The Influence of Service Quality and Trust on Patient Satisfaction at UPT Puskesmas Pasar Ambon Bandar Lampung

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Abstract

This study examines the influence of service quality and trust on patient satisfaction at UPT Puskesmas Pasar Ambon, Bandar Lampung. Utilizing a quantitative approach, data were collected through surveys from a sample of 95 patients out of a population of 2085. The analysis revealed that both service quality and trust significantly and positively impact patient satisfaction. The regression equation (Y = 1.089 + 0.261 X1 + 0.484X2) indicates that improvements in service quality and trust can lead to higher patient satisfaction. The t-test results for service quality (8.207) and trust (6.419) were significant, as was the overall model fit (F = 133.276, p < 0.05). These findings suggest that healthcare centers should focus on enhancing service quality and building trust to improve patient satisfaction. The study recommends continuous staff training, better communication strategies, and regular patient satisfaction surveys.

Keywords: *Service Quality, Trust, Patient Satisfaction, Primary Healthcare*

Introduction

The healthcare sector is a fundamental pillar in promoting and maintaining the overall well-being of society (Pereira et al., 2019)(Barusman, 2018.Primary healthcare centers, such as UPT Puskesmas Pasar Ambon in Bandar Lampung, play a critical role in providing essential health services to local communities. These centers serve as the first point of contact for individuals seeking medical care, making their performance and reliability crucial to the public health system (Purwaningsari et al., n.d.; Soewondo et al., 2019; Triana & Defrizal, 2024). However, concerns have been raised regarding the quality of services provided by these centers and the level of trust patients place in them. These factors are vital as they directly influence patient satisfaction, which is a key indicator of the effectiveness and efficiency of healthcare delivery (Alam et al., 2019; Fomba et al., 2010; Sayani et al., 2020).

In recent years, the Indonesian healthcare system has undergone significant transformations aimed at improving service delivery, particularly at the primary care level (Nyoman Ayuningsih, 2019; Wijayanti & Habiburahman, 2024). Despite

these efforts, challenges remain in ensuring that the quality of services meets patients' expectations and fosters trust (A. R. P. Barusman & Barusman, 2019; Dachyar & Ti, 2018; Ekawati et al., 2017). The relationship between service quality and patient satisfaction is well-documented in the literature, with numerous studies highlighting the importance of various dimensions of service quality, such as responsiveness, reliability, and empathy (Swain & Kar, 2018)(Um & Lau, 2018). However, the role of trust as a mediator between service quality and patient satisfaction has not been thoroughly explored, especially in the context of primary healthcare centers in Indonesia (Adriansyah et al., 2021; Dzulhijatussarah & Defrizal Defrizal, 2024; Sekar Sari & Ratnasari, 2022).

This study aims to bridge this gap by analyzing the influence of service quality and trust on patient satisfaction at UPT Puskesmas Pasar Ambon. By examining these relationships, the research seeks to provide valuable insights into how primary healthcare centers can enhance their service delivery and build stronger patient relationships. Understanding these dynamics is crucial for policymakers and healthcare providers who are striving to improve patient outcomes and the overall effectiveness of primary healthcare services in Indonesia. The findings of this study will contribute to the existing body of knowledge and offer practical recommendations for improving patient satisfaction through targeted interventions in service quality and trust-building initiatives.

Materials and Methods

This study adopts a quantitative research design to investigate the relationships between service quality, trust, and patient satisfaction . A survey method was employed to gather data from patients who have utilized the services at UPT Puskesmas Pasar Ambon. This approach allows for the collection of numerical data that can be analyzed to identify patterns and assess the strength of relationships among the variables of interest.The target population for this study comprises 2,085 patients who have visited UPT Puskesmas Pasar Ambon within the past six months. To ensure a representative sample, a simple random sampling technique was used. A total of 95 patients were selected to participate in the survey. This sample size was determined based on statistical considerations to achieve a balance between precision and practicality. The sample is expected to provide reliable and generalizable results about the patient population at this healthcare center.

Data were collected using a structured questionnaire specifically designed to measure service quality, trust, and patient satisfaction. The questionnaire included items rated on a Likert scale, allowing for the assessment of the intensity of respondents' feelings and perceptions (Habiburahman et al., 2019). To ensure the accuracy and consistency of the responses, the questionnaire underwent a pre-testing phase. This pre-test involved a pilot study with a small subset of patients to refine the questions, enhance clarity, and assess the reliability and validity of the instrument.

The collected data were analyzed using multiple regression analysis to

evaluate the impact of service quality and trust on patient satisfaction. The regression model used is expressed by the following equation:

$$Y = 1.089 + 0.261X1 + 0.484X2$$

where (Y) represents patient satisfaction, (X1) denotes service quality, and (X2) denotes trust. This model allows for the assessment of the relative contributions of service quality and trust to patient satisfaction. The significance of the regression coefficients was evaluated using t-tests to determine whether each predictor variable significantly affects patient satisfaction. Additionally, the overall fit of the regression model was assessed using the F-test, which tests whether the model explains a significant proportion of the variance in patient satisfaction. The analysis was conducted using statistical software to ensure precision and rigor in the results (Michaellim & Habiburahman, 2024).

Results and Discussion

Descriptive Statistics

The descriptive statistics indicated that the majority of patients rated the service quality and trust levels at UPT Puskesmas Pasar Ambon as moderate to high. This generally positive perception reflects a favorable view of the healthcare services provided. Specifically, patients reported that the quality of service met or exceeded their expectations, and they felt a moderate to high level of trust in the healthcare providers. These results suggest that the healthcare center is performing well in these areas, although there is room for improvement to achieve higher levels of patient satisfaction.

Regression Analysis

The results of the multiple regression analysis are summarized in Table 1 below:

Table 1. Analysis Regession Multiple

Variable	Coefficien	t-value	p-value
Intercept	1.089		
Service Quality (X1)	0.261	8.207	0.000
Trust (X2)	0.484	6.419	0.000

Source: Data Process, 2022

The regression coefficients for both service quality (0.261) and trust (0.484) are positive and statistically significant, as indicated by their p-values (both less than 0.05). This suggests that both variables positively influence patient satisfaction. The t-values for service quality (8.207) and trust (6.419) exceed the critical t-value of 1.661, confirming that these coefficients are significantly different from zero. Thus, both service quality and trust are important predictors of patient satisfaction at UPT Puskesmas Pasar Ambon.

F-test

The F-test results show that the overall model is significant, with an F-value of

133.276 and a p-value less than 0.05. This indicates that the regression model as a whole explains a significant proportion of the variance in patient satisfaction. The high F-value suggests that the combined effect of service quality and trust is substantial and contributes meaningfully to understanding patient satisfaction.

Discussion

The findings of this study align with existing literature emphasizing the importance of service quality in shaping patient satisfaction. Service quality encompasses various dimensions such as responsiveness, reliability, and empathy, all of which are crucial for meeting patient expectations and enhancing their overall experience. However, this study contributes new insights by highlighting the significant role of trust in the context of primary healthcare centers.

Trust in healthcare providers is a critical component of patient satisfaction. It establishes a sense of security and confidence among patients, which is essential for positive healthcare outcomes. The study's results underscore that trust is not merely a supplementary factor but a significant driver of patient satisfaction. Patients who trust their healthcare providers are more likely to feel satisfied with the care they receive, which in turn influences their overall perception of the service quality.

To improve patient satisfaction, healthcare centers should focus on both enhancing service quality and building trust. Regular staff training programs can help improve competencies and ensure that healthcare providers meet patient expectations consistently. Additionally, fostering open and transparent communication with patients can strengthen trust and improve the overall patient experience. By addressing these areas, healthcare centers can achieve higher levels of patient satisfaction and deliver more effective and patient-centered care.

Conclusions

This study provides valuable insights into the factors influencing patient satisfaction at UPT Puskesmas Pasar Ambon. The findings demonstrate that both service quality and trust play significant roles in shaping patient satisfaction. The positive and significant regression coefficients for service quality and trust highlight their critical impact on how patients perceive their healthcare experience. Service quality, characterized by responsiveness, reliability, and empathy, remains a vital determinant of patient satisfaction. However, this study extends the understanding of patient satisfaction by emphasizing the importance of trust in healthcare providers. Trust fosters a sense of security and confidence, which significantly enhances patient satisfaction beyond the effects of service quality alone.

The significant F-test results further validate that the combined influence of service quality and trust is substantial and explains a considerable portion of the variance in patient satisfaction. This underscores the need for healthcare centers to prioritize improvements in both areas to enhance patient experiences and outcomes.

In conclusion, to achieve higher levels of patient satisfaction, UPT Puskesmas Pasar Ambon should focus on improving service quality through targeted staff training and development, as well as on building and maintaining trust through

transparent and empathetic patient interactions. Addressing these areas will not only improve patient satisfaction but also contribute to the overall effectiveness and reputation of the healthcare center. Future research should explore additional factors that may influence patient satisfaction and assess the long-term impact of trust and service quality improvements on patient outcomes.

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