the test of the indirect influence of service quality on *Switching Intention* through patient trust shows that there is no indirect influence of service quality on *Switching Intention* because there is no direct influence of service quality on *Switching Intention* (direct influence of patient trust on *Switching Intention* the value is 0). It can be concluded that the patient's trust in this study cannot mediate the relationship between service quality and *Switching Intention*. Thus, hypothesis 10 (H10) in this study is rejected.

Direct, Indirect and Total Influence

Influence analysis is aimed at seeing how strong the influence of a variable is with other variables either directly or indirectly. The interpretation of these results will have an important meaning to determine a clear strategy in order to improve employee performance. The results of the calculation of direct, indirect and total influence using Lisrel are contained in table 1 and table 2.

Table 1 Direct Influence
Standardized Direct Effects (Group number 1 - Default model)

| Influence | Quality of Service | Telemedicine | Patient Trust | Patient Satisfaction | Switching Intention |
|----------------------|--------------------|--------------|---------------|----------------------|---------------------|
| Patient Satisfaction | 0,46 | 0,53 | 0 | 0 | 0 |
| Patient Trust | 0,49 | 0,48 | 0 | 0 | 0 |
| Switching Intention | -0,48 | -0,30 | 0 | 0 | 0 |

Source: Data processed

Based on the results of data processing shown in table 4.27, it can be concluded that *telemedicine* has the largest direct influence on patient satisfaction where the influence of *telemedicine* on patient satisfaction is 0.53. The results of the calculation of the direct influence of *telemedicine* and service quality on patient trust can be concluded that *telemedicine* has the largest direct influence on patient trust than the direct influence of service quality where the influence of *telemedicine* on patient trust is directly obtained by 0.48.

Table 2. Indirect Influence
Standardized Indirect Effects (Group number 1 - Default model)

| Influence | Quality of Service | Telemedicine | Patient Trust | Patient Satisfaction | Switching Intention |
|----------------------|--------------------|--------------|---------------|----------------------|---------------------|
| Patient Satisfaction | 0 | 0 | 0 | 0 | 0 |
| Patient Trust | 0 | 0 | 0 | 0 | 0 |
| Switching Intention | -0,34 | -0,37 | 0 | 0 | 0 |

Source: Data processed

Based on the results of data processing shown in table 2, it can be seen that the results of the calculation of the indirect influence of telemedicine and service quality on switching intention through patient satisfaction show that there is no indirect influence of telemedicine and service quality on patient satisfaction because there is no direct influence of patient satisfaction on switching intention (the direct effect of patient satisfaction on switching intention is 0). Thus, it can be concluded that patient satisfaction in this study cannot mediate the relationship between telemedicine and service quality with switching intentions. Meanwhile, the results of the calculation of the indirect influence of telemedicine and service quality on switching intention through patient trust show that there is no indirect influence of telemedicine and service quality on patient trust because there is no direct influence of patient trust on switching intention (direct influence of patient trust to the switching intention is 0). Thus, it can be concluded that patient trust in this study cannot mediate the relationship between telemedicine and service quality with switching intentions.

From the results of the analysis of the calculation of the direct, indirect and total influence between exogenous variables on endogenous variables in this study as above, it can

be concluded that to reduce the level of Switching Intention So what must be done is to provide patient satisfaction and patient trust by implementing telemedicine and better quality of service to patients.

Discussion of Research Results

Based on the results of the research, the discussion of the research can be described as follows:

There is a Positive and Significant Influence Telemedicine Patient Satisfaction

The Telemedicine variable in this study is formed by 6 indicators, namely usefulness, ease of use and learnability, interface quality, interaction quality, reliability, satisfaction and future use. Among these indicators, the highest value is in the ease of use and learnability, This explains that respondents have the highest level of agreement that ease of use is the most important thing in influencing consumer perception of Telemedicine.

Telemedicine can be an alternative mode of service delivery that allows people living in rural and remote areas to access health care within their local communities. Telemedicine in this case refers to the provision of remote services that utilize information and communication technology such as telephone, video conferencing, electronic messaging or digital monitoring to improve health outcomes.

With the development of the internet and infrastructure in Indonesia, video conferencing in particular has gained a prominent increase in telemedicine. Video conferencing allows direct and synchronous two-way communication between two or more stakeholders. Providing health care within the local community or in person's home via video conferencing can address inequalities and potentially reduce the pressure on health services associated with increased chronic conditions. Telemedicine It is expected to be a promising alternative to replace face-to-face patient visits with doctors.

Patient satisfaction is important in telemedicine to be a viable way of providing services. Satisfaction with health care is closely related to increased patient engagement and medication adherence to a spectrum of conditions in different clinical settings. There is a lot of literature that researches patient satisfaction with telemedicine, but these studies are limited by the limited quality of the methodology because they are often preliminary studies set in both experimental and temporal contexts. The use of telemedicine innovations can help specialist doctors in patient care. (Sharma, Pruthi, & Sageena, 2022). At Medistra Hospital, the Covid-19 pandemic in 2020 became the starting point for telemedicine innovations that were widely accepted by the Indonesia medical community, including hospitals. (Marjoto & Ruswanti, 2023).

The results of this study support the research conducted by (Garcia, Olayele, & Han, 2017) which states that telemedicine have a positive and significant effect on patient satisfaction. In a study by (Sathiyaraj, Lopez, & Surapaneni, 2021), regarding patient satisfaction related to the use of telemedicine with settings in prechemotherapy patients, most patients (70%) reported that video visits were as good as in-person visits, but no respondents said that telemedicine visits were better than in-person visits. 80% of patients report that they will probably use video visits if this is an option in the future. Mohanty (2020), who researched telemedicine in neurosurgery cases, stated that 91% of patients agreed that telemedicine could satisfactorily meet clinical needs. 36% of patients stated that they wanted their next visit to be a telehealth visit, and 48% of patients stated that they were neutral. (Mohanty et al., 2020).

There is a Positive and Significant Influence Telemedicine Patient Trust

Patient trust is all the knowledge possessed by the patient and all the conclusions made by the patient about the objects, attributes and benefits of the medical personnel process (Mowen & Minor, 2012). Telemedicine can be an alternative mode of service delivery that allows people living in rural and remote areas to access health care within their local communities. Telemedicine In this case, it refers to the provision of remote services that utilize information and communication technology such as telephone, video conferencing, electronic messaging or digital monitoring to improve health outcomes. Service telemedicine provided by the hospital can help patients or patients' families to find information about various services and facilities owned by the hospital in relation to the patient's condition. Information provided on the service telemedicine that is in accordance with the patient's expectations at the time of the hospital visit can create trust for the patient. The results of this study support the research conducted by (van Velsen, Tabak, & Hermens, 2017; Van Velsen et al., 2015) which states that telemedicine have a positive and significant effect on patient confidence.

Research by Purnastyasih & Prasajo (2023) Trust in technology, in this case telemedicine, is related to technical features on telemedicine applications or websites that include ease of use, privacy, personalization, patient data control, and security and data protection guarantees. Users who are uncomfortable with technology or worried about data privacy and security tend not to trust telemedicine, so ease of use is also influential. The results of this study also support the data of the previous indicator, Telemedicine, the highest value is in the indicator ease of use and learnability. During the COVID-19 pandemic that accelerated the use of telemedicine, users trusted telemedicine as a means to obtain health services and survive until the pandemic ended. (Purnastyasih & Prasajo, 2010).

There is a Positive and Significant Influence of Service Quality on Patient Satisfaction

Service quality is how far the difference between reality and customer expectations for the services they receive (Lupiyoadi, 2014). Service quality has become a trend for various companies to improve their business development. Customer demands for better service (Service Excellence) It is inevitable for service providers. The demands of service recipients to obtain better services must be addressed as an effort to provide satisfaction to service recipients.

If the service received or felt is in accordance with what is expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds customer expectations, then the quality of service is perceived as ideal quality. On the other hand, if the service received is lower than expected, then the quality of service is perceived as poor. Thus, the quality of service depends on the ability of service providers to meet the expectations of the community (service recipients) consistently. Good service quality and in accordance with customer expectations will have an impact on a high level of customer satisfaction and trust in the company. The results of this study support the research conducted by (Ariffin et al., 2018; Gong & Yi, 2018) which states that service quality has a positive and significant effect on patient satisfaction.

Research conducted by Novitasari (2022), found that service quality has a positive and significant effect on patient satisfaction. For hospitals, Service Quality is important to maintain patient satisfaction levels and can help develop hospitals so that patients will be loyal to the hospital because the services provided are very good. (Novitasari, 2022)

For hospital patients, the quality of service is important to add alternative decision-making in terms of choosing the hospital service to receive. Meanwhile, for hospital staff, especially nurses, good service quality can give a sense of pride if the implementation and

implementation can run according to applicable procedures which can ultimately cause a sense of satisfaction and patient loyalty to the services provided. the hospital where they work. Service quality is the fulfillment of consumer needs and desires as well as the accuracy of its delivery to balance consumer expectations. Service quality is "the overall characteristics and characteristics of a product or service that has the ability to satisfy needs". The importance of service quality is due to the quality of service that differentiates hospitals from one another. Consumers who buy and consume services, and not service providers, who assess the level of service quality of a company.

There is a Positive and Significant Influence of Service Quality on Patient Trust

Patients have a high sense of trust in the hospital if the quality of service provided starts from patient acceptance, easy procedures, manners in actions or words, neat uniforms, hospitality, non-discriminatory treatment of patients and so on are carried out well according to standard service procedures.

All indicators of patient trust in this study were obtained significantly with the most influential indicator being trust in the organization. Organizational trust refers to the customer's view of the functions and capabilities of a particular organization or public institution. Organizations seek to increase organizational trust because such bonds help them maintain long-term relationships with customers. When there is no trust in the relationship between the consumer and the organization, both parties face uncertainty and high risk in conducting transactions. Given that trust remains important in health services. Patients are not only influenced by how much they trust the doctor, but also how much they trust the hospital where the treatment is performed. (Zheng et al., 2017)

Good service quality and in accordance with expectations that can be provided by hospitals to patients will have an impact on high patient trust in the company. The results of this study support the research conducted by (Zhou, Wan, Liu, Feng, & Shang, 2017) and (Aseanty, 2015) which stated that service quality has a positive and significant effect on patient trust.

The findings in the Fadah (2021) study show that the quality of service greatly affects patient trust in hospitals. (Fadah, Novandari, & Rujito, 2022). Shie (2022), also found that the higher the quality of hospital services, the higher the patient's trust. (Shie et al., 2022). If the doctors, nurses, and service workers who are on the front lines try to do a good job, if the quality of hospital services is poor, this will lead to a poor experience of the services provided by the hospital. The quality of service in hospitals also allows doctors, nurses, and service providers to create a better perception of the service that patients perceive. When a hospital provides high-quality services, providing good service to patients, it not only improves the quality of hospital services, but also makes patients feel confident and cooperative with prescriptions and recommendations made by doctors.

There is a Negative and Significant Influence of Patient Satisfaction on Switching Intention

Patient satisfaction is the level of patient feelings after comparing the performance/results felt with their expectations (Sumarwan, 2014). So satisfaction level is a function of the difference between perceived performance and expectations. If the performance is below expectations, then the customer or patient will be disappointed, if the performance is in line with expectations, then the customer or patient will be very satisfied. While Switching intention is the desire of a patient of a hospital to switch to using services from another hospital (Zhang, Cheung, & Lee, 2012).

Patient satisfaction experienced by patients when using health services at the hospital can have a good impact on the hospital. The high satisfaction felt by patients will intend to use the service in the future or will recommend it to their family and others. High patient satisfaction will reduce the impact of Switching Intention, on the contrary, low satisfaction will have an impact on the high level of Switching Intention. The results of this study support the research conducted by (Ariffin et al., 2018) and (Kordnaeij, Bagherzadeh, Mombeini, & Bakhshizadeh, 2015) which states that patient satisfaction has a negative and significant effect on Switching Intention.

Research on switching intention in hospitals is still quite rare. In a study by Yuniarti & Hidayat (2021) that researched revisit intention, it was found that if patient satisfaction at the hospital increases, revisit intention will also increase. Revisit intention here can be interpreted that the patient will return to the hospital, and not switch to another hospital. (Yuniarti & Hidayat, 2021)

There is a Negative and Significant Influence of Patient Trust in Switching Intention

Patient trust is all the knowledge possessed by the patient and all the conclusions made by the patient about the objects, attributes and benefits of the medical personnel process (Mowen & Minor, 2012). The concept of trust is important in health care because health and health care in general involves an element of uncertainty and risk for vulnerable patients that depend on the competence and intention of the health professional (Alaszewski & Horlick-Jones, 2003). High levels of confidence have been associated with many benefits, including better perception of treatment, greater acceptance of recommended treatment and adherence to that treatment, lower anxiety with respect to treatment taken, and reportedly facilitating access to health care.

A high level of patient trust in health services will have an impact on reducing the occurrence of Switching Intention. Patients who have a high level of trust in the hospital will feel comfortable and safe and confident that they will be cured through the treatment of doctors in the hospital, so that patients do not have the intention to move to other hospital services, if one day they need health care. This is in accordance with research conducted by (Kordnaeij et al., 2015; Mosavi, Sangari, & Keramati, 2018) which states that customer or patient trust has a significant negative effect on Switching Intention.

Research by Yuniarti & Hidayat (2021) on revisit intention did not find a relationship between patient trust and revisit intention. Trust can be increased through several aspects, including good and correct service, services that do not violate rules, the ability to do work according to standards, provide services according to patient expectations and be able to provide the right information according to patient needs. Revisit Intention can be shown by several aspects, namely the desire to use the service on the next occasion, giving recommendations to others and not moving to another hospital. (Yuniarti & Hidayat, 2021)

Patient Satisfaction and Patient Trust do not mediate the influence Telemedicine to Switching Intention

Mediation variables are variables that affect the relationship between independent variables and dependent variables, and become indirect and unobserved and measured relationships. In this study, patient satisfaction was obtained as a mediating variable, not affecting the relationship between telemedicine. According to the results of the previous variable relationship, high satisfaction will cause patients not to intend to change hospitals, and increase revisit intention. Telemedicine also has a positive effect on patient satisfaction and trust. The absence of this mediation relationship is suspected because telemedicine has

an independent effect on switching intention, so it is not affected by the mediation effect of patient satisfaction or trust.

Patient satisfaction and patient trust do not mediate the effect of service quality on Switching Intention

If consumers experience an unpleasant quality of service experience during an interaction with a service provider, "switching behavior" will occur. Consumers are looking for suitable and trustworthy service providers in a proactive way. The level of customer trust shows a linear relationship to customer loyalty, with the psychological state of trust and dependence arising when a customer's actual service perception exceeds expectations. (Shie et al., 2022). Patients who routinely receive medical services, their "trust" has the strongest impact on "loyalty". The positive effect of service quality on patient satisfaction and trust, and the existence of a positive relationship between patient satisfaction and trust in switching intention can be the basis for whether there is a relationship between patient service quality and switching intention mediated by patient satisfaction and trust, where the mediating relationship was not found in this study. Research from (Sofia, 2023) shows that there is a partial mediation relationship, where there is a positive influence of patient satisfaction on patient loyalty, mediated by patient trust. Patient trust in doctors is the most important factor in the doctor-patient relationship. Previous research has shown that trust and satisfaction act as important mediators between perceived quality and desire to return to hospital (Han, Kim, & Hyun, 2011). Previous research has studied the relationship between loyalty and trust in hospitals and found that the relationship between the two is significant and very positive, with trust playing an important role as a mediating dimension especially in the health sector.

The absence of a mediation relationship in this study is suspected because the quality of service has an independent effect on switching intention, so it is not influenced by the mediating effect of patient satisfaction or trust.

Theoretical implications

This research theoretically proves the Disruptive innovation theory, where in order for an innovation to be accepted, it must be able to provide an additional value or Value Propositions. Telemedicine as an innovation is positively related to patient trust and satisfaction. To truly become a positive disruption that will increase accessibility and affordability for healthcare consumers, telemedicine must enter the stage of widespread assimilation, which is mostly early. For the vast majority of potential early-stage organizations considering telemedicine, insights from this study provide an opportunity to leverage what early adopters have learned to mitigate unknowns and risks as they implement innovative business models and make strategic choices to harness the potential of telemedicine.

In accordance with the theory Push, Pull, Mooring Effect, the factors of service quality, telemedicine innovation as a pull effect, and low trust and satisfaction as a push effect Mooring effect in this study have not been researched, so it can be a reference for the next research to see what variables can be influential, especially in hospital settings.

Practical Implications

From the results of the research that has been carried out, several empirical evidences are obtained based on the findings of the research and can be recommended several implications according to priorities that can be given as input that is expected to be useful for the management of Type C General Hospital in Banjarmasin, South Kalimantan. In accordance with the results of the research based on the conclusions, there are several implications, which are expressed as follows:

1. This study found that there was a positive and significant influence telemedicine to the satisfaction and trust of inpatients at the Type C General Hospital in Banjarmasin, South Kalimantan, so that it is necessary to develop telemedicine by the hospital. Increased usage telemedicine This will be able to increase patient satisfaction and trust in the hospital.
2. There is a positive and significant influence of service quality on the satisfaction and trust of inpatients at the Type C General Hospital in Banjarmasin, South Kalimantan. For this reason, it is necessary to improve the quality of service provided by the hospital to patients, starting from registration, appropriate and fast service, the friendliness of medical and non-medical staff and so on so that this can increase patient satisfaction and trust.
3. There is a negative and significant influence of patient satisfaction and trust in Switching Intention at the Type C General Hospital in Banjarmasin, South Kalimantan. For this reason, it is necessary to carry out development telemedicine and service quality so that patient satisfaction and trust will be formed which can ultimately have an impact on decreasing Switching Intention.
4. Telemedicine remains relevant, even in non-pandemic times, because it allows patients to receive care without leaving home, by spending less time in the waiting room, on demand, and in less time. Telemedicine has the potential to be disruptive to keep moving forward.

CONCLUSION

Based on the research findings regarding the impact of telemedicine and service quality on patient satisfaction and trust, as well as their implications for switching intention in a Class C General Hospital in South Kalimantan, and considering the discussions in previous chapters along with the statistical calculations using the Structural Equation Model (SEM) and Lisrel version 21, the following conclusions can be drawn: First, a better patient perception of telemedicine is associated with higher satisfaction. Second, improved patient perceptions of telemedicine lead to greater trust. Third, higher service quality results in increased patient satisfaction. Fourth, enhanced service quality is linked to greater patient trust. Fifth, higher patient satisfaction is correlated with a reduced intention to switch hospitals. Sixth, increased patient trust is associated with a lower intention to switch hospitals. Seventh, patient satisfaction does not mediate the effect of telemedicine innovation on the intention to switch hospitals. Eighth, patient trust does not mediate the influence of telemedicine innovation on switching intention. Ninth, patient satisfaction does not mediate the effect of service quality on the intention to switch hospitals. Lastly, patient trust does not mediate the effect of service quality on the intention to switch hospitals.

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