

Analysis Of Factors Influencing Switching Intention In Inpatient Services At Royal Prima Hospital Medan

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ABSTRACT

RSU Royal Prima Medan, one of the private hospitals in the city of Medan, North Sumatra, which is the location for this research, has many competitors with other similar hospitals. This will affect the brand switching behavior of customers at RSU Royal Prima Medan, so RSU Royal Prima Medan tries to carry out various strategies to attract and retain customers and prevent the desire to switch to another hospital or what is usually called witching intention. The aim of this research is to analyze the factors that influence switching intention in inpatient services at RSU Royal Prima Medan. The research conducted by researchers used quantitative methods with cross sectional. In this study, the population used was 3,319 inpatients at RSU Royal Prima Medan in the last 3 months. The sample was determined using interpretive estimation with Structural Equation Modeling with a sample size of 210 patients. The data analysis used is univariate, bivariate and multivariate analysis. The results showed that in this study the dominant patients aged 31-40 years were 104 (49.5%), 160 (76.2%) female, with the majority having a bachelor's degree, 159 (75.7%). There is an influence of price, patient satisfaction, hospital image, service quality, and trust on witching intention in inpatient services at RSU Royal Prima Medan. The factor that most influences witching intention in inpatient services at RSU Royal Prima Medan is patient satisfaction (X2).

Keywords: *Switching intention, Inpatient care, Price, Patient satisfaction, Hospital image, Service quality, Trust*

INTRODUCTION

Hospitals are highly institutionalized and regulated entities in terms of regulatory oversight and professional roles, and are operationally and technically complex (Benedictis, 2020). According to Herlinawati et al., (2021) hospitals are health service institutions that provide comprehensive individual health services, including outpatient, inpatient, and emergency care.

In recent years, hospitals have undergone rapid development, with the increasing establishment of new facilities influencing competition among similar institutions. In the city of Medan, North Sumatra, many new hospitals have emerged. Royal Prima Hospital Medan, one of the private hospitals in this region and the research site of this study, faces significant competition from other similar hospitals. This situation affects the brand-switching behavior of patients at Royal Prima Hospital Medan. Therefore, the hospital continues to implement various strategies to attract and retain patients and to prevent the desire to switch to other hospitals, a phenomenon commonly referred to as switching intentio (Tita, 2018).

Switching intention is defined as the process by which consumers shift from using one service to another similar service (Tafiprios, 2019). It represents a psychological behavior in which consumers switch from one brand to another based on their perceptions of the products or services offered (Evalianitha dkk, 2021).

Parameter konsumen terhadap merek bisa muncul dari macam-macam variabel, contohnya pengalaman konsumen dalam menggunakan produk atau jasa dan pengetahuan mereka tentang produk atau jasa. Pengalaman mereka dalam menggunakan produk atau jasa akan mendatangkan loyalitas terhadap merek. Jika konsumen mendapatkan pengalaman kurang memuaskan, ini akan menyebabkan mereka berpindah merek (Palma dkk, 2021).

Consumer brand parameters can arise from various variables, such as consumer experience using a product or service and their knowledge of it. Their experience with a product or service will foster brand loyalty. If consumers have an unsatisfactory experience, this will cause them to switch brands (Miftah, 2020). There are several factors that can influence the occurrence of switching intention in patients in hospitals, such as price factors, patient satisfaction, hospital image, quality of service and trust in the hospital.

According to Kotler (2019) price is the amount of money charged for a particular product. According to Gitosudarmo (2019) price is the amount of money used to obtain certain products, whether goods or services. Price is an amount of money that has an exchange value to obtain profit from a product or service (Handayani, 2019). Price significantly influences switching intention among hospital patients because patients tend to use healthcare services based on the prices applied at the hospital.

Patient satisfaction can be defined as a patient's attitude, namely the degree of liking or disliking the service they have experienced. Chronology of customer satisfaction is determined by the desired service quality regarding the quality of health services with patient satisfaction because the hospital has implemented the reliability dimension to provide the promised service accurately, reliably, and on time without any errors (Walukow, 2019). Patient satisfaction is a benchmark for the existence of switching intention in patients in hospitals, where if patients feel satisfied with the services provided by the hospital, patients tend to return and continue to use health services at the hospital, on the other hand, if patients feel dissatisfied with the services provided by the hospital, patients will carry out switching intention, namely choosing to use another hospital that can provide more satisfaction to patients.

Hospital image is a combination of beliefs, thoughts, and impressions held by patients. Patients often provide a picture of their own medical or care experience. This image, a set of assets that can be brought by services or patients, can influence patient use. This commitment does not change for patients to use the service again. (Tedy, 2020). Hospital image influences patients' attitudes and behaviors toward the hospital. Therefore, it is crucial to understand the relationship between hospital image and its influence on patient intentions (Citra, 2021).

The quality of healthcare services is a consumer's assessment of the level of service received compared to the level of service expected. If the service received or perceived matches expectations, the quality of service is perceived as good and satisfactory (Kotler, 2019). According to Goesth (2019), service quality is defined as a dynamic condition related to service products, people, processes, and environments that are able to meet or exceed consumer expectations. From the statement about service quality, it can be concluded that the role of service quality is closely related to patient loyalty in using health services, because

service quality is the spearhead of patient satisfaction, which ultimately can reduce the occurrence of switching intentions.

Another important factor that hospitals must consider to avoid switching intentions is trust. Trust is the foundation of any business. Cultivating consumer confidence is a key factor in building customer loyalty. The products and services offered by a company must be developed from the ground up and proven to instill trust in consumers and thus gain recognition from other parties/business partners (Kevin, 2018). Trust can generally be defined as confidence in another party because that party is trustworthy. Trust is also evidence of confidence, whereby a service provider can be relied upon to consistently meet consumer needs (Diyanto, 2021). Trust is a crucial element for patients when using or choosing healthcare services. Without trust in healthcare professionals, successful treatment will be difficult. Therefore, healthcare professionals must provide the best possible care by instilling trust in patients, ensuring their satisfaction and confidence in the care provided (Rahma, 2023).

From the explanation above, the researcher is interested in conducting research with the title "Analysis of Factors Influencing Switching Intention in Inpatient Services at Royal Prima Medan Hospital."

METHODS

This research is a quantitative study with a cross-sectional design. The study was conducted at Royal Prima Medan Hospital, Jalan Ayahanda No. 68A, from January to June 2025. The population used in this study was 3,319 inpatients at Royal Prima Medan Hospital in the past three months. The sample was determined using interpretive estimation with Structural Equation Modeling (SEM) and a purposive sampling approach. The sample criteria used in this study were inpatients at Royal Prima Medan Hospital, patients who were conscious, and patients who were willing to participate and answer the questionnaire. The sample size was 210.

The independent variables in this study were price (X1), patient satisfaction (X2), hospital image (X3), service quality (X4), and trust (X5). The dependent variable was switching intention (Y). Primary data was collected through a closed-ended questionnaire with a Likert scale of 1–5 that had been tested for validity and reliability, while secondary data were obtained from hospital documentation. Data analysis was performed using SPSS version 25 using univariate analysis, bivariate analysis using the Chi-Square test, and multivariate analysis using logistic regression to determine the relationships and variables that most influence patient loyalty.

RESULTS

Frequency Distribution of Respondent Characteristics

The following shows the frequency distribution of respondent characteristics in this study, including age, gender, and highest level of education.

Table 1. Frequency Distribution of Respondent Characteristics

Age	n	%
20-30 Years	48	22,9
31-40 Years	104	49,5
>40 Years	58	27,6
Total	210	100

Gender	n	%
Male	50	23,8
Female	160	76,2
Total	210	100

Education	n	%
Elementary School	2	1
Junior High School	3	1,4
High School	34	16,2
D3	12	5,7
Bachelor's Degree	159	75,7
Total	210	100

Table 1 shows the frequency distribution of respondent characteristics in this study, including age, gender, and highest level of education. The results indicate that 48 (22.9%) respondents were aged 20-30, 104 (49.5%) respondents were aged 31-40, and 58 (27.6%) respondents were aged over 40. Fifty (23.8%) were male, and 160 (76.2%) were female. Among the 210 respondents in this study, 2 (1%) had an elementary school education, 3 (1.4%), 34 (16.25%), 12 (5.7%) had a diploma (D3), and 159 (75.7%) had a bachelor's degree (S1).

Univariate Analysis Results

1. Harga

Table 2. Prices

Price	n	%
Good	176	83,8
Poor	34	16,2
Total	210	100

Table 2 explains the results of the univariate analysis to see the respondents' assessment of the price of health services at Royal Prima Medan Hospital. The results of the study show that 176 respondents said that the price of services at Royal Prima Medan Hospital was good, with a percentage of (83.8%) and 34 respondents said that the price of health services at Royal Prima Medan Hospital was not good, with a percentage of (16.2%) of the total respondents in this study, which was 210 respondents.

2. Patient Satisfaction

Table 3. Patient Satisfaction

Patient Satisfaction	n	%
Satisfied	179	85,2
Not Satisfied	31	14,8
Total	210	100

Table 3 shows that the majority of respondents gave a positive assessment of the process factor (service process) at Royal Prima Medan Hospital. Eighty respondents (80.0%) assessed the service process as being good, while 20 respondents (20.0%) assessed it as being less than satisfactory.

3. Hospital Image

Table 4. Hospital Image

Hospital Image	n	%
Good	185	88,1
Poor	25	11,9
Total	210	100

Table 4 explains the results of univariate analysis to see respondents' assessment of the image of the hospital at RSU Royal Prima Medan, the results of the study show that respondents who said the image of RSU Royal Prima Medan was good were 185 with a percentage of (88.1%) and respondents who said the image of RSU Royal Prima Medan was not good were 25 with a percentage of (11.9%) of the total respondents in this study as many as 210 respondents.

4. Service Quality

Table 5. Service Quality

Service Quality	n	%
Good	191	91
Poor	19	9
Total	210	100

Table 5 explains the results of univariate analysis to see respondents' assessment of the quality of service at Royal Prima Medan Hospital. The results of the study show that 191 respondents said the quality of service at Royal Prima Medan Hospital was good with a percentage of (91%) and 19 respondents said the quality of service at Royal Prima Medan Hospital was poor with a percentage of (9%) of the total respondents in this study, which was 210 respondents.

5. Trust

Table 6. Trust

Trust	n	%
Good	188	89,5
Not good	22	10,5
Total	210	100

Table 6 explains the results of the univariate analysis to see the respondents' assessment of trust in Royal Prima Medan Hospital. The results of the study show that there are 188 respondents who have good trust in Royal Prima Medan Hospital with a percentage of (89.5%) and 22 respondents who have less good trust in Royal Prima Medan Hospital with a percentage of (10.5%) of the total respondents in this study, which is 210 respondents.

6. Witching Intention

Table 7. *Witching Intention*

<i>Witching Intention</i>	n	%
Intention to Replace	65	31
No Intention to Replace	145	69
Total	210	100

Table 7 explains the results of the univariate analysis to see the respondents' assessment of witching intention at RSU Royal Prima Medan, while the results of the study show that respondents who have the intention to replace RSU Royal Prima Medan as a health service to be used are 65 with a percentage of (31%) and respondents who have no intention of RSU Royal Prima Medan as a health service to be used are 145 with a percentage of (69%) of the total respondents in this study as many as 210 respondents.

Bivariate Analysis Results

1. The Effect of Price on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Table 8. The Effect of Price on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Price	<i>Switching Intention</i>				Total		Sig
	Intention to Replace		No Intention to Replace		n	%	
	n	%	n	%			
Good	45	21,4	131	62,4	176	83,8	P = 0,000
Poor	20	9,5	14	6,7	34	16,2	
Total	65	31	145	69	210	100	

Table 8 explains the results of the influence of price on witching intention in inpatient services at Royal Prima Hospital, Medan. The cross-tabulation results show that 45 (21.4%) respondents in this study said the price of healthcare services at Royal Prima Hospital was good and had the intention to change healthcare services to another hospital, while 131 (62.4%) respondents did not intend to change healthcare services to another hospital. 20 (9.5%) respondents said the price of healthcare services at Royal Prima Hospital was not good and had the intention to change healthcare services to another hospital, and 14 (6.7%) respondents did not intend to change healthcare services to another hospital. The chi-square test results obtained a significance value of $0.000 < 0.05$, which means there is an influence of price on witching intention in inpatient services at Royal Prima Hospital, Medan.

2. The Influence of Patient Satisfaction on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Table 9. The Influence of Patient Satisfaction on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Patient Satisfaction	<i>Switching Intention</i>				Total		Sig
	Intention to Replace		No Intention to Replace		n	%	
	n	%	n	%			
Satisfied	41	19,5	138	65,7	179	85,2	P = 0,000
Not Satisfied	24	11,4	7	3,3	31	14,8	
Total	65	31	145	69	210	100	

Table 9 explains the results of the influence of patient satisfaction on witching intention in inpatient services at Royal Prima Hospital, Medan. From the cross-tabulation results, it shows that respondents in this study who were satisfied with the health services at Royal Prima Hospital and had the intention to change health services to another hospital were 41 (19.5%), and respondents who did not intend to change health services to another hospital were 138 (65.7%). Meanwhile, respondents in this study who were dissatisfied with the health services at Royal Prima Hospital and had the intention to change health services to another hospital were 24 (11.4%), and respondents who did not intend to change health services to another hospital were 7 (3.3%). From the results of the chi-square test, a significance value of $0.000 < 0.05$ was obtained, which means there is an influence of patient satisfaction on witching intention in inpatient services at Royal Prima Hospital, Medan.

3. The Influence of Hospital Image on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Table 10. The Influence of Hospital Image on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Hospital Image	<i>Switching Intention</i>				Total		Sig
	Intention to Replace		No Intention to Replace		n	%	
	n	%	n	%			
Good	44	21	141	67,1	185	88,1	P = 0,000
Poor	21	10	4	1,9	25	11,9	
Total	65	31	145	69	210	100	

Table 10 explains the results of the influence of hospital image on witching intention in inpatient services at Royal Prima Hospital, Medan. From the cross-tabulation results, it shows that respondents in this study who said the hospital image at Royal Prima Hospital was good and had the intention to change health services to another hospital were 44 (21%), and respondents who did not intend to change health services to another hospital were 141 (62.4%). Meanwhile, respondents in this study who said the hospital image at Royal Prima Hospital was not good and had the intention to change health services to another hospital were 21 (10%), and respondents who did not intend to change health services to another hospital were 4 (1.9%). From the results of the chi-square test, a significance value of $0.000 < 0.05$ was obtained, which means there is an influence of hospital image on witching intention in inpatient services at Royal Prima Hospital, Medan.

4. The Influence of Service Quality on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Table 11. The Influence of Service Quality on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Service Quality	<i>Switching Intention</i>				Total		Sig
	Intention to Replace		No Intention to Replace		n	%	
	n	%	n	%			
Good	47	22,4	144	68,6	191	91	P = 0,000
Poor	18	8,6	1	0,5	19	9	
Total	65	31	145	69	210	100	

Table 11 explains the results of the influence of service quality on witching intention in inpatient services at Royal Prima Hospital, Medan. From the cross-tabulation results, it

shows that respondents in this study who said the quality of service at Royal Prima Hospital was good and had the intention to change health services to another hospital were 47 (22.4%), and respondents who did not intend to change health services to another hospital were 144 (68.6%). Meanwhile, respondents in this study who said the quality of service at Royal Prima Hospital was poor and had the intention to change health services to another hospital were 18 (8.6%), and respondents who did not intend to change health services to another hospital were 1 (0.5%). From the results of the chi-square test, a significance value of $0.000 < 0.05$ was obtained, which means there is an influence of service quality on witching intention in inpatient services at Royal Prima Hospital, Medan.

5. The Influence of Belief on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Table 12. The Influence of Belief on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

Trust	<i>Switching Intention</i>				Total		Sig
	Intention to Replace		No Intention to Replace		n	%	
	n	%	n	%			
Good	46	21,9	142	67,6	188	89,5	P = 0,000
Not good	19	9	3	1,4	22	10,5	
Total	65	31	145	69	210	100	

Table 12 explains the results of the influence of trust on witching intention in inpatient services at Royal Prima Hospital, Medan. The cross-tabulation results show that 46 (21.9%) respondents in this study had good trust in Royal Prima Hospital and the intention to change healthcare services to another hospital, and 142 (67.6%) respondents did not intend to change healthcare services to another hospital. 19 (9%) respondents had poor trust in Royal Prima Hospital and the intention to change healthcare services to another hospital, and 3 (1.4%) respondents did not intend to change healthcare services to another hospital. The chi-square test results obtained a significance value of $0.000 < 0.05$, which means there is an influence of trust on witching intention in inpatient services at Royal Prima Hospital, Medan.

Multivariate Analysis Results

The following are the results of variable selection for multivariate analysis which can be seen in table 13 below.

Table 13. Variable Selection for Multivariate Analysis

Variables	P-Value	Candidate
Price (X1)	0,000	Yes
Patient satisfaction (X2)	0,000	Yes
Hospital image (X3)	0,000	Yes
Service quality (X4)	0,000	Yes
Trust (X5)	0,000	Yes

Table 13 shows that all independent variables in this study have a p-value < 0.05 . Based on these results, all independent variables in this study are included in the multivariate testing model in Table 14:

Table 14. Multivariate Analysis Results

Variables	Sig
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Price (X1)	
Patient satisfaction (X2)	
Hospital image (X3)	0,000
Service quality (X4)	
Trust (X5)	

Table 14 explains the results of multivariate analysis on the variables of price, patient satisfaction, hospital image, service quality and trust in witching intention in inpatient services at Royal Prima Medan Hospital. From the table, it can be seen that the significance value is $0.000 < 0.05$, which means that the independent variables of price, patient satisfaction, hospital image, service quality and trust in this study together or simultaneously have an influence on the dependent variable, namely witching intention in inpatient services at Royal Prima Medan Hospital.

Table 15. Independent Variables That Have the Most Influence on Dependent Variables

Variables	Odss Ratio
Price (X1)	0,950
Patient satisfaction (X2)	2,241
Hospital image (X3)	0,691
Service quality (X4)	1,365
Trust (X5)	1,487

Table 15 explains the results regarding the independent variables that are most related to the dependent variable. From the research results, it can be seen that the highest odds ratio value is found in the patient satisfaction variable (X2), which is 2.241. From these results, it can be concluded that the independent variable that is most related to the dependent variable in this study is the patient satisfaction variable (X2).

DISCUSSION

The Influence of Price on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

The results of the study on the influence of price on witching intention in inpatient services at Royal Prima Medan Hospital showed that respondents who said the price of services at Royal Prima Medan Hospital was good were 176 with a percentage of (83.8%) and respondents who said the price of health services at Royal Prima Medan Hospital was not good were 34 with a percentage of (16.2%) of the total respondents in this study of 210 respondents.

From the results of cross tabulation shows that respondents in this study who said the price of health services at Royal Prima Hospital is good and the intention to change health services at other hospitals is 45 (21.4%) and respondents who do not intend to change health services at other hospitals is 131 (62.4%), while respondents in this study who said the price of health services at Royal Prima Hospital is not good and the intention to change health services at other hospitals is 20 (9.5%) and respondents who do not intend to change health services at other hospitals is 14 (6.7%). From the results of the chi square test, a significance

value of $0.000 < 0.05$ was obtained, which means there is an influence of price on witching intention in inpatient services at Royal Prima Hospital Medan.

According to Mardia et al (2021), price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. According to (Indrasari (2019), price is the amount of money that must be paid by consumers to obtain a product. Price is an amount of money that has an exchange value to obtain benefits from a product or service (Handayani, 2019).

The Influence of Patient Satisfaction on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

The results of this study on the influence of patient satisfaction on witching intention in inpatient care at Royal Prima Medan Hospital indicate that 179 respondents (85.2%) said they were satisfied with the healthcare services at Royal Prima Medan Hospital, and 31 respondents (14.8%) said they were dissatisfied with the healthcare services at Royal Prima Medan Hospital. Out of a total of 210 respondents, the cross-tabulation results indicate that 41 (19.5%) respondents were satisfied with the healthcare services at Royal Prima Hospital and had the intention to switch to another hospital, while 138 (65.7%) respondents did not intend to switch to another hospital. Meanwhile, 24 (11.4%) respondents were dissatisfied with the healthcare services at Royal Prima Hospital and had the intention to switch to another hospital, and 7 (3.3%) respondents did not intend to switch to another hospital. From the results of the chi square test, a significance value of $0.000 < 0.05$ was obtained, which means that there is an influence of patient satisfaction on witching intention in inpatient services at RSU Royal Prima Medan.

Patient satisfaction can be interpreted as a consumer attitude, namely some degree of liking or disliking the services that have been experienced, therefore consumer behavior can also be interpreted as a model of buyer behavior. Chronology Customer satisfaction is determined by the desired service quality regarding the quality of health services with patient satisfaction because the health center has implemented the reliability dimension to provide the promised services accurately, reliably, and on time without any errors (Walukow, 2019).

The Influence of Hospital Image on Witching Intention in Inpatient Services at Royal Prima Hospital, Medan

The results of the study on the influence of hospital image on witching intention in inpatient services at Royal Prima Medan Hospital indicate that 185 respondents (88.1%) stated that the hospital image of Royal Prima Medan Hospital was good, and 25 respondents (11.9%) stated that the hospital image of Royal Prima Medan Hospital was poor. The cross-tabulation results indicate that 44 (21%) respondents stated that the hospital image of Royal Prima Hospital was good and had the intention to switch to another hospital. 141 (62.4%) respondents did not intend to switch to another hospital. 21 (10%) respondents stated that the hospital image of Royal Prima Hospital was poor and had the intention to switch to another hospital. 4 (1.9%) respondents did not intend to switch to another hospital. From the results of the chi square test, a significance value of $0.000 < 0.05$ was obtained, which means that there is an influence of hospital image on witching intention in inpatient services at Royal Prima Medan Hospital.

Hospital image is a combination of beliefs, thoughts, and impressions held by patients. Patients always provide an overview of their own medical or care experiences. The image of a set of assets can be brought by services or patients, which can influence patient use. This can lead to patient commitment to use the hospital again (Tedy, 2020). Hospital image

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The results of this study on the influence of service quality on witching intention in inpatient care at Royal Prima Medan Hospital indicate that 191 respondents (91%) stated that the service quality at Royal Prima Medan Hospital was good, and 19 respondents (9%) stated that the service quality at Royal Prima Medan Hospital was poor, out of a total of 210 respondents.

Cross-tabulation results indicate that 47 (22.4%) respondents stated that the service quality at Royal Prima Hospital was good and had an intention to switch to another hospital. 144 (68.6%) respondents did not intend to switch to another hospital. Meanwhile, 18 (8.6%) respondents stated that the service quality at Royal Prima Hospital was poor and had an intention to switch to another hospital. One (0.5%) respondent did not intend to switch to another hospital. From the results of the chi square test, a significance value of $0.000 < 0.05$ was obtained, which means that there is an influence of service quality on witching intention in inpatient services at RSU Royal Prima Medan.

Healthcare service quality is a consumer's assessment of the level of service received relative to the level of service expected. If the service received or perceived matches expectations, the service quality is perceived as good and satisfactory. According to Goesth (2019), service quality is defined as a dynamic condition related to products, services, people, processes, and environments that meet or exceed consumer expectations.

The Influence of Belief on Witching Intention in Inpatient Services at Royal Prima Hospital, Medan

The results of this study on the influence of trust on witchcraft intention in inpatient care at Royal Prima Medan Hospital indicate that 188 respondents (89.5%) had positive trust in Royal Prima Medan Hospital, while 22 respondents (10.5%) had negative trust in Royal Prima Medan Hospital. The cross-tabulation results indicate that 46 (21.9%) respondents had positive trust in Royal Prima Hospital and intended to switch healthcare services to another hospital, while 142 (67.6%) respondents had no intention of switching healthcare services. Meanwhile, 19 (9%) respondents had negative trust in Royal Prima Hospital and intended to switch healthcare services to another hospital, and 3 (1.4%) respondents had no intention of switching healthcare services to another hospital.

The chi-square test results showed a significance value of $0.000 < 0.05$, indicating that trust influences witching intention in inpatient services at Royal Prima Medan Hospital. Cultivating consumer trust is a key factor in building consumer loyalty to a company. The products/services offered by a company must be developed from the ground up and proven to instill trust in consumers and thus gain recognition from other parties/business partners (Kevin, 2018). Trust can generally be defined as trust in another party because that party is trustworthy. Trust also serves as evidence of confidence, indicating that the service provider can be trusted to consistently meet consumer needs (Diyanto, 2021).

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The Influence of Hospital Image on Witching Intention in Inpatient Services at Royal Prima Hospital, Medan

The results of the study on the influence of hospital image on witching intention in inpatient services at Royal Prima Medan Hospital indicate that 185 respondents (88.1%) stated that the hospital image of Royal Prima Medan Hospital was good, and 25 respondents (11.9%) stated that the hospital image of Royal Prima Medan Hospital was poor. The cross-tabulation results indicate that 44 (21%) respondents stated that the hospital image of Royal Prima

Hospital was good and had the intention to switch to another hospital. 141 (62.4%) respondents did not intend to switch to another hospital. 21 (10%) respondents stated that the hospital image of Royal Prima Hospital was poor and had the intention to switch to another hospital. 4 (1.9%) respondents did not intend to switch to another hospital. From the results of the chi square test, a significance value of $0.000 < 0.05$ was obtained, which means that there is an influence of hospital image on witching intention in inpatient services at Royal Prima Medan Hospital.

Hospital image is a combination of beliefs, thoughts, and impressions held by patients. Patients always provide an overview of their own medical or care experiences. The image of a set of assets can be brought by services or patients, which can influence patient use. This can lead to patient commitment to use the hospital again (Tedy, 2020). Hospital image influences patient attitudes and behaviors toward the hospital. Therefore, it is crucial to understand the relationship between hospital image and its influence on patient intentions (Citra, 2021).

The Influence of Service Quality on Witching Intention in Inpatient Services at Royal Prima Medan Hospital

The results of this study on the influence of service quality on witching intention in inpatient care at Royal Prima Medan Hospital indicate that 191 respondents (91%) stated that the service quality at Royal Prima Medan Hospital was good, and 19 respondents (9%) stated that the service quality at Royal Prima Medan Hospital was poor, out of a total of 210 respondents.

Cross-tabulation results indicate that 47 (22.4%) respondents stated that the service quality at Royal Prima Hospital was good and had an intention to switch to another hospital. 144 (68.6%) respondents did not intend to switch to another hospital. Meanwhile, 18 (8.6%) respondents stated that the service quality at Royal Prima Hospital was poor and had an intention to switch to another hospital. One (0.5%) respondent did not intend to switch to another hospital. From the results of the chi square test, a significance value of $0.000 < 0.05$ was obtained, which means that there is an influence of service quality on witching intention in inpatient services at RSU Royal Prima Medan.

Healthcare service quality is a consumer's assessment of the level of service received relative to the level of service expected. If the service received or perceived matches expectations, the service quality is perceived as good and satisfactory. According to Goesth (2019), service quality is defined as a dynamic condition related to products, services, people, processes, and environments that meet or exceed consumer expectations.

The Influence of Belief on Witching Intention in Inpatient Services at Royal Prima Hospital, Medan

The results of this study on the influence of trust on witchcraft intention in inpatient care at Royal Prima Medan Hospital indicate that 188 respondents (89.5%) had positive trust in Royal Prima Medan Hospital, while 22 respondents (10.5%) had negative trust in Royal Prima Medan Hospital. The cross-tabulation results indicate that 46 (21.9%) respondents had positive trust in Royal Prima Hospital and intended to switch healthcare services to another hospital, while 142 (67.6%) respondents had no intention of switching healthcare services. Meanwhile, 19 (9%) respondents had negative trust in Royal Prima Hospital and intended to switch healthcare services to another hospital, and 3 (1.4%) respondents had no intention of switching healthcare services to another hospital.

The chi-square test results showed a significance value of $0.000 < 0.05$, indicating that trust influences witching intention in inpatient services at Royal Prima Medan Hospital. Cultivating consumer trust is a key factor in building consumer loyalty to a company. The products/services offered by a company must be developed from the ground up and proven to instill trust in consumers and thus gain recognition from other parties/business partners (Kevin, 2018). Trust can generally be defined as trust in another party because that party is trustworthy. Trust also serves as evidence of confidence, indicating that the service provider can be trusted to consistently meet consumer needs (Diyanto, 2021).

CONCLUSION

The results of this study indicate that the dominant patients are aged 31-40 years as many as 104 (49.5%), female as many as 160 (76.2%) with the majority of education being S1 as many as 159 (75.7%). There is an influence of price on witching intention in inpatient services at Royal Prima Medan Hospital. There is an influence of patient satisfaction on witching intention in inpatient services at Royal Prima Medan Hospital. There is an influence of hospital image on witching intention in inpatient services at Royal Prima Medan Hospital. There is an influence of service quality on witching intention in inpatient services at Royal Prima Medan Hospital. There is an influence of trust on witching intention in inpatient services at Royal Prima Medan Hospital. The factor that most influences witching intention in inpatient services at Royal Prima Medan Hospital is patient satisfaction (X2).

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