

## ABSTRAK

Industri layanan kesehatan rumah sakit tentu perlu memiliki layanan optimal dengan sumber daya manusia berkualitas melihat banyak industri sejenis. Bersaing dalam industri sejenis tentu dibutuhkan kepercayaan pasien, kepercayaan timbul karena ada keyakinan bahwa pihak yang terlibat akan memberikan kualitas terbaik. Oleh karena itu kepercayaan pasien dalam hal ini diukur dari pengalaman, penghormatan institusi dan kepercayaan pada dokter. Sehingga penelitian ini bertujuan melihat pengaruh *medical experience* terhadap *betrayal institutional*, *trust in doctor* dan *trust patient in health care*. Metode pengambilan sampel *purposive sampling*, dimana yang menjadi sampel pasien rawat jalan pada Rumah Sakit di wilayah Jakarta sebanyak 305. Jenis penelitian ini deduktif, dengan pengambilan data menyebar kuesioner. Metode analisis yang di gunakan *Structural Equation Model* (SEM). Hasil penelitian menyimpulkan: Pertama, terdapat pengaruh *medical experiences* terhadap *betrayal institutional*. Dua, terdapat pengaruh *betrayal institutional* terhadap *trust patient in health care*. Tiga, terdapat pengaruh *medical experiences* terhadap *trust patient in health care*. Empat, terdapat pengaruh *trust in doctor* terhadap *trust patient in health care*. Implikasi penelitian ini, pimpinan rumah sakit dapat memberi pelatihan, pengembangan untuk meningkatkan *skill* dan pengetahuan petugas medis, serta meningkatkan sistem kinerja rumah sakit demi membangun pelayanan medis yang mampu memberikan kepuasan dan meminimalisir terjadinya *betrayal institutional* sehingga tercipta kepercayaan pasien.

**Kata kunci:** *Medical Experience, Betrayal Institutional, Trust in Doctor, Trust Patient in Health Care, Hospital*

## ABSTRACT

The hospital health service industry certainly needs to have optimal services with quality human resources seeing many similar industries. Competing in similar industries requires patient trust, trust arises because there is a belief that the parties involved will provide the best quality. Therefore, the patient's trust, in this case, is measured by experience, betrayal of the institution and trust in doctors. So this study aims to see the effect of medical experience on betrayal institutional, trust in the doctor, and patient trust in health care. The sampling method is purposive sampling, where the sample of outpatients at hospitals in the Jakarta area is 305. This type of research is deductive, with data collection by distributing questionnaires. The analytical method used is the Structural Equation Model (SEM). The results of the study conclude: First, there is an effect of medical experiences on institutional betrayal. Two, there is an institutional betrayal effect on trust inpatient health care. Three, there is an effect of medical experiences on trust patient in health care. Four, there is the influence of trust in doctors on trust patients in health care. This research implies that hospital leaders can provide training, development to improve skills and knowledge of medical officers and improve hospital performance systems to build medical services that can provide satisfaction and minimize the occurrence of betrayal institutional so that patient trust is created.

**Keywords:** *Medical Experience, Betrayal Institutional, Trust in Doctor, Trust Patient in Health Care, Hospital*