

The Effect of Service Quality, Trust, Hospital Image and Facilities on Patient Satisfaction in Outpatient Pharmacy Services

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ABSTRACT

This research aims to test and analyze the influence of service quality, trust, hospital image and facilities on patient satisfaction in outpatient pharmacy services at Dr. RM. Soedjarwadi Mental Hospital. The research method used is quantitative. The number of samples used was 100 respondents with instrument testing in the form of validity and reliability tests. Furthermore, the research data was analyzed using Multiple Linear Regression, F-Test, t-test, and Coefficient of Determination. The results of the study indicate that cumulatively there is a significant influence between service quality, trust, hospital image, and facilities on patient satisfaction. Meanwhile, partially, of the four independent variables studied, three independent variables have a positive influence on patient satisfaction, namely trust, hospital image, and facilities. While one independent variable that does not have a significant influence on patient satisfaction is service quality.

Keywords: *patient satisfaction, service quality, trust, hospital image, facilities*

INTRODUCTION

A company's existence must be maintained so that it can make a positive contribution to society. Continuous and well-programmed monitoring of the quality of services provided will ensure the sustainability of the service, including customer satisfaction.

Customer satisfaction is a commitment that is pursued because it is an assessment of the level of a product or service's ability to meet the needs or consumption according to the customer's desires. Nugraha et al, (2021) Satisfaction will be created through the existence of quality service and customer trust that are well-maintained. Currently, service quality is a primary focus for customers or hospital patients when selecting and determining which products or services to use. Of course, good product or service quality will be what will attract and satisfy customers. This is in accordance with what was conveyed by Dewi & Kusyana (2023).

According to Dewi & Kusyana (2023) Customer trust also plays a crucial role in market mechanisms, as it has been shown to influence patient satisfaction. Safrudin (2021) specifically discusses the influence of trust on customer satisfaction. In their study, Darno et al. (2022) demonstrated that trust reflects user confidence, thus partially or simultaneously influencing customer satisfaction. Therefore, proper management and continuous monitoring are essential to maintain a positive image among patients or customers who utilize hospital services. In other words, maintaining the hospital's image is essential to maintain patient satisfaction.

The image of a hospital also depends on what is felt and known by the public, especially patients as the main subjects of hospital services. A good experience will foster a good image for the hospital, and vice versa. The good or bad image of a hospital is very dependent on the good or bad experience felt by patients during their service at the hospital, therefore the image of the hospital needs to be maintained and improved because it is closely related to patient satisfaction, as stated by Elisabeth et.al, (2024). A study conducted by Wattimena (2023) that brand image has a significant influence on consumer decisions, thus influencing customer satisfaction. Japa et. al, (2023) that hospital image is the public's perception of the reputation of professionalism and credibility of a health institution and a positive image can increase the level of customer satisfaction.

Another aspect that should not be overlooked in maintaining hospital customer/patient satisfaction is the healthcare facilities that support service operations, as mentioned by Marlina et.al, (2024). Furthermore, Elisabeth et.al, (2024) stated that facilities play an important role in hospital operations, because they support the speed and accuracy of services, both medical and non-medical. Facilities are also one of the things that patients consider in assessing a healthcare service. Juliantri et.al (2024), analyzed the influence of facilities on customer satisfaction with simultaneous results showing a significant influence on customer satisfaction.

Dr. RM Soedjarwadi Regional Mental Hospital (RSJD), located in Klaten, is currently making various improvements to all its resources to achieve patient/customer satisfaction. Among the improvements being made is the replacement of outpatient pharmacy services, which combines pharmacy services from several locations into a single location (one-stop shop). This improvement is expected to facilitate easier access and obtain easier, faster, and more satisfying medication and pharmaceutical supplies.

Realizing the challenges in realizing patient satisfaction, in order to complete the final assignment of the thesis, the researcher intends to raise this theme in a research that focuses on marketing management which includes aspects of service quality, customer trust, hospital image and facilities.

RESEARCH METHODS

This study uses a quantitative method, a research method used to examine a specific population or sample. Data collection uses research instruments, and data analysis is quantitative/statistical in nature, with the aim of testing a predetermined hypothesis. This research design is explanatory research, namely research that explains the causal relationship (cause and effect) between the variables that influence it. The causal relationship in this study is the influence of service quality, trust, hospital image, and facilities on patient satisfaction.

The location chosen as the research location is Dr. RM Soedjarwadi Mental Hospital located on Jl. Ki Pandanaran KM. 2 Klaten. This research was conducted in November 2025 with the distribution of research instruments in the form of

questionnaires on November 3-15, 2025. The distribution of questionnaires was carried out by the researcher with the assistance of several research assistants who had previously been trained and explained regarding the substance of the questionnaire and its distribution techniques.

This study's population consisted of patients (patients' families) receiving outpatient pharmacy services at Dr. RM Soedjarwadi Mental Hospital. Based on available reports, the average number of outpatient services in the last three years (2022-2024) was 5,272.

The sample in this study were patients (patients' families) who received outpatient pharmaceutical services at Dr. RM Soedjarwadi Mental Hospital.

The sample calculation yielded a minimum sample size of 91 people. To ensure data completeness, the researcher will use a sample size of 100 respondents.

In this sampling technique, the researcher used simple random sampling, where all members of the population could potentially be selected as samples/respondents. Sample/respondent selection in the field was carried out by randomly selecting patients/their families who were waiting for services at the outpatient pharmacy during the study.

In this study, there are four independent variables, namely service quality, trust, hospital image, and facilities, and the dependent variable is patient satisfaction. After the data tabulation is carried out, the data is processed using a multiple linear regression analysis tool with the following regression formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

- Y = patient satisfaction
- a = constant number
- b₁, b₂, b₃, b₄ = regression coefficient
- X₁ = quality of service
- X₂ = trust
- X₃ = hospital image
- X₄ = facilities
- e = error term

RESULTS AND DISCUSSION

Multiple Linear Regression

Table 1. Multiple Linear Regression Results

Variables	Regression Coefficient
(Constant)	2,238
Quality of Service	-0.067
Trust	0.313
Hospital Image	0.458
Facility	0.183

Source: secondary data processing

The multiple linear regression equation obtained is:

$$Y = 2.238 - 0.067 X_1 + 0.313 X_2 + 0.458 X_3 + 0.183$$

The description of the above data is as follows:

a. Constant (a)

The constant value of 2.238 indicates that the variables of Service Quality, Trust, Hospital Image and Facilities if the value is 0 then Patient Satisfaction has a Satisfaction level of 2.238.

b. Service Quality Coefficient(b1)

The Service Quality coefficient or Service Quality variable (β_1) is -0.067, with a negative value. This means that for every one-fold decrease in service quality, Patient Satisfaction will decrease by 0.067, assuming other variables remain constant.

c. Trust Coefficient(b2)

The Trust coefficient or Trust variable (β_2) is 0.313, with a positive value. This means that for every one-fold increase in trust, Patient Satisfaction will increase by 0.313, assuming other variables remain constant.

d. Hospital Image Coefficient(b3)

The Hospital Image value or Hospital Image variable (β_3) is 0.458 with a positive value. This means that for every one-fold increase in Hospital Image, Customer Satisfaction will increase by 0.458, assuming the other variables remain constant.

e. Facility Coefficient(b4)

The Facility value or Facility variable (β_4) is 0.183 with a positive value. This means that for every one-fold increase in facilities, Patient Satisfaction will increase by 0.183, assuming other variables remain constant.

Model Feasibility Test

Table 2. Model Testing Results

Model	Sig.	Standard	Information
Regression	31,327	,000	worthy

Source: Primary data processed in 2026

Based on the results of the F test in the table above, the significance value of 0.000 (smaller than the alpha value of 0.05) means that simultaneously/together, the four independent variables consisting of service quality, trust, hospital image and facilities have an influence on the dependent variable (patient satisfaction).

Hypothesis Test/t-Test

Table 3 Hypothesis Testing Results

Hypothesis	thitung	Sig.	Standard	Information
H1	-,017	,539	0.05	Ha rejected
H2	2,430	,017	0.05	Ha accepted
H3	5,028	,000	0.05	Ha accepted
H4	2,058	,042	0.05	Ha accepted

Source: Primary data processed in 2026

Based on the results of the t-test in the table above, it can be explained in the following form:

a) The Influence of Service Quality on Patient Satisfaction

The significance value of the influence of the service quality variable on patient satisfaction is 0.539. This value is greater than 0.05. Therefore, the resulting p-value is greater than 0.05, so it can be concluded that the Null Hypothesis (H_0) is accepted, meaning there is no influence of service quality on customer satisfaction.

b) The Influence of Trust on Patient Satisfaction

Based on the data in the partial test output table above, the significance value (p-value) for the influence of trust on patient satisfaction is 0.017. This means that the resulting value is smaller than the alpha value of 0.05. Thus, H_0 is rejected and H_a is accepted, meaning that trust influences patient satisfaction.

c) The Influence of Hospital Image on Patient Satisfaction

The third independent variable studied partially was hospital image. The data processing results showed a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that hospital image influences patient satisfaction.

d) The Influence of Facilities on Patient Satisfaction

The final (fourth) independent variable studied was facilities. The data analysis yielded a significance value of 0.042. Therefore, the p-value is less than 0.05. Therefore, it can be concluded that facilities influence patient satisfaction.

Coefficient of Determination Test (R^2)

Table 4 Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square	Information
	.738a	.569	.551	Eligible Model

Source: 2026 Data Processing Results

The coefficient of determination is measured by the adjusted R-square value in the ANOVA analysis. The analysis results yielded a value of 0.551, or 55.1%. This value indicates that the four independent variables (service quality, trust, hospital image, and facilities) contributed 55.1% to patient satisfaction. Meanwhile, the remaining 44.9% was determined by variables outside of the four aforementioned variables.

Discussion

a. The influence of service quality on patient satisfaction

Referring to the analysis results as described above, it was found that the service quality variable had no effect on patient satisfaction. This can be identified

from the research data through the instrument's items, as the average value for the service quality variable was only 16.84.

Based on the research data, it is known that patient perceptions of service quality are still low, because the average/mean value obtained as mentioned above can be interpreted as they have not placed a high level of value. If the average score of 16.84 resulting from 5 statement items, then in general each respondent only gave a value of 3 for each statement. Of course, this requires efforts to improve management in service quality through the indicators as stated in the instrument. This result is inconsistent with several studies used in this study's references, including that conducted by Nugraha (2021), which proved a significant relationship between service quality and customer satisfaction.

The results of this study also disagree with the theory proposed by Kotler and Keller (2021; 102), which states that satisfaction is a person's feeling of pleasure or disappointment arising from comparing a product's perceived performance (results) to their expectations. Meanwhile, in hospital services, the product represents the quality of healthcare services. According to this theory, patients' (customers') perceptions will be positive, as evidenced by their high ratings of the services they receive. This satisfaction automatically leads to high scores on the items presented to them. This did not occur in the conditions of the study conducted by the researchers, as respondents averaged a score of 3 on the service quality variable statement items.

The meaning contained in the results of the current research conducted by researchers is that to produce service quality that influences satisfaction, patient perceptions of service quality must be raised to a higher level, resulting in patient satisfaction and ultimately satisfaction. Therefore, improvements are needed in the following areas:

1) Reliability and competence of officers

Reliability and competence are closely linked to the skills of the staff. Patients can directly observe the level of skill of the staff serving them. This is where they (the patients) witness how the staff performs their duties in providing patient care.

Improvements that can be made to enhance service quality include providing programmed training focused on enhancing staff skills, both those directly related to the technical aspects of pharmaceutical services and their performance. Technically, pharmaceutical training can be conducted through training on compounding and packaging finished medications and prescription medications. This should, of course, be guided by established minimum service standards. For example, the preparation of finished medications in outpatient settings should take less than 30 minutes. This means that the time from receiving the prescription to delivering the medication to the patient should be less than 30 minutes.

2) Responsive to customer needs

Improvements that can be made in terms of sensitivity and responsiveness to customer needs include in-house training on empathy services in pharmaceutical care. By understanding what patients experience while receiving care, staff will understand the physical and mental state of patients awaiting care. By understanding what patients feel, staff will become more sensitive in responding to their needs. This training needs to be conducted periodically to maintain staff's sensitivity and develop a habit of customer-oriented service.

3) Orientation on *excellent service*

Excellent service As an improvement effort, it needs to be implemented, monitored and evaluated so that its existence can truly address existing problems.

4) Empathetic attitude towards customers

Understanding what patients experience when receiving outpatient pharmaceutical care is an effort to maintain a patient-centered image. This attitude needs to be continuously cultivated among staff who directly serve patients.

5) Services are carried out according to standards

Further improvements to enhance service quality can be achieved through strict monitoring of service standards. Commitment to meeting standards in pharmaceutical services requires continuous monitoring by service managers to ensure standardized service products and services provided to customers (patients).

b. The influence of trust on patient satisfaction

The partial analysis results indicate that trust has an influence on patient satisfaction. This is because the average score from all respondents was 16.58 with a standard deviation of 2.682. This standard deviation indicates that there is not a significant gap between the scores obtained by the study respondents. The results of this partial test are in line with the results of research conducted by several researchers (as listed in previous research references), including: Syafrudin, (2021) which proves that there is a partial influence of the trust variable on patient satisfaction.

Furthermore, in order to maintain the existence of patient trust in this satisfaction, the hospital through the pharmaceutical installation needs to maintain existing conditions that have been proven to be significantly capable of maintaining patient satisfaction, through the following steps:

- 1) Pservices are carried out in accordance with the capabilities of officers and the correct standards (SOP);
- 2) Continue to maintain the kindness of officers/service providers in serving patients;
- 3) Ensure that services are provided with full integrity;
- 4) Continue to maintain the competence and experience of staff so that patients do not doubt them;
- 5) Keep guarding *image* patients that services are provided with full confidence, honesty and wholeheartedness.

By paying attention to all the factors that form the value of trust, which consist of (reliable ability, kindness, service provided with full integrity, undoubted experience of officers, and there is patient confidence that the service is provided wholeheartedly), then patient / customer satisfaction will increase even more. This is in accordance with the theory presented by Kotler (2016; 98) which states that consumer trust is consumer knowledge of objects, attributes or benefits where trust together with attitudes and behavior are related to product attributes.

c. The influence of hospital image on patient satisfaction

The results of the data analysis above demonstrate the influence of hospital image on patient satisfaction. This aligns with research conducted by Elisabeth et al. (2024), which demonstrated a significant influence of hospital image on patient satisfaction.

Efforts to maintain this position can be done by maintaining a good experience for patients, maintaining a good perception from patients, continuously improving to improve services, always being open to improving services, and maintaining a good and fast response in responding to complaints. Through these steps, it is hoped that the hospital's image position will be maintained because customers (patients) are perceived well for their experience receiving hospital services. This is in accordance with the theory put forward by Asri Rossmita (2023; 5) which states that the image of the hospital can shape patient perceptions of the hospital, patients will consider a health service good if many people who visit use its services have a good opinion. The quality of service provided to patients is described as a statement about attitudes that link patient expectations with service performance.

d. The influence of facilities on patient satisfaction

The results of the partial test analysis demonstrate that facility variables influence patient satisfaction. These results align with those of several researchers, as cited in previous research references, including Marlina et al. (2024). Marlina et al.'s (2024) study demonstrated that facilities and service quality, both partially and simultaneously, influence customer satisfaction.

The results of this study also prove that the existence of facilities in the outpatient pharmacy service of Dr. RM Soedjarwadi Mental Hospital are all able to provide convenience for customers in accessing services. Of course, this is in accordance with the theory put forward by Tjiptono (2017; 181) which states that facilities are everything that makes it easier for consumers to use the company's services. Facilities are physical resources in a service that can be offered to consumers. Facilities are everything that makes it easier for consumers in a business engaged in the service sector, so all existing facilities, namely the condition of the facilities, completeness, interior and exterior design, as well as cleanliness of the facilities must be considered, especially those that are closely related to what consumers feel or get directly.

Furthermore, the steps that can be continuously taken by Dr. RM Soedjarwadi Mental Hospital to maintain patient satisfaction in terms of hospital facilities are by maintaining;

- a). The service facilities in the waiting room are kept comfortable, the audio visuals are still functioning well, and the selection of snacks is maintained to remain representative by providing...snacks and complete snacks, the garden around the service area remains beautiful and green,
- b). The existing facilities are still well organized and maintained,
- c). Support for supporting facilities that remain good,
- d). Continuing the facility maintenance program consistently,

CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that partially service quality does not affect patient satisfaction, while trust, hospital image, and facilities are proven to have a positive and significant effect on patient satisfaction. Simultaneously, service quality, trust, hospital image, and facilities together have a significant effect on patient satisfaction, indicating that the synergy of these four factors can create better patient satisfaction. These findings indicate the importance of continuous efforts from hospital management to maintain and improve service quality, build and maintain patient trust, maintain a positive hospital image, and provide adequate facilities. Therefore, hospitals need to conduct continuous training and competency development of staff, ensure services are provided according to standard operating procedures with integrity and empathy, maintain a positive patient experience through a quick response to complaints, and carry out consistent maintenance and development of facilities to ensure patient comfort and satisfaction are maintained over time.

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