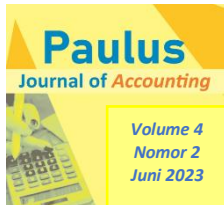


THE EFFECT OF PATIENT TRUST AND HOSPITAL FACILITIES ON IN-PATIENT SATISFACTION AT HASANUDDIN UNIVERSITY HOSPITAL

Nurmalawati

Universitas Hasanuddin

nurmalawati08@gmail.com



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Abstract: The hospital is an integral part of a social and health organization with the function of providing complete services, curing disease and disease prevention to the community. It is undeniable that the community has an assessment decision on the quality and performance of services at the hospital. Therefore, hospitals must pay attention to patient satisfaction in order to maintain patient trust and as stronghold in facing global competition. Patient satisfaction can be influenced by several factors including patient trust and hospital facilities. This study aims to analyze the effect of patient trust and hospital facilities on inpatient satisfaction. The research method uses a cross-sectional study design. The research began in March-April 2023 at the Hasanuddin University Hospital. The number of samples used were 96 patients taken using purposive sampling technique. Data collection was measured using a questionnaire with a Likert scale which was filled in directly by the respondents. Data were analyzed using the Chi-Square test and Multiple Logistic Regression test. The test results show that there is an effect of patient trust and hospital facilities on inpatient satisfaction at Hasanuddin University Hospital. Therefore, the hospital should maintain what has supported patient satisfaction and trust, and should repair or provide facilities that patients complain about so that they are able to support patient trust and satisfaction at Hasanuddin University Hospital.



INTRODUCTION

Health services is one of the vital services for the community. Because basically everyone needs a healthy body in carrying out every activity, hence they can carry out their activities properly. In consequent, optimal health services and guarantees of trust are needed for satisfactory results of community (Rusandy, 2016). The hospital is an integral part of a social and health organization with the function in providing complete services, curing disease and disease prevention to the community. The hospital has a mission to provide quality and affordable health services to the community in order to improve public health status (Rahman and Basri, 2018).

It is undeniable that the community has an assessment decision on the quality and performance of services at each hospital, which of clearly differs between private and government hospitals. Private hospitals tend to pay more attention to customer satisfaction than government hospitals. In addition, there are also differences in the quality of service in each inpatient class at the

hospital, for example, the quality of service in class I is remarkably different from the services and facilities obtained by patients in class III (Rusandy, 2016).

Facilities are an important aspect of services. Facilities are physical proof of representation of services, which are usually in the form of equipment used. Facilities are one of the customer considerations in determining the service to be purchased. The existence of adequate facilities will provide comfort for customers. Consumer trust will arise because there is a belief that the parties involved in the exchange will provide consistent, honest and responsible quality. This belief will lead to good relations between the parties involved in the exchange (Pujiastutitik, 2021).

Patient satisfaction is the level of a person's perceived state which is the result of comparing the perceived appearance or product outcome in relation to one's expectations. Thus, the level of satisfaction is a function of the difference between perceived performance and expectations. Patients are satisfied after receiving services that match their expectations, patients decide to provide an assessment of services and act on the basis of satisfaction. (Handi, 2002). To increase satisfaction in patient care, the government has made efforts to improve equity in health, however, the appearance and quality of health services has not been optimal. Weak management, unstable referral services, and lack of logistical support and operational costs determine the quality of services provided.

Research conducted on inpatients at the Padang City Hospital found that 50 people (55.6%) felt dissatisfied in the inpatient room, then 46 people (51.1%) felt the nursing service was not good in the city hospital inpatient room. Padang in 2022. There are still many deficiencies in the implementation of health services in public services, especially care services in the aspects of attention, aspects of communication, aspects of acceptance, aspects of cooperation, aspects of responsibility, thus affecting the quality of service to the community. If conditions like this are not responded to, it will create an unfavorable image of the number of visits which will affect the profitability of the health facility.

Patient satisfaction can be influenced by several factors including patient trust. Trust occurs from a belief that is accompanied by the reliability and integrity of what is believed by consumers. The survival of a company depends on the trust of customers. Trust as a perception of reliability from a customer's point of view based on experience, fulfilling expectations for the services provided (Priansa, 2017). The high level of patient loyalty to the hospital is established when patients have a high sense of trust in hospital they opt. Trust is one of the fundamental aspect for transactions in the business world (Yousafzai et al., 2003) notably in service industries such as hospitals. Trust is defined as a condition in which one of the parties involved in the exchange process has confidence in the reliability and integrity of the other party. In other words, this trust arises when parties involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the parties involved in the exchange. (Morgan and Hunt, 1994).

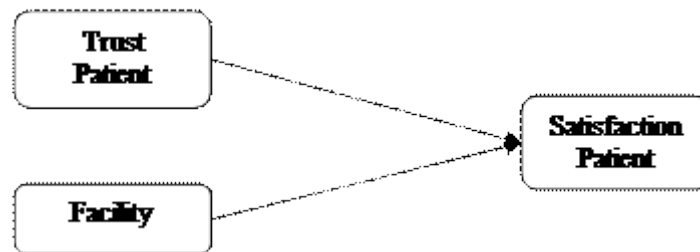
Apart from being influenced by patient trust, patient satisfaction is also influenced by the facilities they receive at the hospital. (Akbar, 2022). Facilities are the design and layout of service facilities closely related to the formation of customer perceptions. A number of types of services, perceptions that are formed from interactions between customers and facilities affect the quality of these services in the eyes of customers (Tjiptono, 2011). If service facilities are available properly and adequately, the services provided by the hospital can be optimal. Patients will also feel well served so that the availability of good facilities can lead to patient satisfaction (Irdiana and Hidayah, 2019).

Based on research conducted by Purba, et al., (2021) shows that trust has a significant effect on outpatient satisfaction at the neurosurgery polyclinic at RSUD dr. Doris Sylvanus Palangkaraya. In addition, another study conducted on patients at the UPT Puskesmas Parigi obtained the results of the t-test indicating that the facility has a significant effect on patient satisfaction. (Erlianti and Sudaryanto, 2022). Based on the description above, the authors are interested in examining the effect of patient trust and hospital facilities on inpatient satisfaction at Hasanuddin University Hospital.

CONCEPTUAL MODELS

Satisfaction is a level of patient feeling that arises as a result of the performance of the health services they receive after the patient compares them with what they expect. If what is expected by the patient does not match the reality obtained, patient dissatisfaction may arise. Therefore, patient satisfaction is an aspect that needs to be studied in depth so that the existing patient satisfaction problems can be handled properly (Pohan, 2007).

One of the factors considered to influence hospital patient satisfaction is related to the inpatient facilities owned by the hospital. In the theory put forward by Kotler (2009) that facilities are everything in the nature of physical equipment provided by service sellers to support consumer comfort. In addition, patient trust is also considered to affect patient satisfaction. Trust is the basis of the relationship between the patient and the hospital that has visited and been treated. The manifestation of trust, among other things, when patients feel they are capable, the competence of medical personnel can be relied on because in addition to implementing standard medical operational procedures, also always provide an explanation of every medical action that will be taken honestly and clearly to both the patient and his family. Patients also feel the sincerity of medical personnel and employees in working and treating patients (Cambodia, 2022)



Picture1: Conceptual framework

RESEARCH METHOD
Location and Research Design
This study used an observational method with a cross-sectional design. This research was conducted in March-April 2023 at Hasanuddin University Hospital, Makassar City.
Population or Samples
The population in this study were all patients at Hasanuddin University Hospital, Makassar City. A total of 96 patients were sampled in this study and were selected using a purposive sampling technique. The inclusion criteria in this study were inpatients who had used the services of Hasanuddin University Hospital, Makassar City and participated in the entire series of studies.
Data Collection Method
Data collection was obtained from field research (field research). Data were obtained through a questionnaire (questionnaire of patient satisfaction, patient confidence, and hospital facilities) which were filled in directly by the respondents.
Data Analysis Method
Data processing and analysis was carried out using SPSS with bivariate analysis using the Chi-Square test to analyze the relationship between the independent and dependent variables with $\alpha = 0.05$, as well as multivariate analysis using the Multiple Logistic Regression test to see the

independent variables that have the most influence on the dependent variable. The results of the research will be displayed in the form of tables and narratives.

RESULTS

Based on table 1, the characteristics of respondents by age group were dominated by the old age group of 64 respondents (66.7%). Based on gender, it showed that there were more patients with female gender, namely 49 respondents (51%). Then, according to length of stay in the hospital, it showed that most patients were treated for >9 days, namely 57 respondents (59.4%). In addition, table 1 also shows that most patients are dominated by the type of BPJS patient as many as 81 respondents (84.3%).

Tabel-1: Distribution of employees based on age, gender, length of stay, and type of patient

Characteristics of Respondents	Respondents	
	Amount (n)	Percentage (%)
Age		
Old	64	66,7
Young	32	33,3
Gender		
Man	47	49
Woman	49	51
Long Treated		
1-9 days	39	40,6
>9 days	57	59,4
Patient Type		
BPJS	81	84,3
Non BPJS	15	15,7
Total	96	100%

Source: Primary Data, 2023

In table 2, the results of the analysis show that the patient's belief variable is significantly related to patient satisfaction with the results of the Chi-Square test obtained $p\text{-value} = 0.008 < 0.05$, which means H_a is accepted and H_0 is rejected hence can be concluded that there is a relationship between patient trust and inpatient satisfaction at Hasanuddin University Hospital. As for the variable hospital facilities and patient satisfaction, the results of the Chi-Square test were obtained with $p\text{-value} = 0.031 < 0.05$, which means that H_a is accepted and H_0 is rejected so that it can be concluded that there is a relationship between hospital facilities and patient satisfaction at Hasanuddin University Hospital.

Table-2. Relationship of Patient Trust and Hospital Facilities to Inpatient Satisfaction at Hasanuddin University Hospital

Variable	Patient Satisfaction				Total		P-values
	Not satisfied		Satisfied		n	%	
	n	%	n	%			
Patient Trust							
Believe	17	29,3	41	70,7	58	60,4	0.008
Don't believe	27	71,1	11	28,9	38	39,6	
Hospital Facilities							
Good	16	34.04	31	60,96	47	49	0.031
Not good	33	67,3	16	32,7	49	51	

Patient trust is the most influential factor on inpatient satisfaction at Hasanuddin University Hospital as shown in Table 3. with $p = 0.015$ and $OR = 4.592$. These results indicate that patient trust has a 4.592 times greater impact on inpatient satisfaction at Hasanuddin University Hospital.

Table-3. Results of Multivariate Analysis of the Most Influential Variables
Inpatient Satisfaction at Hasanuddin University Hospital

Variable	Coef	std. Error	Wald	p-values	OR	(95% CI)	
						Lower	Upper
Patient Trust	1,384	0.411	6,241	0.015	4,592	1,647	8,182
Hospital Facilities	1,169	0,519	5,372	0.041	3,138	1,452	6,349

DISCUSSION

The research was conducted at the Hasanuddin University Hospital with a sample of 96 respondents from March to April 2023. Based on the results obtained, the general characteristics of the respondents were based on the respondent's age, gender, length of stay, and type of patient.

Overall, the respondents consisted of 47 men (49%) and 49 women (51%) with an age distribution ranging from 17 years to >60 years. Most of the respondents were treated for >9 days a year, namely 57 respondents (59.4%) and more respondents were dominated by types of patients using BPJS, namely as many as 81 respondents (84.3%).

a. The Effect of Patient Trust on Patient Satisfaction

Trust is a mental condition based on a person's situation and social context. When someone makes a decision, he will prefer decisions based on the choices of people he can trust more than those he can trust less. Customer trust is closely related to customer satisfaction with a product, service and service. Customer trust arises because of the satisfaction that customers receive from the results of products, services and services that are felt (Laely, 2016)

The results of this study indicate that patient trust has a significant effect on patient satisfaction with the results of the Chi-Square test obtained $p\text{-value} = 0.008 < 0.05$, which means that H_a is accepted and H_0 is rejected. This means that patient trust influences patient satisfaction at Hasanuddin University Hospital. If the wishes and needs of the patient always receive attention, it will have an influence on patient satisfaction. If the patient is satisfied, they will continue to use health services and will share their experiences to others. Conversely, if the patient is dissatisfied, it will have an unfavorable impact, because they will tell others about their bad experience many times (Hasan & Putra, 2018). In the world of the health industry or health services, patient satisfaction is vital component that positively affects patient trust beside to measure the quality level of care. (Aliman and Mohammad, 2013)

The similar research was conducted by Purba, et al., (2021), showing that trust has a significant effect on satisfaction in Outpatient Patients at the Neurosurgery Polyclinic at RSUD dr. Doris Sylvanus Palangkaraya. Another study conducted on class 1 inpatients participating in BPJS at Karawang Hospital found that trust has a positive and significant effect on satisfaction by 0.271 or 27.1% (Ratnasari and Damayanti, 2020). In addition, research on inpatients at RSUD dr. Moh. Saleh Kota Probolinggo, shows that patient trust partially has a significant effect on patient satisfaction as evidenced by the t count (9.551) > t table (2.273) and the sig. value = 0.000 < 0.05 (Kurniawati, 2020).

According to Sangadji and Sopiah (2013), patient trust is a power of knowledge possessed by patients and all conclusions made by patients that services have many benefits. Therefore, the hospital must provide comfort, security in providing information in these services and if this is done

properly by the hospital it will be able to create a sense of trust or make service users feel satisfied so they can make repeat transactions and use the hospital's services owing to the trust in service users (Engkur and Nia, 2019). Customer satisfaction is the best guarantee in creating and maintaining customer trust as well as a stronghold in facing global competition.

b. Effect of Hospital Facilities on Patient Satisfaction

Facilities are also the pivotal aspect that must be considered by health service providers. In an effort to increase satisfaction, facilities in the form of facilities and infrastructure are important to provide convenience, meet the needs and comfort of service users. If the facilities provided are in accordance with the needs, the consumers will feel satisfied. For hospitals, the existence of facilities to support health services (Irdiana and Hidayah, 2019). Facilities can be measured through benefits or from what has been provided by the company or perceived alternatives, if the facilities provided by the hospital are adequate and can fulfill the wishes of the patients, it will also have a good impact on the development and success of a company (Harfika and Abdullah, 2017) .

The results of this study indicate that hospital facilities have a significant effect on patient satisfaction with the chi-square test results obtained $p\text{-value} = 0.031 < 0.05$, which means that H_a is accepted and H_0 is rejected. This means that hospital facilities affect patient satisfaction at Hasanuddin University Hospital. The services provided by the hospital must be of good quality and fulfill the five main quality dimensions in accordance with the Decree of the Minister of Health of the Republic of Indonesia Number 129 of 2008, namely technical competence, continuity of service, access, safety, comfort, effectiveness and efficiency. The increasing demands of the community for quality and affordable health facilities, various efforts must be taken to fulfill these expectations because health services are required to provide patient satisfaction.

The similar research was conducted by Mufrizal, et al., (2022), showing that there is a significant influence between facilities on patient satisfaction at the Regional General Hospital dr. Zubir Mahmud, East Aceh District. Another study conducted on JKN patients at Padjonga Daeng Ngalle Hospital, Takalar Regency, found that inpatient facilities had a positive and significant effect on patient satisfaction ($t\text{-count} = 2.183$; $\text{Sig.} = 0.032$) (Muchtar, et al., 2022). In addition, research on patients at RSUD Haji Makassar, shows that health facility variables have a positive and significant effect on patient satisfaction. (Hidayah, et al., 2021).

Regarding inpatient facilities in hospitals, of course the hospital strives to provide facilities that meet safety requirements and service standards. In this case the availability of inpatient facilities and a safe and comfortable atmosphere is expected to play a role in the process of patient care and healing (Muchtar, et al., 2022). To create patient satisfaction, a hospital must create and manage a system to acquire more patients and the ability to retain patients. However, efforts to improve or perfect satisfaction can be carried out using various strategies (Engkur and Nia, 2019).

CONCLUSION

Based on the results of the study it can be concluded that patient trust and hospital facilities have a significant influence on inpatient satisfaction at Hasanuddin University Hospital. In addition, patient trust is the most influential variable on inpatient satisfaction at Hasanuddin University Hospital. Therefore, the hospital should maintain what has supported patient satisfaction and trust, and should repair or provide facilities that patients complain about so they can support patient trust and satisfaction at Hasanuddin University Hospital.

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