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Impact of Service Quality, Patient Trust and Hospital Reputation on Patient Satisfaction-Evidence from Health Sector

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ABSTRACT

Patient satisfaction is a most suitable measure to examine the quality and reputation of the hospital. These will discuss with the help of nursing care, hospital management and service quality. This study explores the relationship among the patient trust, service quality, hospital reputation and patient satisfaction in the Government Hospital, Kot Addu. In the cross-sectional study we discussed primary

and secondary data collected from the questionnaire filled by the patients admitted in govt. hospital Kot Addu. Data analysis will be done by using SSPS software. The results of this research explain that the service quality, patient trust and Hospital reputation have positive and significant impact on the patient's satisfaction. Results conclude by correlation, regression and ANOVA test. The study emphasizes how crucial a hospital's reputation is in influencing patient satisfaction. Positive reputations increase a hospital's ability to draw in patients and attain high patient satisfaction rates.

Keywords: Service Quality, Patient Trust, Hospital Reputation, Patient Satisfaction, Health Sector.

Introduction

Most people agree that desirable qualities in human life are health. It can be taken as a necessary component of society and economic development that shapes personal skills. Therefore, health systems are essential in determining a society's potential. (Dexnell & Farid, 2016) Since health system are relational in nature worldwide. On the other hand trust plays an important role in influencing patients' perspectives on their health and actions related to it (Gilson, 2003). Researchers have traditionally focused a lot of emphasis on the nature of patient behavior in healthcare, with trust playing a crucial role. (Pearson & Raeke, 2000).The idea of trust has been thoroughly studied in industrialized nations, with a primary emphasis on the US (Dugan, Trachtenberg, & Hall, 2005) and Australia (Dagger & O'Brien, 2010). The nature of trust and how it affects the use of medical care in the setting of developing nations' health systems have received far less attention (Ehsan & Ashill, 2014).

Despite the fact that interpersonal trust and its influence on the efficiency of caretaker-patient interactions have been extensively studied, but relatively a few studies has been done on public trust and its effects (Thom, Kravitz, Bell, Krupat, & Azari, 2002). In particular, research is done to analyze the relationship between public trust and patient's behavior in public health (Lee, et al., 2007). Patient satisfaction is most important part to achieve quality of care. When patient express positive attitudes, it typically signifies that patient have received effective treatment and in time care (Abu-Rumman, (2022)). Thus, hospitals should prioritize patient's

satisfaction to meet actual need of patients. It reflects that how care providers and hospitals work for patients need. Therapeutic communication, empathy and involving patient in decision making can enhance patient satisfaction (Russo, 2019). Patient satisfaction can lead to positive outcomes of organization by increasing patient retention rate and reduce the medical claims (Abu-Rumman, (2022)).

A fundamental element of patient satisfaction is effective communication. For trustworthy relationship and reducing fear, healthcare practitioners should listen actively, properly explain diagnoses, and give frequent updates (Zuriati, 2020). On the other hand, ineffective communication can result in misunderstandings and mistrust. Providing timely accurate information regarding drugs and treatment therapy alternatives including follow-up care improves patient experience. Patient experience and happiness increased by emotional intelligence and empathy of healthcare professionals. Level of anxiety can be decreased and recovery rate of patients can be increased by recognizing their actual emotional needs. (Akbolat, 2023).

An important factor that has been identified as influencing long-term company performance is customer satisfaction. It is often acknowledged that satisfied participants are more devoted to the business over time, are less affected by attacks from rivals, and are not price conscious. One significant factor influencing competitiveness is said to be service quality. Providing high-quality services may help a business stand out from the competition and obtain a competitive edge. Offering top-notch services is essential to increasing profits. Client satisfaction, meeting client requirements, and assessing the quality of the institution's services are necessary to advance in this area (Hatem, 2015). Three essential components make up a company's reputation. (Gecikli, 2013)

- A characteristic of societal perceptions of institutions.
- Background and distribution of these ideas.
- Institutional and relevant aspects are evaluated.

Study Gap

Previous studies are performed in many countries which lead to mismanagement of data at large level. This study focused on small level of Punjab, City Kot Addu, to get accurate and efficient results. Moreover those studies could not reach the maximum

number of participants due to different disaster restrictions. So, this study is conducted in view of maximum number of participants to reach accurate and efficient results. This study also focuses on patient's behavior which varies geographically.

Literature Review

Prior research on healthcare service quality has mostly concentrated on methods for measuring service performance, however Butt, MM. and Run, EC. (2010) proposed that gap-theory approach which may be used to service quality analysis in order to improve the literature. (Bamfo, 2017) Service quality which has become a significant factor in determining client satisfaction and word-of-mouth referrals (Lang, 2011). Studies on patient satisfaction in healthcare sector have also discovered positive relationship between satisfaction and service quality. According to Anbori et al. (2010), for instance, patients' desire to come was strongly influenced by the empathy and assurance aspects, which mostly reflect of oral communication, returning to medical facility. In healthcare sector of Northern Cyprus, another study that examined the SERVQUAL instrument's found that, although all three dimensions have some bearings on patient satisfaction, the tangibles dimension has positive and significant effect on satisfaction in public hospitals. (Yeşilada, 2010).

Customers who utilize goods are services also estimates and measure their needs and their satisfaction that to what extent this product has fulfilled their needs. (Fatima, (2018)). Building relationships with clients in the service sector not only increases client happiness but also encourages enduring loyalty (Tosyali, 2019). Therefore, customer satisfaction is derived from their evaluations of the features of goods and services as well as whether they can offer a high level of customer satisfaction; in fact, a customer's evaluation of a product or service that satisfies his needs is what leads to customer satisfaction (Bakrie, 2019).

When patients are satisfied and trustworthy with their healthcare providers, including public hospitals, they are more likely to follow treatment programs and attend follow-up appointments, among other health-promoting activities. Given its capacity to improve patients' health outcomes, people intention to seek medical care from public hospitals is more important (Juhana, 2015) . People who are loyal to use these hospitals are more likely to get regular care from a certain physician, which

helps to ensure healthcare continuity (Jiang, 2019). In service-oriented organizations, providing high-quality services is seen as both a competitive advantage and a strategic weapon. A thorough assessment of the perceived perfection of a service is known as service quality. It includes the expected degree of benefit and the extent to which these advantages may be controlled to satisfy individual's expectations (Mmutle, 2017).

Additionally, a customer's overall perception of the relative superiority and inferiority of a company and its services are included in service quality (Bansal, 2015). In this medical field, especially in hospitals, service quality is typically seen as a result. Hospital services may be separated into two categories: medical and non-medical. The medical component contains its backbone, which consists of both human and quality resources as well as a range of tools for diagnosing and treating illnesses (Blind, 2022).

The non-medical component includes hospital environment services including finance administration, information, security and cleaning (Widjaja, 2021). In healthcare industry, especially in hospitals, the notion of quality changes according to the behavior of people that work there or interact with it, as well as how they perceive and assess quality from their own points of view. Offering the different medical gadgets and equipment's to treat patients together, highest caliber of expertise and abilities among medical personnel which is another aspect of offering high-quality services in hospitals (Freund).

Trust is the belief that both parties will act in a predictable manner and the readiness to depend on an exchange partner that one has faith in (Gilligan, 2018). A key component of trust is the readiness to accept vulnerability based on hopeful expectations of another person's motivations or behavior. The foundations of honesty and confidence give rise to trust, and a mutual feeling of trust inspires positive intentions toward the other person (Muldoon, 2018). The rational choice to trust someone comes from understanding their intentions. People who put their faith in someone expect them to act with good intentions and demonstrate expertise in the subject they put their trust in (Liu, 2017).

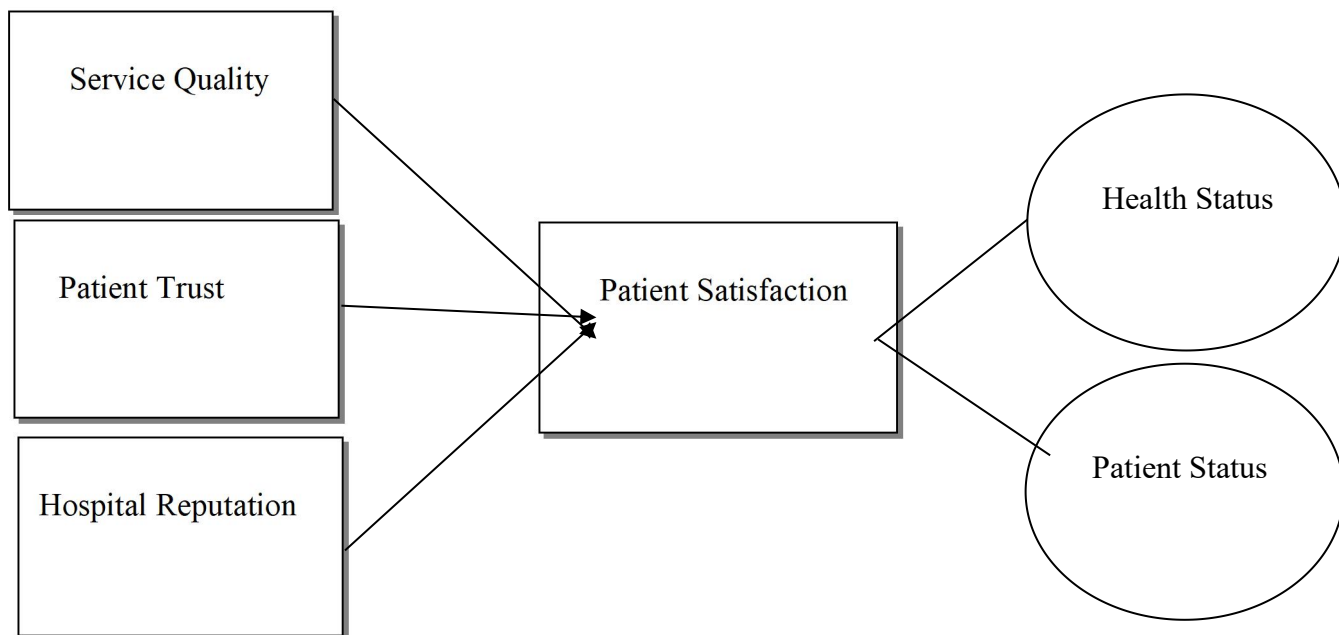
The reputation of a hospital plays a crucial role in the healthcare industry as it may greatly influence patients' choices on where to receive treatment and impact

physician recommendations (Han, 2015). Quality of treatment is one of the main elements that determine a hospital's reputation. Prior studies have demonstrated that hospitals with higher quality ratings typically have better reputations based on financial success, physician referrals, and patient satisfaction (Khan, 2022). Patients feedback shows that when there is focused on good communication their trust is demonstrated, which is corroborated by the findings of medical personnel and nurses, timely attention to patient needs, and the hygienic conditions of hospital rooms (Lim, 2018).

Previous studies on service quality have been conducted to find patient satisfaction by many researchers. Nordic school of thought, which is one of the second worldwide renowned schools of service management, which differentiate two aspects of service quality, functional quality and technical quality. Since the American school has followed criteria of five attributes to determine the level of service quality (Raza, 2020). These attributes are: First Physical assets (buildings, machinery, and staff appearance); Second Dependability (capacity to deliver the promised service consistently and precisely); Third Responsiveness (willingness to assist customers and deliver timely service); Fourth Assurance (workers' expertise and civility, as well as their capacity to boost confidence and trust); Fifth Empathy (the company's compassionate, an approach to each client) (Hair Jr, 2016).

Conceptual Framework

The conceptual framework explains the impact of service quality, patient trust and hospital reputation on patient satisfaction. There are three dependent variables which are service quality, patient trust and hospital reputation. The dependent variables directly affect the independent variable which is patient satisfaction.



Hypothesis

H1: Service quality has significant impact on patient satisfaction.

H2: Patient trust has significant impact on patient satisfaction.

H3: Hospital Reputation has significant impact on patient satisfaction.

Research Methodology

Questionnaires that had been modified from earlier studies were used to collect data for this investigation. Participants were given these surveys using the convenience sampling technique. The patients in the research were those who had visited public hospitals for medical attention. Public hospitals were chosen for this study because of their crucial role in providing medical treatment to a sizable portion of the population. These organizations are widely accessible to a broad and varied patient demography, and they are essential in reducing inequality in healthcare and serving those who need.

The sample size was chosen in accordance with the statistical power of the study and was dependent on the model's complexity. The De-Morgan table was used to determine the minimum sample size. Thus, a minimum of 215 patients were considered required for the research. It's crucial to remember, though, that a bigger sample size has benefits including improved representation of results, elevated homogeneity, lower variance error, and better confidence levels. Consequently, 215 questionnaires were sent to patients at various public hospitals. Out of the 215

questionnaires that were left for processing, 17 were eliminated because of missing data. Respondents may indicate how much they agreed with the questionnaire items on a 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." All variables were assessed using this method.

Results

To examine the data, this study used quantitative analysis. 198 respondents who satisfied the qualifying requirements completed the survey that the author administered, earning a 92.09% response rate. The quantitative research methodology used data processing tools, namely Smart PLS and SPSS 30 software.

Coefficients

A coefficient in research statistics is a figure or symbol that denotes a property, such the degree of a link between variables. It describes two variables service quality, patient trust and hospital reputation. The constant values of B is 5.199, standard deviation error is 1.079, t test value is 4.821 and significance level is <.001. This study show the result of service quality variable of B .153, standard deviation error is .049, Beta is .195, t test value is 3.097 and significance level is .002. Patient trust variable of B .290, standard deviation error is .095, Beta is .199, t test value is 3.041 and significance level is .003. Hospital reputation variable of B .680, standard deviation error is .095, Beta is .435, t test value is 7.165 and significance level is <0 .001.

Table 1: Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	5.199	1.079		4.821	<.001
Service Quality	.153	.049	.195	3.097	.002
Patient Trust	.290	.095	.199	3.041	.003
Hospital Reputation	.680	.095	.435	7.165	<.001

a. Dependent Variable: Patient satisfaction

ANOVA

A statistical test called Analysis of Variance (ANOVA) examines the means of two or more groups to see if there is a significant difference between them. Numerous study domains, including biology, education, psychology, business, and medicine, employ ANOVA. Regression is a statistical technique used to examine how one or more independent variables relate to a dependent variable. Regression analysis is used in statistical analysis to determine the relationships between variables that appear in certain data. It can assess the statistical significance of such a connection and demonstrate its size. A strong tool for statistical inference, regression has been used to attempt forecasting future events from historical data. The discrepancy between a variable's expected and actual values is known as a residual in statistics. The sum of squares in regression is 235.181, degree of freedom is 3, mean square is 78.394, F is 52.430 and significance level is <.001. The sum of squares in residual is 290.071; degree of freedom is 194, mean square is 1.495.

Table 2: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	235.181	3	78.394	52.430	<.001b
Residual	290.071	194	1.495		
Total	525.253	197			

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Hospital Reputation, Service Quality, Patient Trust

Correlations

The term "correlation" describes the strength of the relationship between two variables. This test is used to determine and examine whether there is a significant and favorable association between the variables. Correlation measures the strength of two variables regardless of whether there are intervening factors between them. The table that follows illustrates the substantial two-tailed connection between dependent and independent variables. The correlation ranges between -1 and +1. The relationship below indicates the most significant negative relationship, whereas the relationship above indicates the most significant positive association. A horizontal sequence of data with a significance level of 1 denotes statistical

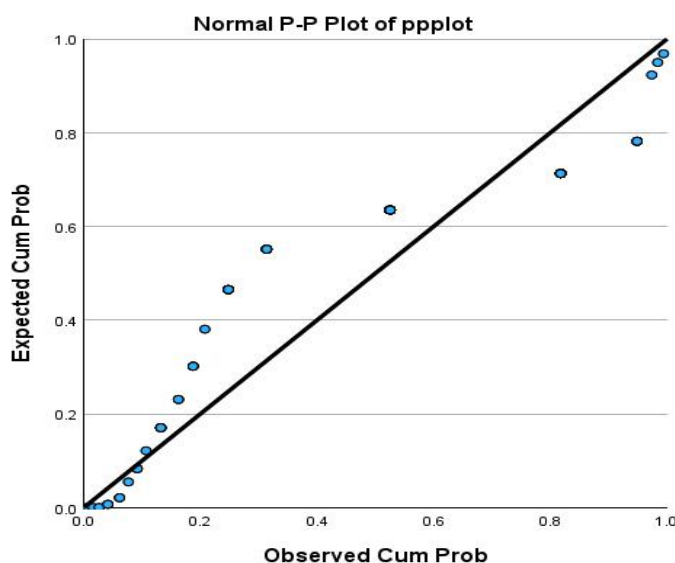
significance for the study's conclusions. Each variable's value in this table is 0.000, meaning that the correlation is significant at the 0.01 level and that the findings are significant and positively associated.

Table 3: Correlation Analysis

Control Variables			Service Quality	Patient Trust	Hospital Reputation
Patient satisfaction	Service quality	Correlation	1.000	.363	.140
		Significance (2-tailed)	.	<.001	.050
		Df	0	195	195
	Patient trust	Correlation	.363	1.000	.220
		Significance (2-tailed)	<.001	.	.002
		Df	195	0	195
	Hospital reputation	Correlation	.140	.220	1.000
		Significance (2-tailed)	.050	.002	.
		Df	195	195	0

P-Plot

The P plot describes that all observations are near to P plot line which states that both variables are statistically significant and has positive relationship between one and another.



Conclusions

Conclusively, this research has offered a thorough comprehension of how hospital reputation, patient trust, and service quality affect patient happiness. Hospital administrators, healthcare policymakers, and academics should take note of the study's conclusions in a number of ways. First, the report emphasizes how crucial high-quality services are to promoting patient satisfaction. High customer satisfaction rates are more likely to be attained by hospitals that place a high priority on service quality, which includes elements like nurse care, doctor-patient communication, and hospital facilities. Therefore, by funding employee training, modernizing hospital infrastructure, and putting patient-centered care models into practice, hospital managers should concentrate on enhancing the quality of their services. The report also highlights how important patient trust is to patient satisfaction. Patients are more likely to be happy with their care if they have faith in their medical professionals. Hospitals should thus place a high priority on fostering patient trust via encouraging openness, responsibility, and efficient communication. Third, the study emphasizes how crucial a hospital's reputation is in influencing patient satisfaction. Positive reputations increase a hospital's ability to draw in patients and attain high patient satisfaction rates. Therefore, by highlighting their hospital's accomplishments, interacting with the community, and offering top-notch treatment, hospital managers should concentrate on creating and preserving a favorable reputation. The study concludes by pointing out that patient happiness is influenced by a combination of hospital reputation, patient trust, and service quality. Therefore, hospitals should focus on all three aspects at the same time in order to improve patient satisfaction in a holistic manner. To sum up, this study offers a thorough grasp of how patient happiness is impacted by hospital reputation, patient trust, and service quality. The results of this study indicate a number of directions for future research and have various ramifications for researchers, hospital administrators, and healthcare regulators.

Limitations

Both the population and the study's sample size were limited to a certain region. More diversified and bigger sample sizes should be the goal of future research. The study used patient self-reported data, which might have biases and limits. Future

research may think about employing a variety of data gathering techniques, such as interviews or observations. The study evaluated hospital reputation, patient trust, and service quality using currently available assessment instruments. These tools might not have been created especially for the healthcare industry, nevertheless. New measuring instruments might be created and validated in future research. The cross-sectional nature of the study makes it more difficult to prove a causal relationship between the variables. To learn more about the connections between service quality, patient happiness, hospital reputation, and patient trust, future research may look at employing experimental or longitudinal methods.

Recommendations

Future research should examine how patient satisfaction, hospital reputation, patient trust, and service quality relate to one another in various healthcare settings, including primary care and specialty care. New measurement instruments created especially for the healthcare setting should be developed and validated by researchers. Prioritizing patient-centered treatment and fostering trust with patients should be the main goals of healthcare practitioners. Prioritizing patient trust, hospital reputation, and service quality should be a top priority for hospital executives. In order to improve service quality, patient trust, and hospital reputation, healthcare providers should fund staff training and development initiatives.

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