

The Role Of Trust On Increasing Patient Satisfaction

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ABSTRACT

Background: Patient trust in hospitals is an important factor in creating positive long-term relationships between patients and healthcare providers. A high level of trust can increase perceptions of service quality, thus having a direct impact on patient satisfaction levels.

Aim: This study aims to analyze the relationship between trust and inpatient satisfaction at RSUD Syekh Yusuf in Gowa Regency.

Method: Quantitative research employing Cross Sectional methodology was conducted at Syekh Yusuf Hospital's Inpatient Installation in Gowa Regency. The study included 145 participants selected through Accidental Sampling methods. Researchers collected data via questionnaires and applied chi-square testing with multiple linear regression analysis to examine variable relationships and identify key outcome predictors.

Results: Trust ($p = 0.013$) has a significant relationship with patient satisfaction, where increasing patient trust in Syekh Yusuf Regional Hospital can increase their satisfaction with the services provided.

Conclusion: Fostering patient-hospital trust substantially enhances satisfaction levels. Implementing service excellence training, digital marketing strategies, regular internal evaluations, and accessible feedback mechanisms significantly improves patient experience. These approaches strengthen service quality while developing stronger patient-hospital relationships.

Keywords: role, trust, satisfaction

1. INTRODUCTION

Marketing not only delivers products or services to consumers but also ensures consumer satisfaction through market offerings that include products, services, data, or experiences designed to meet their needs and wants (1). Loyal customers not only continue to use the company's services, but also have the potential to recommend it to others, thereby increasing market share and profits in a sustainable manner (2). The health industry is a profitable business, where hospitals must implement the right strategy by improving the quality of service and facilities to meet the needs of patients who are increasingly critical in choosing health care services (3). In tight competition, hospitals must improve the quality of service, staff professionalism, and service efficiency to meet patient needs and create satisfaction, although they still face challenges such as late service and ineffective communication (4).

Good service quality must meet patient expectations, because poor service can cause dissatisfaction, affect the image of the hospital, and affect the patient's decision to return to using health services (5). Good service must meet five main dimensions, namely comfortable facilities, accuracy of service, empathetic staff interaction, response to criticism, and hospital quality

policies, where trust is the key to building long-term relationships with patients (6). The results of research conducted by Risbandi (2017) showed that there was an influence of trust on the satisfaction of inpatients. This shows that hospitals must always maintain patient trust so that their satisfaction increases.

Syekh Yusuf Regional Public Hospital, Gowa Regency, which was established in 1982 and upgraded from class C to B in 2008 with 240 beds, continues to strive to improve the quality of service and governance, but patient satisfaction surveys during 2019-2023 showed results below the standard of Minister of Health Regulation No. 129 of 2008 which requires satisfaction $\geq 90\%$.

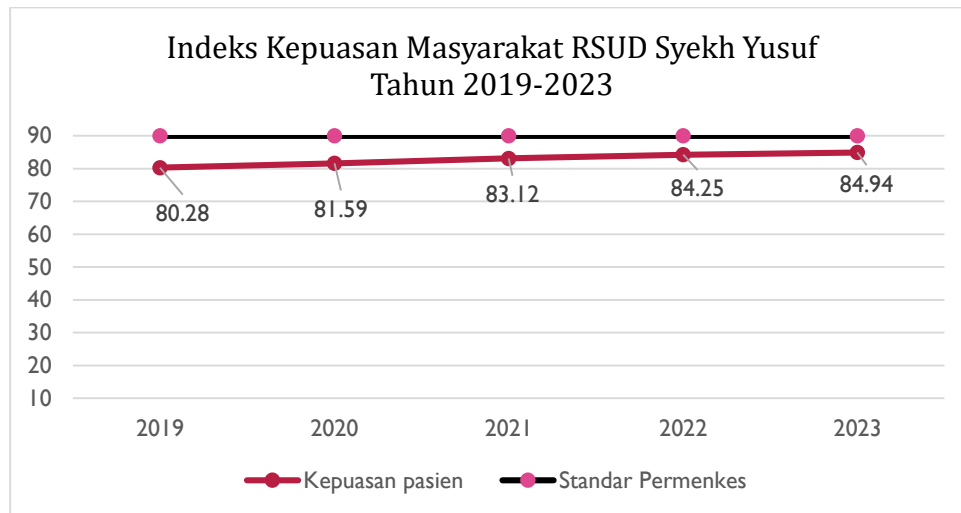


Figure 1. Public Satisfaction Chart of Syekh Yusuf General Regional Hospital

Source : Data from Syekh Yusuf Gowa Regional Hospital

The Public Satisfaction Index Report of Syekh Yusuf Gowa Regional Hospital shows an increase from 80.28% in 2019 to 84.94% in 2023, with an average of 82.83% over five years, but still below the Minister of Health's standard which requires $\geq 90\%$.

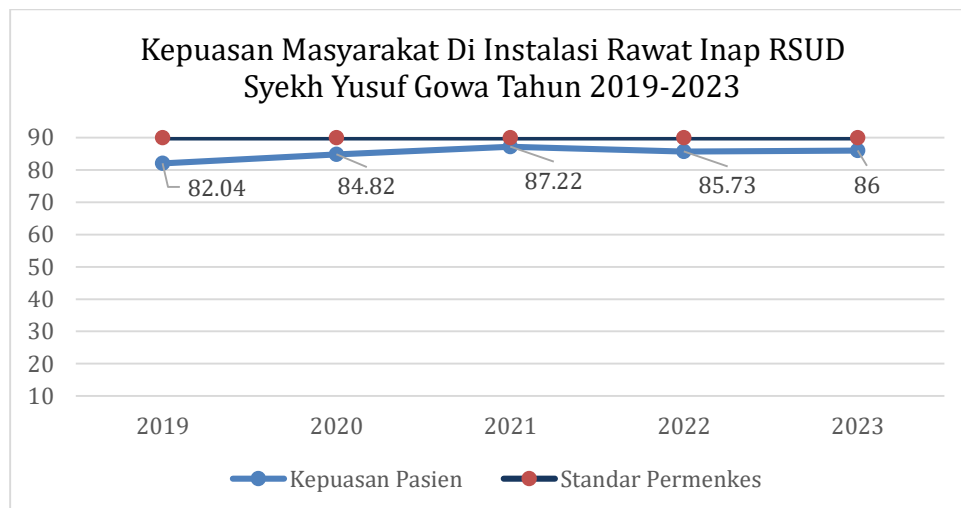


Figure 2. Public Satisfaction Chart at the Inpatient Installation of Syekh Yusuf General Regional Hospital

Source : Data from Syekh Yusuf Gowa Regional Hospital

The public satisfaction index at the Inpatient Installation of Syekh Yusuf Gowa Regional Hospital fluctuated from 87.22% in 2021 to 86% in 2023, with an average of 85.16%, still below the Minister of Health's Decree standard of $\geq 90\%$. The trend in the frequency of patient visits also showed a significant decline in 2019-2021 and increased in 2021-2023, with an average of 0.42%, this can be associated with the level of patient satisfaction so that service improvements are needed to increase visits (7).

Bed Occupancy Rate(BOR) at the Inpatient Installation of Syekh Yusuf Gowa Hospital has fluctuated in the last three years, with a significant decrease in 2020-2021 (32.38% and 35.52%) before increasing again to 66.32% in 2022, but dropping

again to 60.14% in 2023, this is related to the quality of service. A Google review rating with a score of 2.4 shows patient complaints related to rudeness of officers, poor communication, inadequate facilities, and slow service, which have a negative impact on the image of the hospital and public trust in the health services provided (8). Patient satisfaction with inpatient services is influenced by various factors, including service quality, hospital image, and the level of trust built through reputation, reliability, and service orientation (9).

Improving the quality of service and hospital image is a key factor for Syekh Yusuf Gowa Regional Hospital to achieve a satisfaction standard of $\geq 90\%$, considering that the average patient satisfaction in the last five years is still at 85.16%. (10) Trust plays an important role in patient satisfaction, which can be improved through the professionalism of medical personnel, adequate facilities, and responsiveness to patient needs (11). The brand image of Syekh Yusuf Regional Hospital is supported by quality facilities, medical personnel, and services, so it needs to be continuously improved to maintain a positive image and patient loyalty (12). The hospital's brand image has a significant influence on patient decisions in using health services, where high satisfaction builds a positive image, trust, and loyalty (13)

Based on the results of research conducted by (14) it states that the hospital has provided the best service. The quality of responsive, timely, and empathetic hospital services plays an important role in meeting the needs and expectations of patients which ultimately increases their satisfaction and encourages their loyalty to health services (15). So the better the quality of health services provided by the Hospital, the higher the patient satisfaction and vice versa the lower the quality of services provided by the Hospital, the lower the patient satisfaction with the quality of services provided. Based on the study of the problems and descriptions that exist, the researcher is interested in conducting research with the aim of analyzing trust in the satisfaction of inpatients at the Syekh Yusuf Gowa Regional General Hospital.

Participants and Methods

This study uses a quantitative approach with a cross-sectional design that focuses on testing the relationship between independent variables and dependent variables at a certain point in time. The location of the study was at the Inpatient Installation of the Syekh Yusuf Regional General Hospital, Gowa Regency, with the basis for determining the number of samples based on the number of inpatient visits from April to June 2024, which was 3,575 patients. The sampling technique used Accidental Sampling, where the respondents selected were those found at the research location. The number of samples used in this study was 145 respondents, which was adjusted to the number of beds in the inpatient room. Data were collected through written and online questionnaires using a validated and reliable Google Form. Data analysis was carried out using univariate analysis, bivariate using the chi-square test to determine whether there was a correlation between variables and comprehensive data distribution, and multivariate with multiple linear regression tests because this technique is to determine the relationship between variables, and identify the main predictors that affect the results.

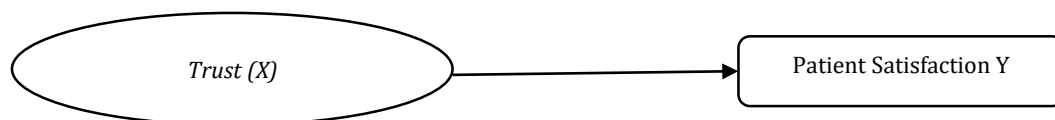


Figure 3. Research Concept

Findings

1. Univariate Analysis

Table 3. Distribution of Respondent Characteristics at Syekh Yusuf Regional Hospital, Gowa Regency in 2024

No.	Characteristics	Research Sample	
		n	%
Age			
1	17-25 Years	35	24.1
2	26-35 Years	56	38.6
3	36-45 Years	34	23.4
4	> 40 Years	20	13.8

Gender			
1	Man	53	36.6
2	Woman	92	63.4
last education			
1	Elementary school	3	2.1
2	Junior high school	21	14.5
3	High School/Vocational High School	78	53.8
4	College	43	29.7
Work			
1	government employees	18	12.4
2	Private sector employees	46	31.7
3	Self-employed	40	27.6
4	Student	7	4.8
5	Other	34	23.4

Source: Primary data 2024

The majority of the 145 respondents were aged 26-35 years (38.6%), dominated by women (63.4%), and most had a high school/vocational high school education (53.8%). Most of them worked as private employees (31.7%) and self-employed (27.6%). The majority of respondents (51%) lived more than 5 km from Syekh Yusuf Regional Hospital, which could affect the accessibility of health services. However, most respondents (86.2%) had received services more than twice, indicating that distance was not a major barrier to utilizing hospital services.

Table 4. Frequency Distribution of Each Research Variable Category at Syekh Yusuf Regional Hospital, Gowa Regency in 2024

No.	Variables	Research Sample	
		n	%
<i>Trust</i>			
1	Good.	79	54.5
2	Not good	66	45.5
Patient Satisfaction			
1	Satisfied	81	55.9
2	Less satisfied	64	44.1

Source: Primary data 2024

The results of the study at Syekh Yusuf Hospital showed that the majority of respondents rated Trust (54.5%), and Patient Satisfaction (55.9%) in the positive category, although there was still a fairly large percentage who felt dissatisfied or had little confidence in the service. This finding indicates that although the image and trust of patients towards the hospital are quite good, efforts are still needed to improve the quality of service in order to meet patient expectations optimally. Overall, the average patient satisfaction with various service dimensions reached 53.52%, indicating that there are still aspects that need to be improved.

In terms of trust variables, the self-orientation dimension has the highest score (58.6%), indicating that the hospital is considered to be sufficiently attentive to patient interests, while the intimacy dimension gets the lowest score (50.3%), reflecting the need to increase emotional closeness between patients and medical personnel. So for patient satisfaction, the availability aspect gets the highest score (64.8%), indicating that the availability of services is considered quite adequate. However, several other aspects such as interpersonal manner (53.8%), technical quality (55.9%), and accessibility (51.0%)

still need to be improved so that patient satisfaction is more optimal.

2. BIVARIATE ANALYSIS

Table 5. Chi-Square Test Analysis of Trust with Patient Satisfaction at Syekh Yusuf Regional Hospital, Gowa Regency in 2024

Variables			Satisfaction		Amount	p-value
			Good.	Not good		
Trust	Good.	n	52	27	79	0.013
		%	65.8%	34.2%	100%	
	Not good	n	29	37	66	
		%	43.9%	56.1%	100%	

Source: Primary data 2024

The results of the analysis showed that patients with a good level of trust tend to be more satisfied (65.8%) compared to patients with a poor level of trust (43.9%). With a p-value of 0.013, it can be concluded that there is a significant relationship between patient trust and their satisfaction with hospital services.

3. DISCUSSION

Trust is a person's attitude or readiness to submit to or accept an action by another party, which is based on the belief that the party will do something that is considered important to the person who gives the trust. (16) Patient trust in Syekh Yusuf Hospital plays an important role in their satisfaction, with 54.5% of respondents stating that their trust is good, and the results of the hypothesis test ($p = 0.013 < 0.05$) indicate a significant relationship between trust and patient satisfaction. According to research conducted by Rusandy (17), trust has a positive and significant effect on Inpatient Satisfaction at Dr. Soetomo Hospital. This means that the higher the Trust, the higher the level of Patient Satisfaction, conversely, the lower the Trust, the lower the level of Inpatient Satisfaction at Dr. Soetomo Hospital.

If patients are satisfied, they will continue to use medical services and tell others about their experiences. On the other hand, if patients are not satisfied, it will have a negative impact, because they will tell others about their bad experiences many times (18). Building patient trust, namely medical personnel must be able to minimize errors in performing actions or treatments. This trust allows hospital management to predict patient behavior, reduce the impact of errors, and increase patient value. In addition, trust also plays a role in reducing the costs required to improve patient satisfaction and maintain long-term relationships with them (19).

Patient trust in a hospital is formed through previous experiences, hospital reputation, and good communication between patients and medical personnel. Brand image also plays an important role in creating satisfaction, where a positive hospital image, complete facilities, and professional medical personnel will increase patient comfort. Meanwhile, service quality that includes technical aspects such as speed of service, availability of facilities, and professional attitudes of medical personnel still contribute to satisfaction although its influence is smaller than trust and brand image. If the patient is satisfied with the hospital's services, it will increase the confidence and belief that the hospital will continue to provide optimal service to patients so that they remain loyal to choose the hospital's services in the future(20).

Problems that often arise at Syekh Yusuf Hospital are related to ineffective communication between patients and medical personnel, which can reduce patient trust in the hospital. Therefore, the hospital needs to improve communication with patients and ensure that information about health conditions and treatment procedures is conveyed clearly. In addition, the hospital's brand image can be disrupted if the facilities are not maintained, the medical equipment is outdated, or the cleanliness is not maintained properly. To overcome this, Syekh Yusuf Hospital needs to carry out routine maintenance on the facilities, improve the cleanliness of the hospital, and carry out health promotions to strengthen a positive image in the community. By optimally managing trust, brand image, and service quality, Syekh Yusuf Hospital can increase patient satisfaction, build loyalty, and attract more patients to use the hospital's services.

The management of Syekh Yusuf Hospital needs to maintain and improve the quality of medical and non-medical services through a complete and ongoing Service Excellence training program for all staff. This training should teach how to communicate well, handle complaints, and serve patients with various characters. Improved communication between medical personnel and patients should also be done to ensure patients' needs are well met. In addition, building a positive image and increasing public trust can be done through effective branding strategies, such as digital promotion and transparency in the delivery of information regarding service quality. RSUD Sheikh Yusuf also needs to improve regular internal evaluations of staff attitudes and the completeness of medical equipment. The hospital is also advised to provide an easily accessible patient

feedback channel (for example via QR code or SMS) by maintaining the confidentiality of patient data. In addition, patient trust must be maintained with an accountable system, it is important to implement a responsive complaint system so that any complaints can be followed up quickly and professionally so as to increase patient loyalty and satisfaction with the hospital.

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