

The Influence of Hospital Image and Trust on Inpatient Satisfaction at Hospital X

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Abstract

Low patient satisfaction can negatively impact hospital development, as dissatisfied patients may seek treatment elsewhere. Non-compliance with medical and nursing procedures is also common among dissatisfied patients. This study examines the influence of hospital image and trust on inpatient satisfaction at Hospital X using a quantitative approach with a cross-sectional design. The dependent variable, inpatient satisfaction, is measured through overall satisfaction, expectation, and experience, while the independent variables include hospital image (location, services, reputation) and trust (competence, benevolence, integrity). Findings indicate that hospital image significantly affects inpatient satisfaction ($p = 0.006$; OR = 5.293), and patient trust has an even stronger influence ($p = 0.001$; OR = 6.975). The R-Square value of 0.813 suggests that hospital image and trust explain 81.3% of satisfaction variance. Enhancing patient trust should be a strategic priority to improve inpatient satisfaction at Hospital X.

Keywords: Hospital Image, Patient Trust, Patient Satisfaction, Healthcare Service Quality, Odds Ratio

INTRODUCTION

Patient satisfaction is shaped by the healthcare institution's ability to establish a positive organizational image. This image emerges from knowledge and information received by individuals regarding a particular entity. A strong hospital image plays a crucial role in enhancing inpatient satisfaction by ensuring that services align with patients' needs and expectations. A positive perception of hospital services, pricing, and overall experience fosters patient satisfaction, which can subsequently lead to patient loyalty. Studies by Hidajahningtyas et al. (2013) and Djohan (2015) confirm the significant influence of hospital image on patient satisfaction. If healthcare services meet patient needs with high quality and affordability, patient satisfaction increases, ultimately strengthening consumer trust in healthcare institutions, particularly in inpatient care at Hospital X.

Trust is a critical factor in improving patient satisfaction. A strong trust in healthcare providers enhances the relationship between patients and service providers. High levels of trust reduce the likelihood of patients switching to alternative healthcare providers. Inpatient care services that demonstrate respect for patients contribute significantly to fostering trust. Research by Putri (2023) and Ratnasari (2021) highlights the positive correlation between trust and patient satisfaction. Understanding how trust influences satisfaction is essential for developing strategies to improve patient experience.

Customer satisfaction is an emotional response to experiences related to a purchased product or service, a retail outlet, or behavioral patterns such as shopping habits and overall market perception (Tjiptono, 2017). It represents the outcome of service use when it meets or exceeds expectations. Pohan (2015) defines patient satisfaction as the level of emotional response arising from healthcare services after patients compare their experiences with their expectations. Kiik, Susanti, and Cempena (2022) further emphasize the impact of service quality, trust, perceived pricing, and patient satisfaction on customer loyalty. Indicators of satisfaction include accessibility to healthcare services, service quality, and the overall service process.

Corporate image does not develop autonomously; it requires continuous effort and strategic initiatives. A hospital's image, built through patient experiences, reflects its level of engagement with consumers. Providing complete and relevant information is essential for shaping a positive image that meets patient expectations. According to Engel et al. (1995) in Luh Putu Yuliani (2023), hospital image is assessed through seven key indicators: (1) strategic location, (2) parking facilities, (3) general services, (4) reputation, (5) healthcare services, (6) positive impressions, and (7) recommendations.

Trust encompasses consumers' knowledge and conclusions about an object, its attributes, and its benefits (Donni, 2017). It is a psychological state in which individuals accept situations based on expectations of positive behavior from others. Pavlo (2017) further defines trust as an individual's assessment of relationships and transactions in an environment characterized by uncertainty. Studies by Sinto (2023) highlight the influence of management commitment on patient trust and satisfaction. Meanwhile, Triastuti & Basabih (2023) suggest that service quality improvements across multiple aspects, including service delivery and facilities, significantly impact patient trust. Wijaya et al. (2021) demonstrate the effect of patient trust on hospital image, with satisfaction serving as an intervening variable. The key indicators of patient trust include competence, benevolence, and integrity (Ishak & Lutfi, 2011, in Triartomo, 2023).

METHOD

This study employs a quantitative approach with a descriptive-analytical research design using a cross-sectional method. The research analyzes the relationship between the dependent variable (patient satisfaction) and independent variables (trust and hospital image). Patient satisfaction is assessed using three indicators: (1) overall satisfaction, (2) expectation, and (3) experience. Trust is measured through (1) competence, (2) benevolence, and (3) integrity. Hospital image is evaluated based on (1) strategic location, (2) parking facilities, (3) general services, (4) reputation, (5) healthcare services, (6) positive impressions, and (7) recommendations.

This design was selected as it does not involve any interventions, and data collection is conducted only once. The correlation between these variables is analyzed based on simultaneous measurements. The target population consists of all inpatients at Hospital X, totaling 558 individuals. The study sample comprises 100 inpatients from Hospital X.

RESULTS AND DISCUSSION

1. The Influence of Hospital Image and Trust on Patient Satisfaction

Variable	Nagelkerke R Square	P-value	OR
Hospital Image	0.813	0.006	5.293
Patient Trust		0.001	6.975
Constant		0.000	0.049

Source: Primary Data, 2025

Based on the data above, the results of the multiple logistic regression hypothesis test on the influence of hospital image on patient satisfaction indicate a p-value of 0.006 (p-value < 0.05). This confirms that hospital image significantly influences inpatient satisfaction at Hospital X. The analysis results show an Odds Ratio (OR) of 5.293, meaning that patients with a poor perception of hospital image

are 5.293 times more likely to be dissatisfied with inpatient care compared to those with a positive hospital image.

The results of the multiple logistic regression hypothesis test on the influence of patient trust on inpatient satisfaction show a p-value of 0.001 (p-value < 0.05). This confirms that patient trust significantly influences inpatient satisfaction at Hospital X. The analysis results indicate an OR of 6.975, meaning that patients with low trust levels are 6.975 times more likely to be dissatisfied with inpatient care compared to those with high trust levels.

The R-Square value obtained is 0.813, indicating that hospital image and patient trust contribute 81.3% to patient satisfaction, while the remaining 18.7% is influenced by other variables not examined in this study. Additionally, patient trust has the most substantial impact on patient satisfaction, as it has the highest OR value among the studied variables.

2. The Influence of Hospital Image on Inpatient Satisfaction at Hospital X in 2025

The research findings indicate that hospital image significantly influences inpatient satisfaction, with a p-value of 0.006 (p-value < 0.05). The OR value of 5.293 suggests that patients with a negative perception of hospital image are 5.293 times more likely to be dissatisfied with inpatient care.

This study supports previous research by Kuntoro & Istiono (2017), which demonstrated that corporate image significantly and positively affects customer satisfaction. Further research by Ervita Nindy et al. (2023) confirmed that hospital image has a positive and significant impact on the satisfaction of BPJS inpatient patients at RSUD X. The decision-making basis was t-calculated > t-table (1.981) and significance < 0.05. Similarly, research by Ardiyanto & Tabrani (2018) also proved a positive influence of image on satisfaction.

a. The Formation of Corporate Image

Corporate image does not develop independently; it requires concerted efforts to create a positive perception. Corporate image, derived from experience, signifies interaction between consumers and the company. A company's efforts to establish its image necessitate complete and comprehensive information that meets the needs and expectations of its target audience. According to Engel et al. (1995) in Luh Putu Yuliani (2023), there are seven indicators of hospital image: (1) Strategic location, (2) Parking facilities, (3) General services, (4) Reputation, (5) Healthcare services, (6) Positive impression, and (7) Recommendations. These indicators are crucial in shaping a hospital's image in the minds of healthcare service users. A strong commitment from hospital management is necessary to create services that accommodate and enhance these indicators.

b. Patient Responses and Characteristics

The study found that 60% of respondents strongly agreed with the statement, "I believe that Hospital X provides the best service," while 2% strongly disagreed with the statements, "I will share my positive experiences at Hospital X with others" and "Hospital X has ample parking facilities."

In terms of patient demographics, the majority of inpatients were female (61.0%), while males accounted for 39.0%. This indicates that women utilize inpatient services more frequently than men. The age group most frequently admitted was 30-39 years (33.0%), followed by 50-59 years (24.0%) and 18-29 years (23.0%). The 40-49 age group had the lowest admission rate (20.0%). This suggests that the

productive-age population is more likely to be hospitalized compared to other age groups.

Regarding education levels, most patients had a high school education (39.0%), followed by undergraduate (32.0%), diploma (13.0%), and elementary school (9.0%). Only 4.0% held a master's degree, and 3.0% had completed junior high school. These findings indicate that the majority of patients had a medium-to-high educational background.

In terms of employment, private sector employees accounted for the largest group (59.0%), followed by unemployed individuals (28.0%), entrepreneurs (11.0%), and government employees (2.0%). This shows that inpatients were predominantly from the private sector. Income distribution was relatively balanced, with 53.0% earning above the regional minimum wage (UMR) and 47.0% earning below it. The study also found that most inpatients were BPJS Class I users (65.0%), followed by BPJS Class III (31.0%), BPJS Class II (3.0%), and only 1.0% using non-BPJS services. This indicates that BPJS remains the primary choice for inpatients, with a dominance of BPJS Class I users.

c. Patient Satisfaction Analysis

Regarding patient satisfaction, 66% of respondents strongly agreed with the statement, "Hospital healthcare professionals provide quality care," while 2% strongly disagreed with the statement, "The services provided by the hospital meet my expectations."

Furthermore, 54.0% of patients perceived the hospital's image positively, while 46.0% rated it poorly. This indicates that although most patients have a positive view of the hospital, nearly half perceive it negatively. This highlights the need for hospital management to enhance services and facilities to improve its image. Patient satisfaction levels were also relatively balanced, with 52.0% satisfied and 48.0% dissatisfied. While the majority were satisfied, the substantial proportion of dissatisfied patients indicates a need for service evaluation and improvements to enhance overall satisfaction.

d. Implications for Hospital Management

Based on these findings, hospitals must take proactive steps to improve their image and patient satisfaction. Strategies include:

- a) Enhancing service quality with prompt responses and empathy in patient care.
- b) Improving hospital infrastructure, such as expanding parking areas and ensuring easy access to hospital facilities.
- c) Implementing effective hospital brand marketing strategies, particularly through digital marketing.

By addressing these areas, hospitals can strengthen their image, build patient trust, and ultimately increase patient satisfaction with inpatient services.

CONCLUSION

The findings of this study indicate that the coefficient of determination (R-Square) is 0.813, suggesting that Hospital Image and Patient Trust collectively influence Patient Satisfaction by 81.3%, while the remaining 18.7% is affected by other variables not examined in this research.

Among the independent variables analyzed, Patient Trust exerts the most significant influence on Patient Satisfaction, as evidenced by its highest Odds Ratio (OR) compared to other variables. This result underscores the critical role of trust in shaping patients' perceptions and experiences with healthcare services. A high level

of patient trust likely fosters greater confidence in medical treatments, enhances the perceived quality of care, and strengthens the hospital-patient relationship, ultimately leading to higher satisfaction levels.

These findings align with previous studies emphasizing the importance of trust as a fundamental factor in healthcare service quality. Hospitals aiming to improve patient satisfaction should prioritize building and maintaining trust through transparent communication, ethical medical practices, and consistent service quality. Future research may explore additional variables, such as service efficiency, doctor-patient interaction, and technological integration, to provide a more comprehensive understanding of patient satisfaction determinants.

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