WORD OF MOUTH, TRUST, SATISFACTION AND EFFECT REPURCHASE INTENTION TO BATAVIA HOSPITAL IN WEST JAKARTA INDONESIA

by Endang Ruswanti

Submission date: 04-Aug-2019 09:34AM (UTC+0700)
Submission ID: 1157351597
File name: analysis-WOM_Endang_Ruswanti.docx (131.74K)
Word count: 5021
Character count: 28831

Abstract. *The consistent pattern of marketing social relations is properly established from community interactions both personally and in social groups by efficiently utilizing the specific type of chain conversation or necessary WOM technology in Indonesia, hospital patient in narrating sick person experiences have frequently done such communication, but little research on kind word of mouth. This concerned research was proposed to scientifically investigate the profound effect of word of mouth on repetitive treatment behavior at Hospital west Jakarta. New Wave Technology enables the creation of specific kinds of social connectivity and interactivity which ultimately design an effective method of word of mouth communication that indirectly becomes a recent form of extensive promotion in strengthening the official position of repetitive treatment behavior to hospitals. Research conducted by Nielsen in 2007 in the United States that consumer trust is powerfully influenced by valuable suggestions from others when choosing on a key acquisition. Related to conversation processes involving people and communal groups on social media uniquely to properly obtain answers to word of mouth communication patterns influence re-treatment to the Hospital. The research method made use of an SEM analyzer with lisrels application. The research sample consists of approximately 114 responders with a purposeful sampling technique. The result demonstrates that service quality and trust possess an outcome on fulfillment and then influence commitment to admittance the Hospital in West Jakarta.*
Keywords: WOM, Trust, compliance, Intention Repurchase Hospital

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Ruswanti, Endang
Economic Department Esa Unggul University Jakarta
endang.ruswanti@esaunggul.ac.id
Eff, Aprilita Rina Yanti
Pharmacy Department, Esa Unggul University Jakarta
aprilita.rinayanti@esaunggul.ac.id
Kusumawati, Medina Diyah
Psychologyst Departement Atma Jaya University Jakarta
medinadiyahku@gmail.com

Management & Marketing
Challenges for the Knowledge Society
(20xx) Vol. x, No. x, pp.xxxx

1. Introduction

The word of mouth (WOM) industry is typically experiencing huge growth since 2004 The divine Word Mouth Marketing Association (WOM) has grown naturally from three to three hundred and fifty members of the local company (WOM, 2007). Research estimates that while 90% of WOM conversations take place online (Keller & Berry, 2006), only 15% of consumers take that into account. The existing interpersonal communication theory is not appropriate to describe WOM behavior online. Emotional properties in communication mediated by computers (Lea & Spears, 1995; Parks & Floyd, 1996; Walther 1992, 1996; Walther, Anderson & Park, 1994). Based on principles in social cognition and interpersonal relationships for the development of social psychology. Advise individuals to form impressions with others based on the contents of electronic newspapers. The importance of marketers understands how impressions affect the assessment and use of WOM so that information about the brand and products of a company. Sequential consumer behavior both online and offline, both scholars and marketing practitioners. Especially for those who are interested in WOM communication behavior. Behavior in the context of the online community because of its popularity, growth, and tremendous influence from the community of transmissible people.

Online communities have a limited communal presence, especially the traditional notion; this community provides information and social support, both specifically and widely complementing social and customer behavior (Wellman et al., 1996). Word of mouth communication is precisely a consumer-dominated marketing channel, and conversation is considered to be more trustworthy, credible, and dependable on critical consumers than (Schiffman & Kanuk, 2010; Arndt, 1967). Traditional communication theory considers WOM to possess a powerful influence on social behavior, especially on consumer information seeking, evaluation and subsequent decision making (Cox, 1983; Brown & Reingen, 1987; Mony, Gilly, Graham, 1998; Silverman, 2001). It provides information about the product and social performance, psychological consequences of purchasing decisions (Cox, 1983). Offline, WOM can convert lower orders, positively affect the effects of elevated levels of cognition, then lead to committed behavior (Bristor, 1990). WOM's credibility, when it is suitable to form a higher-order in beliefs and cognitions. Through many exchanges, WOM provides potential news (Lau & Ng, 2001). The outcome of interpersonal exchanges obtains the provision of access, consumption-related information that holds some information value for formal promotion. The advertising message adequately conveyed by the company influences consumer decision making.

Excellent communications are characterized by the feeling that closeness and unique relationships, in conveying; voluntarily based on a sense of friendship, interest in interaction often in many cultural contexts, mutuality relations because of the needs of prospective consumers (Walker, Wasserman, & Wellman, 1994). The published results of several researchers show that the power of word of mouth as more reliable information. The purpose of the study is (1) to examine the effect of word of mouth on pleasure (2) to test trust in satisfaction (3) satisfaction test with the intention of readmission at the hospital in West Jakarta. The specific purpose of this study is for the public to understand the information provided by individuals through word of mouth to facilitate evaluation in decision making..

2. LITERATURE REVIEW

2.1 RELATIONSHIP OF WORD OF MOUTH, TRUST, SATISFACTION AND INTENTION PURCHASE

Word of mouth technique is considered to affect patient satisfaction when a sick person's hospital is satisfied with the treatment; he will disseminate this information to others. Those who seek treatment routinely describe their experiences when examined or operated on

by a doctor. Besides, several studies recommending personally and impersonally need to be typically considered. Such accurate information adequately conveyed by friends, family, and acquaintances is an origin of personal suggestions (Brown & Reingen, 1987, Duhan et al., 1997) popularly known as the basis of WOM. Newspapers, articles, and comments submitted by journalists, columnists, consumers and, experts can be found in magazines, special publications, online discussion forums, and this system is considered a source of impersonal advice. Information systems and discussion forums are included as sources of personal recommendations (Senecal, Kalczynski, & Nantel, 2005) because they are influenced by product choices online with recommendations addressed online (Senecal & Nantel, 2004). Consumers receive commercial information and appreciate the intent of marketing promotion behind the statement as a recommendation, but this communication remains not word of mouth. Because word of death is a private conversation between someone who voluntarily provides information with prospective customers who require information.

Word-of-mouth is commonly defined as the cultural exchange, continuous flow of accurate information, effective communication, or personal dialogue between two individuals. There is typically only one researcher (Haywood, 1989) who regards word-of-mouth as a formal conversation. Other researchers agree that word of mouth is merely an informal and non-commercial conversation. The term "informal" refers to something that is officially unregulated in Paridon (2008). Besides, WOM communication is sometimes defined as post-purchase behavior. Besides, giving to the previous work, for consumers for related communications in WOM, messages stored, and media employed for spreading cannot be carried out by the company (Silverman, 2001). For example, can the context of e-services where many corporations have discussion forums on their independent sites? In fact, in recent research, such forums are expected a source of WOM as long as consumers consider this connection to be very informal and not sponsored or subsidized by the company. Giving to Silverman (2001), other types of communication are famous and formal because of advertising and the public.
H1 Word of mouth has a significant effect on patient fulfillment.

Patient trust and pleasure are closely related, that by believing in the seller of services, satisfied consumers will return to treatment again. The published results of the study (Lu, Zhao, & Wang, 2010) show that trust has an influence on patient satisfaction, and satisfaction positively affects the intention to repurchase. All WOM communications occur precisely in social relations that can be typically categorized between news seekers and information sources represented by loyal customers who have experience (Money, Gilly, & Graham, 1998; Duhan, Johnson, Wilcox, & Harrel, 1997; Bristor, 1990). The power of information is a multidimensional construction that represents the source and has the authority of interpersonal relationships or the context of social networks (Money, Gilly, & Graham, 1998) and includes closeness, familiarity, support, and associations (Frenzen & Davis, 1990). Frequency of conversation and intimacy of exchanges between information providers and information searchers (Marsden & Campbell, 1984; Hartlines & Jones (1996).
Likely H2 Trust patient exerts a significant effect on patient satisfaction.

Performed the enormous potential benefits of favorite word-of-mouth, such news can be significant. WOM represent an implement for managers who wish to assess the representation of their business. The effect of their strategy on the tendency of people to communicate extensively about the company Besides word of mouth can be employed to predict customer purchase intentions and tendencies to convey information to speak well about the company (Arndt, 1967; Brown & Reingen 1987; Maxham-III, 2001; Ying & Chung, 2007). In official Indonesia, word of mouth is called chain communication, but outside Indonesia, it was called

word of mouth. Some previous researchers mentioned that word of mouth affects patient satisfaction in treatment at a hospital. Word of Mouth communication can result in face to confront, via mobile, mobile phone, e-mail, mailing list, or other means of association according to (Silverman, 2001; Haywood, 1989; Godes et al., 2004). Erkan & Evans (2016) explained that argument quality, sour credibility, requirements of information, opinion towards details, information usefulness, information adoption effect repurchase intention.
H3 Patient fulfillment possesses a significant effect on the idea of readmission.

3. Research Methods

3.1 Population and Sample

The study population was patients of the hospital in West Jakarta, and the population is unknown. The manner of retrieval of data uses purposive sampling, with responders having been inspected at the medical center west in Jakarta. This study was present in the type of study carried out at the hospital in West Jakarta through a question sheet. Translation questionnaire from the conceptual framework to represent the aspects of word of mouth, trust, satisfaction, and repurchase effects to help survey design. The expansion of survey items is established on the literature review of previous research and considers the elements that influence word of mouth in end-of-treatment to the medical center so that it can be made known through a research survey. Factor analysis is utilized to recognize displays from the four elements of word of mouth variables, trust, achievement, and repurchase intention.

The data point was analyzed applying the model of SEM become Lisrel computer program (Hair et al., (2006). To find the principal elements and produce the outcomes of construct validity, from the dimension indicator of word of mouth. It is first tested through Bartlett's roundness in the statistical correlation test between variables second one the Kaiser-Meyer-Olkin test to consider at the sample adequacy measures applied to test factor analysis. KMO possesses a benefit that passes the minimum value of 0.60 (Hair, Black, Babin, Anderson, & Tatham, 2006). Barlett's analysis of the influence of the significance of all factors. Likert scale is used to answer research statements and to confirm the results to be achieved. While Al-Kattab et al. (2015) state that consumers show various degrees about the intention to buy and purchase behavior.

The object of the study was the customers of the Hospital in West Jakarta who had inspected the hospital twice. Research in the form of a survey, data points obtained through collecting questionnaires distributed to respondents. The research responders remain, 114 people, the process of data collection used purposive sampling, namely sufferers who had come twice to attend to the Batavia Hospital in West Jakarta. To emphasize not many words of mouth studies have been studied at the Batavia Hospital in West Jakarta, interviews will be conducted to check through 30 respondents before data evaluation needs to be tested to determine validity and reliability using factor analysis.

3.2 Research Variable Measurement

The research variable consisted of independent variables word of mouth with four dimensions. First, the intensity of word of mouth was taken on from: discuss this hospice more often, talk about the hospital with many individuals, talk about hospitals through social media. Both positive valences of word of mouth: talked about the high side of the hospital, proud to inform them that, a customer of a hospital, typically announce beneficial things to others. Negative valence third: generally declare negative things to others, want to complain to the doctor to explain the disease in detail. The quartet piece of word of mouth: discuss the hospitality of health center website users, discuss the quality of the various services offered. Trust variable:

trust hospital, discuss the security of transactions at infirmaries, believe in hospital commitment, believe the hospital has successfully sold services, talk about hospital fame. The wish of patients to come back to the clinic depends on the satisfaction of the hospital in providing services. The satisfaction variable includes hospitality in service and cost. Dependent variable intention to readmission treatment: intend repeating the treatment at this hospital, strongly recommend that people pursue treatment at this hospital. The questionnaire was adopted with necessary modification from (Goyette, Ricard, Bergeron, & Marticotte, 2010), and the research signs make 20 specific items.

4.Result and Discussion

The analysis of the results of the study with the Equation Modeling Structural Test accurately stated that (Hair et al., 2006) suggested an evaluation of the level of data compatibility with the pattern carried out through several stages, namely overall testing and individual testing for structural models and measurement models. Analysis of the measurement design is carried out to specify indicators (observed variables) for each construct variable, and calculate the reliability benefit for the construct. Observation variables for operational constructs or latent variables must possess rates more significant than 0.5, values and loading factors must be higher than the critical value (> 1.96) so that the applied representation is still appropriate (Hair et al., 2006).

The reliableness of the model can be tested by calculating construct reliability and extracted difference. The calculation results from construct dependability and difference are extracted by (Hair et al., 2006), that the condition of excellent reliability is to have the reliability constructed 0.70 and variance extracted 0.50. The calculation results show that not all questionnaires in each variable meet the reliability requirements adequately. The value of word of mouth construct reliability was (0.93), confidence in (0.92), satisfaction (0.96), and intention to seek treatment. Specify by (0.62).

Furthermore, the value of difference extracted word of mouth (0.60), trust (0.72), satisfaction (0.85), and intention to readmission 0.45 with variance extracted 0.50. Some criteria can be used to see compatibility with kindness. The results of the analysis show that the goodness of fit in this research model obtains such as:

Table 1 Goodness of Fit

Group	Indicator	Value	Keterangan
1	*Degree of Freedom*	178	*Good to fit*
	Chi-Square	227.93	
	NCP	26.29	
	Confidence Interval	0.0; 65.80	
2	RMSEA	0.036	*Close to fit*
	Confidence Interval	0.0; 0.057	
	P-Value	0.85	
3	ECVI *Model*	2.75	*Good to fit*
	ECVI *Saturated*	4.09	
	ECVI *Independence*	79.90	
	Confidence Interval	2.51; 3.10	
4	AIC *Model*	310.29	*Good to fit*

Group	Indicator	Value	Keterangan
	AIC *Saturated*	462.00	
	AIC *Independence*	9028.35	
	CAIC *Model*	508.31	
	CAIC *Saturated*	1325.06	
	CAIC *Independence*	9106.81	
5	NFI	0.97	
	CFI	0.99	
	NNFI	0.99	*Good to fit*
	IFI	0.99	
	RFI	0.97	
	PNFI	0.83	
6	*Critical* N	112.45	*Marginal to fit*
7	*Standardized* RMR	0.047	
	GFI	0.85	*Good to fit*
	AGFI	0.81	
	PGFI	0.66	

The Chi-Square test was the result of good fit; the Chi-square importance of 227.93 was getting smaller, the model was more suitable between theory and sample data (value of Chi-square divided by Degree of Freedom). The ideal benefit of < 3 is an excellent fit. From the outcomes of the divider got the value of 1.28. This shows an exciting match because the value is slighter < 3 then the results show a good fit. RMSA value <0.05 (0.036) shows the match is good fit. Confidence intervals are made use of to evaluate the exhibition of the RMSEA approximate calculation. At the yield, there is present a 90% confidence interval (0.0; 0.057) around RMSEA. P-value for analysis of good fit (RMSEA > 0.05) = 0.85 for this study value of p-value > 0.05.

P testing Expected Cross Validation Index (ECVI), ECVI model (2.75) compared with the ECVI saturated model (4.09) and ECVI independence model (79.90). The ECVI model is considerably lesser than the ECVI saturated model. The difference is much more significant than the ECVI independence model, or in other words, the ECVI is saturated near the ECVI model rather than the ECVI independent model, and the 90% Confidence Interval is 2.51; 3.10 a good match is obtained (around the ECVI model). AIC model (310.29) compared to AIC saturated model (462.00) and AIC independence model (9028.35). The AIC model is significantly more little than the AIC saturated model, and the critical difference is much higher than the AIC independence model, so the smaller value declares a good match. CAIC model (508.31) is far from CAIC saturated model (1325.06), and further from CAIC independence (9106.81), a smaller value accurately indicates a good match.

Test 5: Fit Index: a. Normed fit index (NFI) = 0.97 (above 0.90) indicates good fit. b. CFI = 0.99 (above 0.90) shows good fit-c. Tucker-Lewis Index or Non Normed Fit Index (NNFI) = 0.99 (> 0.90) (above 0.90) indicates good fit. d. Incremental Fit Index (IFI) = 0.99 (above 0.90) indicates good fit-e. Relative Fit Index (RFI) = 0.97 (above 0.90) indicates good fit-f. Parsimonious Normed Fit Index (PNFI) = 0.83 (above 0.6) can be used for comparison of models, indicating good compatibility. Testing 6: Critical N: Critical N (CN) = 112.45 < 200, then the model just represents the size of the sample data or marginal fit (> 200 then good fit).

Testing of Goodness of Fit: Root Mean Square Residual (RMR) obtain a residual average value that direct results from fitting between the variance-covariance matrix of the standard model and the variance-covariance matrix from the sample data, namely a. Standardized RMR = 0.047 shows good fit. b. The goodness of Fit Index (GFI) = 0.85 shows a marginal fit, while overhead 0.90 indicates a good fit. Adjusted Goodness of Fit Index (AGFI) = 0.81 shows a marginal fit above 0.90 indicates a good fit. c. Parsimony Goodness of Fit Index (PGFI) = 0.66 is used correctly in the comparison model, above 0.6 accurately indicates a good match. Content analysis in groups 1 to 7 of some specific tests showed good compatibility, including Chi-Square, ECVI, AIC, CAIC, Fit Index, and Goodness of Fit. There is a result in the form of Close fit on RMSEA and marginal fit on Critical N. From the results of the analysis above, and it can be concluded that compatibility across the models meets the requirements (goodness of fit). Furthermore, this study produces the path diagram as follows:

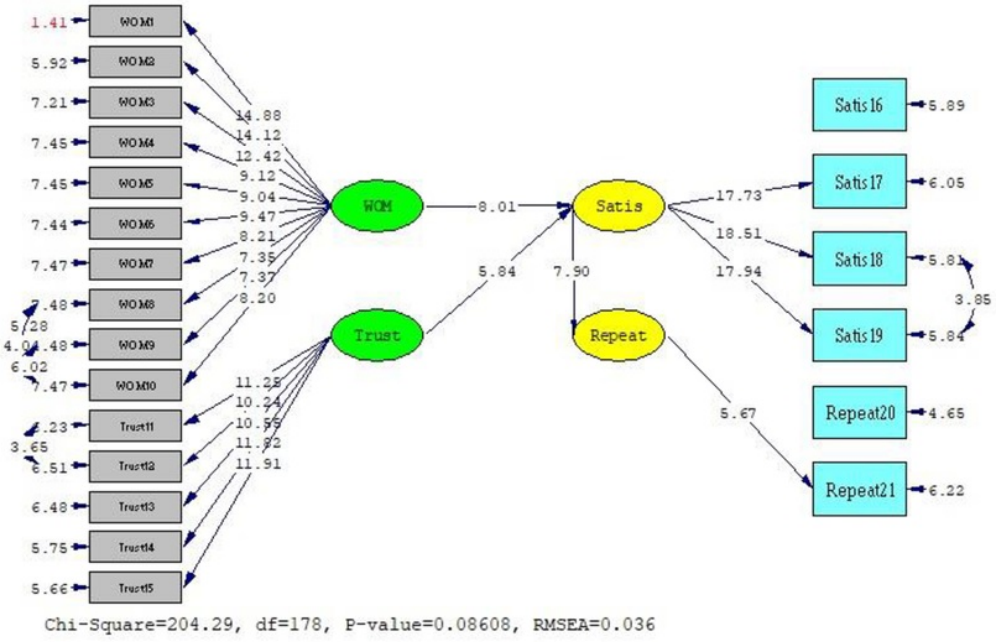

Figure 1 Path Diagram T. Value

Word of mouth research on consumer acquisition intentions has been investigated by (Hajli, 2015); (Lu et al., 2010). Even the impact of word of mouth on social media on consumer acquisition intentions has also been investigated (Wang et al., 2012). However, this study presented significant results that word of mouth influenced the intention of repurchase the Hospital in West Jakarta through mediating sick person satisfaction in treatment. While the sufferer's belief positively affects the intention of repurchase through patient satisfaction. Actually, in Indonesia, word of mouth is done by a prime number of patients who are remaining for a physician's inspection when they are typically in the health center. They traditionally named "Getok Tular," meaning that fellow patients wanted to talk about their experiences about their sicknesses and how to cure the disease.

Moreover, in waiting for the serial number, discussion with the treating doctor, medications are given by the doctor, the consequences of surgery, contraindications to the medication given by the doctor, and others. Occasionally hospitals do imperfectly understand

communication between patients, even though the most effective communication represents information from others who have experienced it first. If the communication is positive, the hospital will receive benefits, but if the communication is negative, then the hospital will suffer losses.

Yielding to Ruswanti (2013), the research findings indicate that about cherry-picking, shopping satisfaction concerning maven market is significant. Market maven is defined as someone who frequently possesses the knowledge and voluntarily communicates to people in need. They do not receive a fee from the Batavia hospital and are not rewarded by drug manufacturers or other social institutions. So if compared, there is a likeness between maven market with word of mouth. On another occasion, the opportunity to test the maven market with word of mouth can be performed. According to (Leser et al., 2012: Ruvio, A. and Aviv S. 2007) argue that marketing maven functions as social media. Shopping satisfaction produces a significant effect on the maven market. While Paridon (2008) reasonably argues that users trust more news conveyed by humans than information through the health center in the specific form of paid advertisements.

In actual factuality, ordinary consumers receive word of mouth and e-WOM information from colleagues, office friends, neighbors, partners, and relations. There is a relationship between WOM and consumer decision making in buying hospital services, But various situations can deliver alternative results to the theory. Consequences positively related to the unique characteristics of WOM information relate to previous theories, and their consequences are excellent or negative from the helpfulness of the information. This study looks at the factor of rebuy intention to re-treat evaluation as the dependent variable.

5. Conclusions

This study proposes a research model to properly test the influence of word of mouth on the kind intention of readmission at the Hospital in West Jakarta. The consequences of evaluating the first theory presented that word of mouth affected significant sick person fulfillment the hypothesis was received. The dominant influence is typically word of mouth with the intention of repeated treatment mediated by patient pleasure. While the belief in the satisfaction of sick people with pain significantly indicates acceptance of the second hypothesis. The results showed that word of mouth, and hospital patient confidence had a significant effect on satisfaction and had a significant effect on the intention to repeat the treatment at the hospital. The third hypothesis was accepted. The suggestion is that hospitals need to raise word of mouth being composed of word of mouth intensity, satisfied valences, negative valence, and word of mouth content because it is proven to increase the intention to attend to patients.

The direct results of the study made known some theoretical and managerial. However, the significant contribution of this study was to understand the social influence between independent variables of word of mouth consisting of four dimensions, namely word intensity adoption, and company development, the first valence of word of mouth, negative valence from word of mouth, the content of mouth to mouth. Independent variable trust, satisfaction intervening variable, and dependent variable intention to purchase.

The restrictions of the analysis and the direction of intended research on the results of the study should be considered as the following limitations. First, the number of respondents need to be expanded and a sample taken representing twenty-seven provinces in Indonesia so that research results can be generalized. Both of these studies have not tested word of mouth in terms of the quality of the argument; the credibility of information is related to attitudes towards information in the intention to repurchase. Finally, future research can develop this research by adding variables or using this model by adding different variables, like argument quality, needs of information, attitude towards information.

The managerial implication of this study is hospital managers should maintain deep care of them because patients who have been dealt with and received excellent service commonly inform prospective patients about their experience of being examined by doctors or surgery. The sick person's trust in the hospital affects the patient's satisfaction and then intends to rehearse treatment. Positive information has an impact on prospective patients. They have an idea of deciding to aim treatment at a hospital, which doctor will choose who will handle the complaint. Word of mouth affects patient satisfaction by feeling satisfied and then providing positive information to prospective hospital patients. For this reason, with increased satisfaction, patients will intend trying treatment again.

Acknowledgment

We thanks to the Ministry of research and Higher Education the Government of Indonesian. Higher Education for funding this research we also appreciated for the anonymous peer reviewers to finalize the manuscript.

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