



THE INFLUENCE OF MARKETING MIX, SERVICE QUALITY, AND IMAGE ON TRUST AND SATISFACTION OF INPATIENTS IN MAKASSAR CITY HOSPITALS

Andi Erni Amelia I. R.¹
Mahfud Nurnajamuddin²
Baharuddin Semmaila³
Sabri Hasan⁴

ABSTRACT

Objectives: The objective of this research is to test and analyze the influence of three main factors - marketing mix, service quality, and image - on the trust and satisfaction of inpatients at hospitals in Makassar City.

Methods: This research utilizes primary data collected through the distribution of questionnaires to 215 respondents. The data are then analyzed using the Structural Equation Model (SEM) in Smart PLS version 4 to test and analyze the relationships between the variables.

Results: The results of the study indicate that while the marketing mix has a positive effect on the trust of inpatients in Makassar City hospitals, this effect is not significant. However, service quality and image both have a positive and significant effect on the trust of inpatients. Furthermore, the marketing mix has a positive and significant effect on inpatient satisfaction, but its effect on trust is not significant. Service quality also positively influences inpatient satisfaction significantly, while image has a significant positive effect on inpatient satisfaction. Trust is found to positively and significantly affect inpatient satisfaction. Additionally, service quality and image have positive and significant effects on inpatient satisfaction through trust.

Conclusion: In conclusion, this research highlights the importance of service quality and image in building trust among inpatients at hospitals in Makassar City. While the marketing mix does have some influence on trust and satisfaction, its impact is not as significant as service quality and image. Moreover, trust plays a crucial role in determining inpatient satisfaction, as service quality and image influence satisfaction primarily through trust. These findings emphasize the significance of maintaining high service quality standards and cultivating a positive image to enhance trust and satisfaction levels among inpatients in hospital settings.

Keywords: Marketing Mix, Service Quality, Image, Satisfaction Patients, Patient Beliefs, SEM.

A INFLUÊNCIA DA COMBINAÇÃO DE MARKETING, QUALIDADE DE SERVIÇO E IMAGEM NA CONFIANÇA E SATISFAÇÃO DOS PACIENTES INTERNOS NOS HOSPITAIS DA CIDADE DE MAKASSAR

RESUMO

Objetivos: O objetivo desta pesquisa é testar e analisar a influência de três fatores principais - mix de marketing, qualidade de serviço e imagem - na confiança e satisfação dos pacientes internados em hospitais na cidade de Makassar.

¹ Universitas Muslim Indonesia, Indonesia. E-mail: andierni.amelia@umi.ac.id

Orcid: <https://orcid.org/0009-0009-3030-798X>

² Universitas Muslim Indonesia, Indonesia. E-mail: mahfudnurnajamuddin@umi.ac.id

Orcid: <https://orcid.org/0009-0006-0130-1042>

³ Universitas Muslim Indonesia, Indonesia. E-mail: baharuddin.semmaila@umi.ac.id

Orcid: <https://orcid.org/0009-0003-4649-2530>

⁴ Universitas Muslim Indonesia, Indonesia. E-mail: sabri.hasan@umi.ac.id

Orcid: <https://orcid.org/0000-0002-2152-4992>



Métodos: Esta pesquisa utiliza dados primários coletados através da distribuição de questionários a 215 entrevistados. Os dados são então analisados usando o Modelo de Equação Estrutural (SEM) no Smart PLS versão 4 para testar e analisar as relações entre as variáveis.

Resultados: Os resultados do estudo indicam que, embora o mix de marketing tenha um efeito positivo sobre a confiança dos pacientes internados nos hospitais da cidade de Makassar, esse efeito não é significativo. No entanto, a qualidade do serviço e a imagem têm um efeito positivo e significativo na confiança dos pacientes internados. Além disso, o mix de marketing tem um efeito positivo e significativo sobre a satisfação do paciente internado, mas seu efeito sobre a confiança não é significativo. A qualidade do serviço também influencia positivamente a satisfação do paciente de forma significativa, enquanto a imagem tem um efeito positivo significativo na satisfação do paciente internado. Descobriu-se que a confiança afeta positiva e significativamente a satisfação do paciente internado. Além disso, a qualidade e a imagem do serviço têm efeitos positivos e significativos na satisfação do paciente internado por meio da confiança.

Conclusão: Em conclusão, esta pesquisa destaca a importância da qualidade do serviço e da imagem na construção da confiança entre pacientes internados em hospitais da cidade de Makassar. Embora a combinação de marketing tenha alguma influência na confiança e na satisfação, seu impacto não é tão significativo quanto a qualidade e a imagem do serviço. Além disso, a confiança desempenha um papel crucial na determinação da satisfação do paciente internado, uma vez que a qualidade do serviço e a satisfação da imagem influenciam principalmente através da confiança. Essas descobertas enfatizam a importância de manter altos padrões de qualidade de serviço e cultivar uma imagem positiva para aumentar os níveis de confiança e satisfação entre pacientes internados em ambientes hospitalares.

Palavras-chave: Marketing Mix, Qualidade de Serviço, Imagem, Satisfação Pacientes, Crenças Pacientes, SEM.

LA INFLUENCIA DE LA MEZCLA DE MARKETING, LA CALIDAD DEL SERVICIO Y LA IMAGEN EN LA CONFIANZA Y SATISFACCIÓN DE LOS PACIENTES INTERNADOS EN LOS HOSPITALES DE LA CIUDAD DE MAKASSAR

RESUMEN

Objetivos: El objetivo de esta investigación es probar y analizar la influencia de tres factores principales - mezcla de marketing, calidad del servicio e imagen - en la confianza y satisfacción de los pacientes hospitalizados en los hospitales de la ciudad de Makassar.

Métodos: Esta investigación utiliza datos primarios recolectados a través de la distribución de cuestionarios a 215 encuestados. Los datos se analizan utilizando el Modelo de Ecuación Estructural (SEM) en Smart PLS versión 4 para probar y analizar las relaciones entre las variables.

Resultados: Los resultados del estudio indican que si bien la mezcla de marketing tiene un efecto positivo en la confianza de los pacientes hospitalizados en los hospitales de la ciudad de Makassar, este efecto no es significativo. Sin embargo, la calidad del servicio y la imagen tienen un efecto positivo y significativo en la confianza de los pacientes hospitalizados. Además, la combinación de marketing tiene un efecto positivo y significativo en la satisfacción de los pacientes hospitalizados, pero su efecto en la confianza no es significativo. La calidad del servicio también influye positivamente en la satisfacción del paciente hospitalizado, mientras que la imagen tiene un efecto positivo significativo en la satisfacción del paciente hospitalizado. Se ha comprobado que la confianza afecta de forma positiva y significativa a la satisfacción de los pacientes hospitalizados. Además, la calidad del servicio y la imagen tienen efectos positivos y significativos en la satisfacción de los pacientes hospitalizados a través de la confianza.

Conclusión: En conclusión, esta investigación destaca la importancia de la calidad del servicio y la imagen en la construcción de confianza entre los pacientes hospitalizados en los hospitales de la ciudad de Makassar. Si bien la combinación de marketing tiene cierta influencia en la confianza y la satisfacción, su impacto no es tan significativo como la calidad del servicio y la imagen. Además, la confianza juega un papel crucial en la determinación de la satisfacción del paciente hospitalizado, ya que la calidad del servicio y la imagen influyen en la satisfacción principalmente a través de la confianza. Estos hallazgos enfatizan la importancia de mantener altos estándares de calidad del servicio y cultivar una imagen positiva para mejorar los niveles de confianza y satisfacción entre los pacientes hospitalizados en entornos hospitalarios.



Palabras clave: Marketing Mix, Calidad de Servicio, Imagen, Satisfacción de Pacientes, Creencias de Pacientes, SEM.

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1 INTRODUCTION

The health sector is the main service sector in various countries because it plays a vital role in maintaining and improving public health to achieve a country's goals. The goal of health development, which is essentially to create a healthy Indonesia, includes the hope that the Indonesian population will have the ability to access quality, fair and equitable health services. To realize these ideals, various health development efforts have been implemented by realizing meaningful changes in the form of improving the level of public health. However, various facts have made us aware that quality, fair and equitable health services are still far from society's expectations and require serious efforts to achieve them (Hasan and Putra, 2018). Health is considered very valuable and something expensive, so everyone wants to live a healthy life. For this reason, many efforts have been made to support health for the entire community, one of which is the government providing health facilities for the community, one of these facilities is a hospital (Sahambangun, Mantiri, & Sampe, 2021). Indonesia is currently experiencing a transition period from a completely social institution to a business institution so hospitals are often referred to as socio-economic institutions (Sitohang in Hasan and Putra 2018). The role of hospitals in Indonesia in realizing the level of health of individuals and society is very important because health is one of the primary human needs. Public awareness about health is increasing along with the increase in population size and mobility. A hospital is an institution that operates in the field of professional health services and its services are provided by doctors, nurses and other health experts. Hospitals are also an integral part of a social organization with the function of providing complete (comprehensive) services in curing disease (curative) and preventing disease (preventive) to the community. Patient trust is one of the considerations in choosing to use hospital services. When a patient wants to use hospital services, the patient must be assured that the services provided by the hospital are good. Therefore, the trust aims to attract customers to choose to use inpatient services at hospitals. So trust is one of a person's abilities to convince other people where the patient has confidence based on decisions about people he trusts. Trust is one of the considerations for customers when they want to purchase a



service offered by the hospital. The decisions offered by hospitals also greatly influence customers in determining whether customers are interested or not in the services offered. So the most important thing in determining a customer's decision is the follow-up attitude that arises because there is a match between the desire to fulfill a need, and the characteristics of a service through the information offered by the hospital. It can be seen that a good offer so that customers trust the services provided is a service that has benefits as expected by the benefits received by the customers themselves (Inawati, 2021). Trust is the hospital's credibility, promises and goodness that customers expect or feel. If trust is established, then the committed relationship between the hospital and the customer has the potential to be mutually beneficial. Trust will be stronger if the hospital is more responsive to customer needs and can participate in ensuring the meaning of these needs for customers, so that it will create a positive word of mouth, can improve the image and bring benefits to the hospital (Alrubaiee, 2011).

Patient satisfaction has its place and is very important for the survival of a hospital. Satisfaction can be felt with the services they receive from the hospital. Therefore, customers are the ones who will provide an assessment of the services they receive. With the times, as well as people's mindsets starting to develop regarding the importance of health to support daily activities, on the one hand, the need for health services has increased, especially in terms of maintaining a healthy life, so that people's awareness of coming to the hospital for treatment is increasing. On the other hand, hospitals must be able to provide satisfactory service to customers, with strategies that are appropriate to the services offered, one of which is providing satisfactory service (Tjiptono, 2011). The Expectation Confirmation Theory (ECT) is also known as the expectation disconfirmation theory developed by Oliver. This theory attempts to explain postpurchase satisfaction as a function of expectations, perceived performance, and belief disconfirmation. According to Bitner and Hubbert (2000), there are two ways of looking at customer satisfaction: service encounter and overall satisfaction. Service encounter and overall satisfaction occur when customers are satisfied with a particular service encounter while overall satisfaction is an evaluation based on multiple encounters. In this investigation, the concept of satisfaction was operationalized as overall satisfaction because overall, rather than service-specific encounters, satisfaction was found to be the determinant of customer loyalty. Patient satisfaction with services is a comparison between their perception of the services received and their expectations before receiving the treatment. If expectations are met, it means that the service has provided extraordinary quality and will also lead to high satisfaction. On the other hand, if these expectations are not achieved, it means that the quality of the service



does not meet what was expected (Kotler P., 2008). Research on the influence of the marketing mix, service quality and image on trust and satisfaction has been carried out by several previous researchers, however, the results are different. Research conducted by Al Anfal (2020) shows that education, income, hospital image and service quality influence the level of patient satisfaction. Research conducted by Wiratman, A. P., et al (2023) shows the influence of the marketing mix on the satisfaction of inpatients at RSUP Dr Tadjuddin Chalid Makassar City concluded that the variables that influence patient satisfaction are product, place, people, physical evidence and process, while the variables that have no influence are price and promotion and the variable that has the most influence among the other variables is people. Research conducted by Inawati (2021) shows that service quality, patient trust and hospital facilities influence the level of patient decisions to use inpatient services at the Dokter Soedarso Pontianak Regional General Hospital.

Other research conducted by Leonora F. and Stevanus J. G. (2021), shows that service quality has a positive and significant effect on consumer satisfaction, which means that better service quality will increase consumer satisfaction. The results of other research conducted by Agustina Fajarini and Lista Meria (2020) also prove that service quality influences customer trust. The results of other research conducted by Albertus Billy T. et al. (2020) stated that the marketing mix variables that influence the satisfaction of inpatients at the Biak Regency Regional General Hospital are product, place and professional. Research conducted by Christian (2015) states that there is a significant influence of the marketing mix on trust simultaneously and partially, the most influential is the mix of the physical environment and service processes. Based on the phenomena and various research results above, the author is interested in conducting research with the title "The Influence of Marketing Mix, Service Quality and Image on Trust and Satisfaction of Inpatients at Makassar City Hospitals". It is hoped that this research can be taken into consideration to foster trust and increase satisfaction. patients in hospitals in Indonesia in general and especially in Makassar City.

2 RESEARCH METHODS

This research was carried out using several approaches to answer various problems that had been previously formulated according to the objectives to be achieved through hypothesis testing. Some basic reasons include:



1. The type of research used in this research is explanatory research. Explanatory research is a research method that aims to explain the position of the variables studied and the influence between one variable and another (Sugiyono, 2017:6). The main reason this research uses explanatory research methods is to test the proposed hypothesis, so it is hoped that this research can explain the relationship and influence between the independent and dependent variables in the hypothesis.
2. Judging from the aspect of research objectives, this research is causal research which aims to determine the relationship between the independent variable and the dependent variable. This study aims to obtain evidence of the relationship between the independent variables, namely marketing mix (X1), service quality (X2) and image (X3) on the dependent variables trust (Y1) and patient satisfaction (Y2) of inpatients at Makassar City hospitals.
3. This research uses a quantitative approach with correlational research methods to determine whether there is a relationship between two or several variables (Arikunto, 2006).

2.1 POPULATION AND SAMPLE

1. Research Population. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017: 119). The population in this study were patients in the RSUD inpatient room. Labuang Baji, Regional Hospital. Hajj South Sulawesi Province, RSUD. Makassar City, RSI. Faisal, RS. Grestelina and RS. Stella Maris.
2. Research Sample. The sample selection in this study is representative, where the selected sample represents the population both in terms of characteristics and numbers. The sampling technique used in this research is non-probability sampling, namely a sampling technique that does not provide equal opportunities for each element or member of the population selected as the sample. The sampling method used is accidental sampling, namely anyone who meets the researcher and is deemed suitable as a data source, the subject is used as a sample where the sample is considered to be of high quality, representative of other samples and able to provide data and information related to the matter being researched. The calculation result using the Slovin formula



is 215,277, which to make research easier is rounded up to 215, so in this study, the minimum number of samples required is 215 people to be used as respondents.

2.2 DATA TYPES AND SOURCES

The types of data used in this research are as follows:

1. Primary data was obtained through observation, interviews and distributing questionnaires to Makassar City hospital inpatients who were respondents to obtain supporting data related to this research.
2. Secondary data was obtained from documents from Makassar City hospitals and library books related to this research.

2.3 DATA COLLECTION TECHNIQUES

The data collection techniques used in this research are:

1. Observation, namely collecting data by making direct observations in the field to see and listen to the research object and then drawing conclusions from what is observed as material for follow-up research.
2. Interview, namely data collection using two-way communication to obtain information from relevant respondents. The form of interview chosen was semi-structured to find problems more openly so that data or information related to the research object could be obtained.
3. Questionnaire, which is an instrument for collecting data, where respondents, in this case, Makassar City hospital patients, fill in questions or statements given by researchers. The instrument was designed using a Likert scale measurement from 1 to 5 which is based on the level of agreement with the statements contained in it.
4. Documentation is by using literature, scientific magazines and notes related to the research object.

2.4 DATA ANALYSIS METHOD

The analytical method used in this research is descriptive analysis and quantitative analysis using the Structural Equation Modeling (SEM) model.



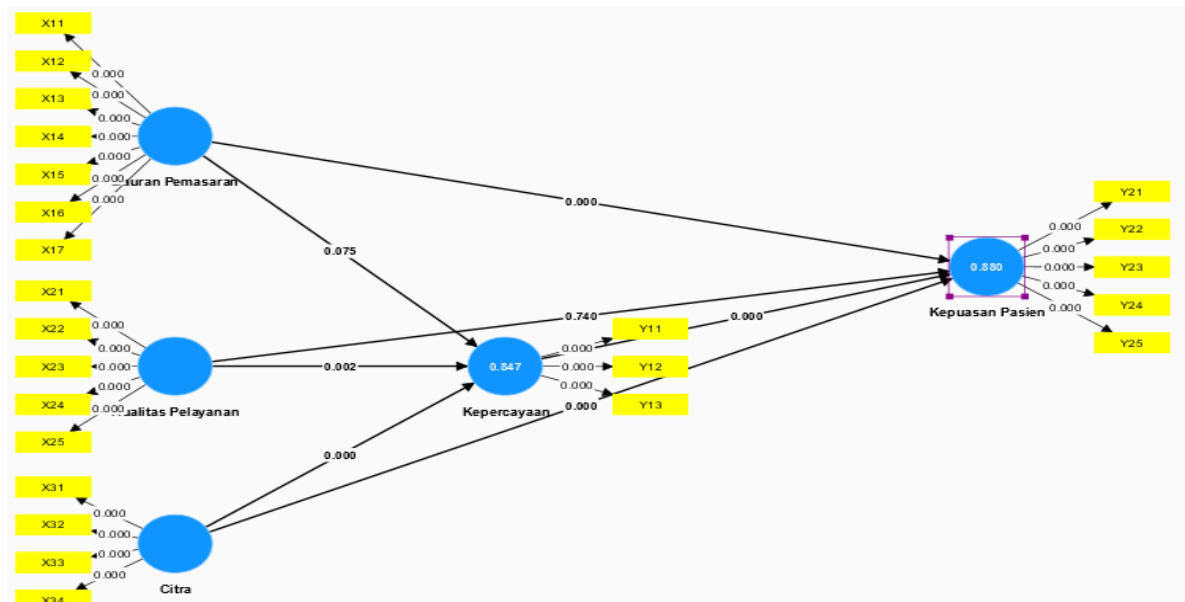
1. Descriptive analysis. Descriptive analysis to describe respondent characteristic data in the form of percentages including gender, age, education and type of hospital. Descriptive analysis is also used to describe research variables in the form of frequency distributions, averages and percentages of respondents' perceptions of the proposed statement items.
2. Statistical analysis. The analytical method that will be used to explain all hypotheses is SEM (Structural Equation Modeling) using the Smart PLS version 4 application. The analytical model design is formulated through structural equation design using variable symbols and structural equations (Jonathan Sarwono, 2007:51).

3 RESEARCH RESULTS AND DISCUSSION

The inner model was measured using the R-Square test and path coefficients based on bootstrapping which produced this research model.

Figure 1

Results from bootstrapping



Source: Prepared by authors (2024)

The R-Square test shows how much the value of the independent variable influences the dependent variable. The following are the results of the R-Square test:



Table 1

R-Square Value

Dependent Variable	R-Square	Category
Trust	0,847	Strong
Patient Satisfaction	0,880	Strong

Source: Primary Data Processing, 2024

Table 1 shows that this research model has an R-squared value of 0.847 for trust. This value means that the marketing mix, service quality and image variables in predicting the trust of inpatients at Makassar City hospitals have a strength of 84.7% and the rest is influenced by variables other than this research model. Furthermore, the R-Square value is 0.880 for patient satisfaction. This value means that the marketing mix, service quality and image variables in predicting inpatient satisfaction at Makassar City hospitals have a power of 88% and the rest is influenced by other variables outside this research model. The next stage is the path coefficient to determine the relationship between the variables that have been proposed. The path coefficient results are presented in Table 10 below:

Table 2

Path Coefficient Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Marketing Mix -> Trust	0.132	0.136	0.074	1.779	0.075
Service Quality -> Trust	0.289	0.292	0.091	3.161	0.002
Image -> Trust	0.528	0.521	0.107	4.953	0.000
Marketing Mix -> Patient Satisfaction	0.239	0.240	0.056	4.254	0.000
Service Quality -> Patient Satisfaction	0.027	0.030	0.082	0.332	0.740
Image -> Patient Satisfaction	0.423	0.420	0.114	3.705	0.000
Trust -> Patient Satisfaction	0.288	0.288	0.078	3.711	0.000
Marketing Mix -> Trust -> Patient Satisfaction	0.038	0.039	0.024	1.591	0.112
Service Quality -> Trust -> Patient Satisfaction	0.083	0.083	0.033	2.545	0.011
Image -> Trust -> Patient Satisfaction	0.152	0.151	0.055	2.748	0.006

Source: Primary Data Processing, 2024



Table 2 shows the results of hypothesis testing for direct effects as follows:

1. The effect of the marketing mix on trust is positive but not significant, as indicated by the T-Statistics value < 1.96 , namely 1.779. The original sample value of 0.132 indicates a positive direction, and the p-value > 0.05 , namely 0.075.
2. The influence of service quality on trust is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 3.161. The original sample value of 0.289 indicates a positive direction, and the p-value < 0.05 is 0.002.
3. The influence of image on trust is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 4.953. The original sample value of 0.528 indicates a positive direction, and the p-value < 0.05 , which is 0.000.
4. The influence of the marketing mix on patient satisfaction is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 4.254. The original sample value of 0.239 indicates a positive direction, and the p-value < 0.05 , which is 0.000.
5. The effect of service quality on patient satisfaction is positive but not significant, as indicated by the T-Statistics value < 1.96 , namely 0.332. The original sample value of 0.027 indicates a positive direction, and the p-value > 0.05 , namely 0.740.
6. The effect of image on patient satisfaction is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 3.705. The original sample value of 0.423 indicates a positive direction, and the p-value < 0.05 , which is 0.000.
7. The effect of trust on patient satisfaction is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 2.748. The original sample value of 0.288 indicates a positive direction, and the p-value < 0.05 , namely 0.000.

Table 2 also shows the results of hypothesis testing for indirect effects as follows:

1. The effect of the marketing mix on patient satisfaction through trust is positive but not significant, as indicated by the T-Statistics value < 1.96 , namely 1.591. The original sample value of 0.038 indicates a positive direction, and the p-value > 0.05 , namely 0.112.
2. The influence of service quality on patient satisfaction through trust is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 2.545. The original sample value of 0.083 indicates a positive direction, and the p-value < 0.05 is 0.011.
3. The influence of image on patient satisfaction through trust is positive and significant, as indicated by the T-Statistics value > 1.96 , namely 2.748. The original sample value of 0.152 indicates a positive direction, and the p-value < 0.05 is 0.006.



4 DISCUSSION

4.1 BASED ON THE RESULTS OF PRIMARY DATA PROCESSING, THE RESULTS OF HYPOTHESIS TESTING ARE EXPLAINED AS FOLLOWS

The influence of the marketing mix on the trust of inpatients in Makassar City hospitals

The research results show that the marketing mix has a positive but not significant effect on the trust of inpatients in Makassar City hospitals, with a T-Statistics value of 1.779 and an original sample value of 0.132 indicating a positive direction, so the hypothesis (H1) is rejected. This shows that the combination of product, price, place, promotion, process, people and physical evidence indicators owned by the hospital cannot influence patient trust. The results of this study are not in line with the results of Christian's (2015) research which states that there is a positive and significant influence between the marketing mix on patient trust.

4.2 THE INFLUENCE OF SERVICE QUALITY ON THE TRUST OF INPATIENTS IN MAKASSAR CITY HOSPITALS

The research results show that service quality has a positive and significant effect on the trust of inpatients at Makassar City hospitals, with a T-Statistics value of 3.161 and an original sample value of 0.289 indicating a positive direction, so the hypothesis (H2) is accepted. Service quality assessment is obtained from the indicators of assurance, responsiveness, reliability, empathy and tangibles, thus improving service quality by paying attention to the above indicators will increase patient trust. The results of this research are in line with the research results of Mahathir M. et al. (2022) which state that service quality has a positive and significant effect on trust, This is also supported by the research results of Agustina Fajarini and Lista Meria (2020) which states that service quality influences trust, as well as research conducted by Pratiwi W. K. (2018) which shows that service quality has a positive effect on trust.



4.3 THE INFLUENCE OF IMAGE ON THE TRUST OF INPATIENTS IN MAKASSAR CITY HOSPITALS

The research results show that image has a positive and significant effect on the trust of inpatients at Makassar City hospitals, with a T-Statistics value of 4.953 and an original sample value of 0.528 indicating a positive direction, so the hypothesis (H3) is accepted. The results of this study show that a good hospital image is assessed based on indicators that hospitals have health workers who provide the best service, hospitals can maintain quality services, hospitals have adequate health facility support and have positive values so that patients can tell their stories. A good impression while receiving health services at the hospital will increase patient confidence. The results of this research are in line with research by Ah Fayumi (2015) which states that company image has a positive and significant effect on client trust.

4.4 THE INFLUENCE OF THE MARKETING MIX ON INPATIENT SATISFACTION AT MAKASSAR CITY HOSPITALS

The research results show that the marketing mix has a positive and significant effect on inpatient satisfaction at Makassar City hospitals, with a T-Statistics value of 4.254 and an original sample value of 0.239 indicating a positive direction, so the hypothesis (H4) is accepted. This shows that determining the marketing mix strategy through product, price, place, promotion, process, people and physical evidence indicators needs to be planned in detail based on hospital data to increase patient satisfaction. These results are in line with the research results of Dian Indraswati, Haeruddin and Andi Asrina (2023) which stated that the marketing mix has a significant effect on patient satisfaction as well as research conducted by Wiratman, A. P., et al. (2023) where the results of the research show that marketing mix variables have a simultaneous effect on patient satisfaction.

4.5 THE INFLUENCE OF SERVICE QUALITY ON INPATIENT SATISFACTION AT MAKASSAR CITY HOSPITALS

The research results show that service quality has a positive but not significant effect on inpatient satisfaction at Makassar City hospitals, with a T-Statistics value of 0.332 and an original sample value of 0.027 indicating a positive direction, so hypothesis (H5) is rejected.



The results of this study indicate that the assurance, responsiveness, reliability, empathy and tangible indicators used cannot support a significant relationship between service quality and satisfaction of inpatients in hospitals. Therefore, it is necessary to carry out further analysis or additional research to understand other factors that may further contribute to patient satisfaction. The results of this research are not in line with the research results of Andi Ferawati et al. (2023) which shows that service quality has a significant effect on satisfaction, then research conducted by Mahathir M., Basri M., Achmad G. and Baharuddin S. (2022) which states that service quality has a positive and significant effect on customer satisfaction and research conducted by Al Anfal (2020) who stated that service quality is the most dominant factor influencing the level of patient satisfaction.

4.6 THE INFLUENCE OF IMAGE ON THE SATISFACTION OF INPATIENTS AT MAKASSAR CITY HOSPITALS

The research results show that image has a positive and significant effect on the satisfaction of inpatients at Makassar City hospitals, with a T-Statistics value of 3.705 and an original sample value of 0.423 indicating a positive direction, so hypothesis (H6) is accepted. The results of this study show that improving the hospital image by paying attention to the indicators used in this research will increase patient satisfaction because if the hospital image decreases, there will also be a decrease in patient satisfaction. These results are supported by research by Al Anfal (2020) where the results of which research shows that hospital image affects the level of patient satisfaction, also supported by the results of research conducted by Lyrissa Gisela Sharon (2017) which states that hospital image has a positive and significant effect on patient satisfaction. as well as research conducted by Sularso et al. (2014) which states that brand image influences patient satisfaction.

4.7 THE INFLUENCE OF TRUST ON INPATIENT SATISFACTION AT MAKASSAR CITY HOSPITALS

The research results show that trust has a positive and significant effect on the satisfaction of inpatients at Makassar City hospitals, with a T-Statistics value of 2.748 and an original sample value of 0.288 indicating a positive direction, so hypothesis (H7) is accepted. The results of this study show that patient trust has a direct relationship to inpatient satisfaction,



which means that if inpatient trust increases, patient satisfaction will increase. The results of this research are supported by research by Nurul Aini Fadhila and Diansyah (2018) which shows that there is an influence of trust on patient satisfaction as well as research conducted by Pratiwi W. K. (2018) where the results of the research show that trust has a positive effect on customer satisfaction.

4.8 THE INFLUENCE OF THE MARKETING MIX ON INPATIENT SATISFACTION AT MAKASSAR CITY HOSPITALS THROUGH TRUST

The research results show that the marketing mix has a positive but not significant effect on inpatient satisfaction at Makassar City hospitals through trust, with a T-Statistics value of 1.591 and an original sample value of 0.038 indicating a positive direction, so hypothesis (H8) is rejected. The results of this study indicate that trust does not function as a significant mediator between the marketing mix and patient satisfaction, where although there is a positive influence between the marketing mix on trust, trust cannot significantly continue this influence on the level of satisfaction of inpatients. This could be caused by the existence of other factors that influence patient satisfaction which are not included in the trust variable indicators or there is a complexity of the relationship between these variables which was not revealed in this study.

4.9 THE INFLUENCE OF SERVICE QUALITY ON INPATIENT SATISFACTION AT MAKASSAR CITY HOSPITALS THROUGH TRUST

The research results show that service quality has a positive and significant effect on inpatient satisfaction at Makassar City hospitals through trust, with a T-Statistics value of 2.545 and an original sample value of 0.083 indicating a positive direction, so the hypothesis (H9) is accepted. The results of this study show that good and quality service in hospitals not only creates patient trust but also significantly increases patient satisfaction with the hospital. In this context, trust acts as a mediator that transmits the positive influence of service quality to the level of patient satisfaction. These results have positive implications for hospital management, indicating that improving service quality can indirectly increase patient satisfaction by creating patient trust. Therefore, focusing on improving service quality can be an effective strategy for increasing patient satisfaction. The results of this research are supported by research conducted



by Pratiwi W. K. (2018) where the results of his research show that the role of trust positively mediates the influence of service quality on customer satisfaction.

4.10 THE INFLUENCE OF IMAGE ON INPATIENT SATISFACTION AT MAKASSAR CITY HOSPITALS THROUGH TRUST

The research results show that image has a positive and significant effect on inpatient satisfaction at Makassar City hospitals through trust, with a T-Statistics value of 2.748 and an original sample value of 0.152 indicating a positive direction, so the hypothesis (H10) is accepted. The results of this study show that the hospital image has a positive and significant impact on the level of patient satisfaction through creating patient trust. A good image of the hospital not only directly contributes to patient trust, but also influences patient satisfaction. Patients who have a positive perception of the hospital's image are more likely to feel trust and this confidence then has a positive and significant impact on their level of satisfaction with the hospital.

5 CONCLUSIONS

Based on the results of the research analysis and discussion, it can be concluded as follows: 1). The marketing mix has a positive but not significant effect on the trust of inpatients in Makassar City hospitals. 2). Service quality has a positive and significant effect on the trust of inpatients in Makassar City hospitals. 3). Image has a positive and significant effect on the trust of inpatients in Makassar City hospitals. 4). The marketing mix has a positive and significant effect on inpatient satisfaction at Makassar City hospitals. 5). Service quality has a positive but not significant effect on inpatient satisfaction at Makassar City hospitals. 6). Image has a positive and significant effect on inpatient satisfaction at Makassar City hospitals. 7). Trust has a positive and significant effect on inpatient satisfaction at Makassar City hospitals. 8). The marketing mix has a positive but not significant effect on inpatient satisfaction at Makassar City hospitals through trust. 9). Service quality has a positive and significant effect on inpatient satisfaction at Makassar City hospitals through trust. 10). Image has a positive and significant effect on inpatient satisfaction at Makassar City hospitals through trust.



5.1 SUGGESTION

1. As a suggestion for academic purposes to develop the theory underlying the research by detailing the theoretical framework that supports the relationship between marketing mix, service quality, image, trust and patient satisfaction. By considering the research methods used and identifying the strengths and weaknesses of each to gain a more comprehensive understanding. As well as deeper statistical analysis and consideration of more complex analytical techniques to validate findings and explore more complex relationships between variables.
2. As a suggestion for managerial purposes, identify elements in the marketing mix that can be improved or adapted to patient needs and preferences, implement strategies to improve the quality of service, including employee training, patient feedback systems and continuous monitoring, home image review pain as a whole and consider communication strategies to improve or strengthen the desired image. As well as evaluating the effectiveness of implementing proposed improvement strategies and being ready to adjust policies based on feedback and regular evaluations.

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