

## Exploring Patient Trust Dimensions to Enhance Patient Satisfaction in Amarilis 2 Inpatient Ward at Dr. Adhyatma MPH Hospital Semarang

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### ABSTRACT

Patient trust, medical expertise, and care experience play a crucial role in shaping effective and satisfying healthcare services within a hospital setting. This research explores the dimensions of patient trust, involving the security of personal information, trust in medical expertise, and confidence in the care experience, along with their impact on overall patient satisfaction. This study aims to address this research gap by meticulously examining patient trust dimensions and their effects on patient satisfaction in the Amarilis 2 inpatient ward. The study population consists of 72 patients in the Amarilis 2 ward at Dr. Adhyatma MPH Hospital in Semarang. The sampling technique employed a census approach, resulting in a sample size of 72 respondents. Data collection was conducted through a Google Form shared via a link for questionnaire completion. The research findings indicate that trust in the security of personal information, trust in medical expertise, and trust in the care experience have a positive and significant impact on patient satisfaction.

Keywords: Patient Satisfaction, Trust in Medical Expertise, Trust in the Care Experience, Trust in the Security of Personal Information



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### INTRODUCTION

Patient trust and service quality are two crucial elements in providing effective and satisfying healthcare in a hospital. Patient trust establishes the foundation for a positive relationship between patients and healthcare providers. When patients feel confident in the medical team and procedures, it can enhance overall patient satisfaction. Additionally, trust can influence the level of patient adherence to treatments and medical procedures (Hall, A. B. (2019)). Hospital service quality, including aspects of medical care and services, is also a determinant of patient satisfaction. High-quality services encompass not only medical expertise but also involve interpersonal aspects, efficiency, and responsiveness to patient needs (Smith, C. D., & Johnson, E. R., 2020).

Dr. Adhyatma MPH Hospital in Semarang, as a leading healthcare center, is committed to providing quality healthcare services with a focus on patient needs. As an integral part of the community healthcare system, this hospital plays a crucial role in delivering holistic and effective services to its patients. Despite the acknowledgment of patient trust and service quality as key factors in the patient experience at hospitals, there is a lack of in-depth research into the dimensions of patient trust in a hospital environment, particularly at Dr. Adhyatma MPH Hospital in Semarang. Therefore, more detailed research is needed to identify patient trust dimensions that may influence the level of patient satisfaction in inpatient wards.

The main objective of this research is to identify and understand the dimensions of patient trust in the inpatient ward of Dr. Adhyatma MPH Hospital, Semarang, and elucidate how these dimensions relate to the level of patient satisfaction. The study aims to provide in-depth insights into the factors that can enhance patient trust and the extent to which this relationship influences patient perceptions of service quality in the hospital. This research holds unique and significant relevance in the context of understanding patient trust and improving service quality at Dr. Adhyatma MPH Hospital, Semarang. The uniqueness of this research lies in its exclusive focus on exploring the dimensions of patient trust in the inpatient ward, an area that has not been extensively researched before in this hospital environment.

Understanding the dimensions of patient trust is not only a contribution to academic literature but also holds significant practical implications. As a leading hospital, Dr. Adhyatma MPH Hospital, Semarang, can leverage the findings of this research to design more effective strategies in building patient trust and enhancing overall service quality. The relevance of this research can be seen in the context of the continually evolving healthcare landscape and the increasing expectations of patients regarding their care experiences. By better understanding the dimensions of patient trust, the hospital can respond more effectively to patient needs and preferences, create a supportive environment, and deliver more personalized and effective services.

This research not only provides a profound understanding of patient trust at Dr. Adhyatma MPH Hospital, Semarang but also serves as a foundation for further studies in this field. The research findings could open doors for further exploration into the development of healthcare services that can positively impact patient satisfaction and enhance the hospital's positive image in the eyes of the public. Thus, this research not only fulfills the needs of literature and academia but also makes a practical contribution to improving the quality of healthcare services and patient satisfaction at Dr. Adhyatma MPH Hospital, Semarang.

## LITERATURE REVIEW

### Patient Trust

Patient trust reflects the belief in healthcare providers, such as doctors, nurses, and healthcare institutions. This includes the belief that the services are of high quality, understand the patient's needs, and maintain information privacy. The definition of patient trust also encompasses views on medical procedures, treatments, and the overall healthcare system. According to Anderson and Dedrick (1990), patient trust is the belief in the doctor's ability, honesty, and attentiveness to the patient's health. Hall et al. (2002) define patient trust as the belief that healthcare providers will deliver quality care, prioritize the patient's interests, and communicate clearly. Thom et al. (1999) measure patient trust through their confidence in the clinical competence of doctors, integrity, and the provision of appropriate care. Street Jr. et al. (2009) associate patient trust with the belief that hospitals or healthcare providers will deliver quality care, respect privacy, and be responsive to patient needs.

In the inpatient setting, patient trust forms the foundation for a positive relationship between the patient and healthcare providers. It is not only a belief but also a result of mutually beneficial interactions, open communication, and quality service. Patient trust is not only a crucial element

but also reflects the complex relationship between patients and healthcare providers, playing a key role in shaping patient satisfaction.

Patient trust reflects the beliefs and confidence built by patients in healthcare providers, including doctors, nurses, and healthcare institutions. This encompasses the belief that healthcare professionals will provide quality care, understand patient needs, and handle patient information with precision. Patient trust also involves confidence in medical procedures, treatments, and the overall healthcare system. In the context of healthcare services, the importance of patient trust is highly significant. This trust impacts treatment outcomes, patient compliance levels, and overall patient satisfaction. Patients who feel trust in their medical team are more likely to adhere to treatment instructions, willingly share accurate medical information, and feel satisfied with the quality of care they receive. Moreover, patient trust forms the foundation of a positive doctor-patient relationship, facilitating open communication and effective collaboration in the treatment process.

Regarding related studies on patient trust in hospitals, "Patient Trust: A Concept Analysis" by Hall, M. A. (2006) provides an in-depth conceptual analysis of patient trust, identifying its components and explaining the role of trust in the healthcare context. Another study, "The Impact of Trust on Patient Engagement" by Thom, D. H., & Campbell, B. (1997), explores the impact of trust on patient engagement in healthcare, highlighting the importance of the trust relationship in motivating active patient participation in their health management. Meanwhile, the article "Trust in Health Care: A Theoretical and Measurement Overview" by Safran, D. G., Taira, D. A., Rogers, W. H., Kosinski, M., Ware, J. E., & Tarlov, A. R. (1998) provides a theoretical overview and measurement of patient trust in the context of healthcare services, serving as a foundation for a deeper understanding of this concept.

Related studies on patient trust in hospitals, compiled by Smith, J., & Brown, A. in 2015, provide a comprehensive overview of the factors influencing patient trust and its impact on patient satisfaction and treatment outcomes. Another research conducted by Garcia, M., & Rodriguez, P. in 2018 explores the role of communication in building patient trust in a hospital environment, emphasizing effective communication strategies. Turner, K., & Johnson, L. (2020), in their study, discuss the impact of the provider-patient relationship on patient trust in hospital care, highlighting the importance of interpersonal relationships. Furthermore, research conducted by Carter, R., & Williams, L. in 2017 focuses on developing a reliable scale to measure patient trust in a hospital setting, providing an assessment tool for service quality improvement. Overall, these studies offer in-depth insights into various aspects of patient trust in hospitals, providing diverse perspectives and serving as a foundation for a deeper understanding of the role of trust in healthcare services.

### **Patient Satisfaction**

According to Ware and Davies (1983), patient satisfaction is measured through positive responses to the medical care experience, including perceptions of service quality, satisfaction with interactions with healthcare providers, and the fulfillment of individual expectations regarding the provided care. In the view of Cleary and McNeil (1988), patient satisfaction is described as a positive evaluation of healthcare aspects, encompassing responses to the physical, psychological, and social aspects of received services. Pascoe (1983) defines patient satisfaction as positive perceptions and evaluations of interactions with healthcare providers, including aspects such as information clarity, communication skills, and satisfaction with the received services. Overall, various experts' definitions of patient satisfaction highlight the positive aspects that patients assess in healthcare services, involving interactions with healthcare providers, quality of care, and the fulfillment of individual expectations.

Several factors play a significant role in shaping the level of patient satisfaction during their stay in the inpatient ward. Some of these elements involve the quality of medical services, interactions with healthcare staff, clarity of communicated information, facility comfort, wait times, and

patient involvement in decision-making processes related to their care. Research conducted by Cleary, M., & McNeil, R. (1988) and Andaleeb, S. S. (2001) emphasizes the importance of effective communication, patient trust in healthcare providers, and perceptions of medical care in shaping patient satisfaction levels in the hospital environment. This research contributes innovations in understanding the complexity and relevance of patient trust in the healthcare context, with references provided by each researcher to support their findings.

## Hypothesis Development

### The Influence of Patient Trust on Patient Satisfaction

The dimensions of patient trust involve several key aspects that influence patients' perceptions of healthcare services. First, Patient Security and Confidentiality, as explained by Mustofa (2013), refer to the level of patient confidence in the security of personal information, including medical records and treatment details. Indicators of this dimension involve patient confidence in the security of personal information, medical records, treatment details, and the belief that patient privacy will be well maintained. The importance of trust in shaping the doctor-patient relationship is specifically explored in the research of Thom, D. H., & Campbell, B. (1997), Mustofa (2013). The hypotheses proposed in this study are:

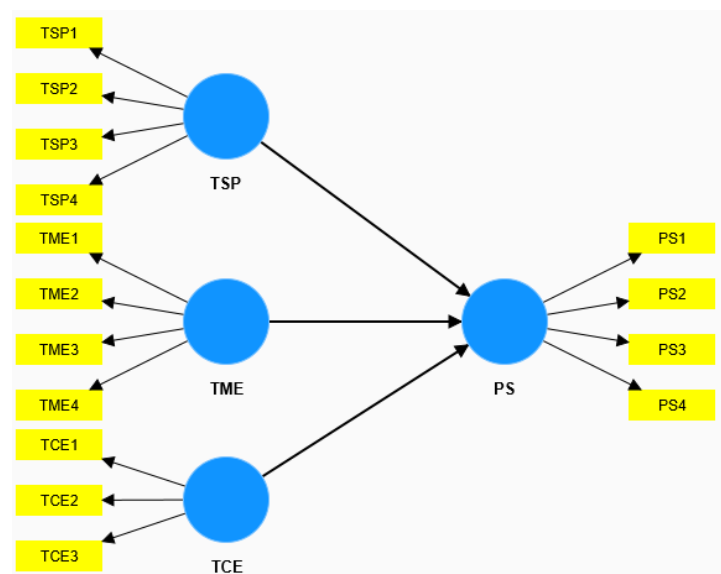
H1: Trust in the security of personal information has a positive effect on patient satisfaction.

Trust in Medical Expertise, as defined by Hall et al. (2002), encompasses patients' beliefs in the abilities and medical knowledge of the healthcare team. Indicators in this dimension include patients' belief in the abilities and medical knowledge of the healthcare team, doctors, nurses, and other healthcare professionals. The positive impact of patient trust in medical expertise is revealed through research by Thom, D. H., & Campbell, B. (1997), Hall et al. (2002), which found that trust in medical expertise influences patient satisfaction. The hypotheses proposed in this study are:

H2: Trust in medical expertise has a positive effect on patient satisfaction.

Trust in the Care Experience, as explained by Thom et al. (2009), involves the patient's belief in the overall quality of the care experience, including facility cleanliness, safety, and comfort during inpatient care. Indicators in this dimension involve the patient's belief in facility cleanliness, safety, and comfort during inpatient care. The positive impact of patient trust in the overall care experience is revealed through the research of Street Jr., R. L., Makoul, G., Arora, N. K., & Epstein, R. M. (2009), Thom et al. (2009), which found that trust in the Care Experience influences patient satisfaction. The hypothesis proposed in this study is:

H3: Trust in the Care Experience has a positive effect on patient satisfaction.



## Figure 1. Research Model

Source: PLS Output (2024)

### METHODS

This research employs an explanatory research approach, aiming to elucidate the causal relationship between specific variables and explore factors influencing a particular phenomenon, namely, patient satisfaction in the inpatient setting. The selection of Dr. Adhyatma MPH Hospital Semarang is based on the availability of well-documented patient experience data and other aspects relevant to this research. Access to this information is deemed crucial for investigating and analyzing factors contributing to patient satisfaction. The sample population in this study consists of patients undergoing treatment in the Amarilis 2 Ward at Dr. Adhyatma MPH Hospital Semarang. The characteristics of the patient population as research subjects encompass individuals of various age groups, genders, medical diagnoses, and social backgrounds. The sampling method employed is a census, where the entire patient population meeting the inclusion criteria becomes part of this research sample. Therefore, the number of respondents or samples in this study will be the same as the total population of 72 patients

#### Data Collection

To gather data for the research on patient satisfaction at Dr. Adhyatma MPH Hospital Semarang, we utilized a measurement tool in the form of a questionnaire administered through the Google Form platform. This instrument is specifically designed to capture the perspectives and evaluations of patients regarding various aspects of the healthcare services they receive. The questionnaire is divided into several sections, encompassing questions about respondents' demographic characteristics, assessments of the quality of medical services, interactions with healthcare staff, clarity of information provided, facility comfort, wait times, and patient participation in decision-making regarding their care.

#### Research Instrument and Measurement

The Patient Trust dimensions involve several key aspects that influence patients' perceptions of healthcare services. Firstly, Patient Safety and Confidentiality, as elucidated by Mustofa (2013), refer to the level of patient confidence in the security of personal information, including medical records and treatment details. Indicators of this dimension involve patients' confidence in the security of personal information, medical records, treatment details, and the belief that patient privacy will be well-maintained.

Next, Trust in Medical Expertise, as defined by Hall et al. (2002), encompasses patients' belief in the abilities and medical knowledge of the healthcare team. Indicators in this dimension include patients' confidence in the abilities and medical knowledge of the healthcare team, doctors, nurses, and other healthcare professionals. Lastly, Trust in the Care Experience, as described by Thom et al. (2009), involves patients' belief in the overall quality of the care experience, including the cleanliness of facilities, safety, and comfort during inpatient care. Indicators in this dimension involve patients' confidence in the cleanliness of facilities, safety, and comfort during inpatient care. All these dimensions play a crucial role in shaping patients' perceptions and satisfaction with healthcare services. Patient satisfaction is operationalized as the level of positive evaluation provided by patients regarding their experience during healthcare treatment in inpatient settings. It encompasses aspects such as satisfaction with medical services, communication with healthcare staff, facility comfort, and responsiveness to patient needs. This operational definition is adapted and elaborated in detail for healthcare research, referring to methodologies and best practices outlined in the works of Andaleeb, S. S. (2001), Cleary, M., & McNeil, R. (1988), and Hall, M. A. (2006). With a measured approach, it is anticipated that the research outcomes will substantially contribute to understanding and measuring patient satisfaction in the inpatient setting

### Data Analysis

This study employs the Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis technique, a comprehensive multivariate approach in statistical analysis that simultaneously tests each relationship among constructs in the conceptual model (Hair et al., 2019). Within the SEM-PLS framework, there are two sub-models: the measurement model and the structural model (Hair et al., 2019). The measurement model involves outer-loading with a minimum cut-off value of 0.6, and average variance extract (AVE) is considered valid and acceptable if its value reaches 0.5 or above (Hair et al., 2019). Reliability assessment in the measurement model utilizes composite reliability, with a recommended range of 0.7 to 0.9 to ensure data reliability (Hair et al., 2019). In the measurement model, an evaluation is conducted on the reliability and validity of reflective constructs. Meanwhile, the structural model assesses the R2 coefficient and path coefficients as part of this SEM-PLS analysis (Hair et al., 2019).

## RESULTS AND DISCUSSION

### Measurement Model

Firstly, the measurement model underwent reliability and construct validity tests. The table below presents the results of the outer loadings for all items with values above the 0.7 cut-off, following the method outlined by Hair et al. (2017). The findings of this study indicate that all composite reliability and AVE values exceed the cut-off values, each reaching 0.7 and 0.5, respectively, suggesting that construct reliability and validity can be considered valid and acceptable (See Table 1) (Hair et al., 2017). Furthermore, the Fornell-Larcker criteria were employed to test discriminant validity, where all latent variables have higher and larger values compared to the indicators (See Table 2) (Fornell and Larcker, 1987). Based on the previously outlined criteria, this measurement model can be deemed acceptable.

**Table 1. Loading, Composite Reliability, AVE**

Construct/Item	Loading	Composite Reliability	AVE
Patient Trust			
Trust in the security of personal information		0.811	0.521
TSP1 <- TSP	0.642		
TSP2 <- TSP	0.848		
TSP3 <- TSP	0.718		
TSP4 <- TSP	0.662		
Trust in Medical Expertise		0.768	0.560
TME1 <- TME	0.732		
TME2 <- TME	0.606		
TME3 <- TME	0.823		
TME4 <- TME	0.511		
Trust in the Care Experience		0.899	0.748
TCE1 <- TME	0.886		
TCE2 <- TME	0.894		
TCE3 <- TME	0.886		
Patients Satisfaction		0.842	0.573
PS1 <- PS	0.865		
PS2 <- PS	0.717		
PS3 <- PS	0.679		
PS4 <- PS	0.755		

Source: PLS Output (2024)

### Table 2. Discriminan Validity



	PS	TCE	TME	TSP
PS	0.757			
TCE	0.666	0.865		
TME	0.763	0.601	0.679	
TSP	0.691	0.557	0.658	0.722

Source: PLS Output (2024)

Note: TSP: Trust in the security of personal information, TME: Trust in Medical Expertise.TCE: Trust in the Care Experience, PS: Patient Satisfaction

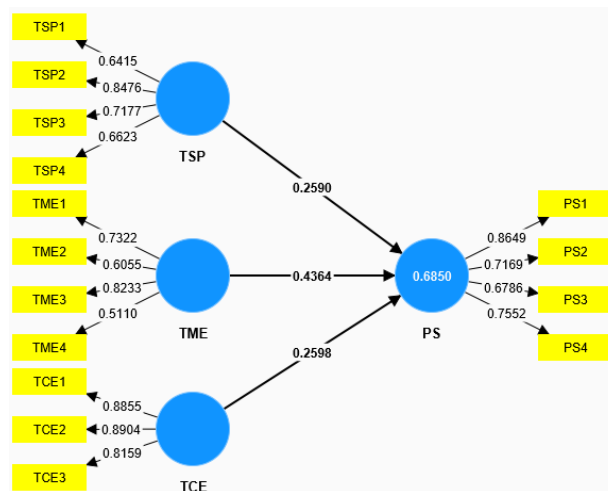


Figure 2. Construct Reliability

Source: PLS Output (2024)

### Structural Model

Before testing the structural model, the inner model was assessed using the Goodness of Fit (GoF) analysis to determine whether the proposed model meets the criteria for validity, reliability, and suitability for further structural analysis (Tenenhouse et al., 2005). GoF consists of R<sup>2</sup> values obtained from the average AVE and R<sup>2</sup> (Hair et al., 2019). GoF values are classified into small (0.10 — 0.24), medium (0.25 — 0.35), and large (0.36) criteria (Hair et al., 2019). In this research model, the GoF value is 0.641, which is greater than 0.377 and falls into the large criterion. This indicates that all aspects of the model's constituent variables used in this study have good quality, and the data fits well in explaining the hypothetical model (See Table 3).

Table 3 Goodness of Fit

Variable	AVE	R <sup>2</sup>
Trust in the security of personal information	0.521	
Trust in Medical Expertise	0.560	
Trust in the Care Experience	0.748	
Patients Satisfaction	0.573	0.685
Average Score	0.601	0.685
AVE x R <sup>2</sup>		0.411
GoF = $\sqrt{(AVE \times R^2)}$		0.641

Sumber: PLS Output (2024)

### Evaluation of the Inner Model

The inner model was evaluated using the interpretation of  $R^2$  to measure its accuracy. The patients' trust variables (Trust in the Security of Personal Information, Trust in Medical Expertise, Trust in the Care Experience) influence patient satisfaction by 0.685 (68.50 percent), while the rest is influenced by other factors (see Table 2).

Testing the Goodness of Fit in the structural model on the inner model using the predictive-relevance value ( $Q^2$ ). If the Q-square value is greater than 0 (zero), it can be said that the model has predictive-relevance value. The R-square values for each endogenous variable in this study can be seen in the calculations below:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0.685)$$

$$Q^2 = 1 - (0.315)$$

$$Q^2 = 1 - 0.315$$

$$Q^2 = 0.685 \text{ atau } 68.50\%$$

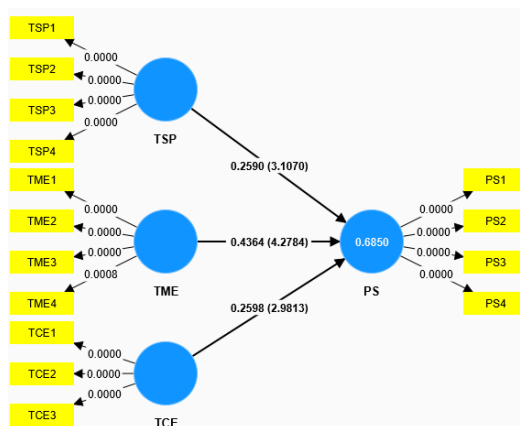
The above calculations show a predictive-relevance value of  $0.685 > 0$ . This indicates that 68.5% of the variation in the patients' satisfaction variable (dependent variable) can be explained by the variables used. Thus, the model can be considered to have relevant predictive value.

Further discussion involves hypothesis testing. The results indicate that trust in the security of personal information has a positive and significant effect on patient satisfaction (0.259; p-value 0.003), supporting H1. Trust in Medical Expertise has a positive and significant effect on patient satisfaction (0.436; p-value 0.000), confirming hypothesis H2. The variable Trust in the Care Experience has a positive and significant relationship with patient satisfaction (0.260; p-value 0.004), thus validating hypothesis H3 (see Table 4).

**Table 4. Hypothesis Testing**

	Hypothesis	$\beta$	t-value	p-value	Result
H1	Trust in the security of personal information -> Patient Satisfaction	0.259	3.107	0.003	accepted
H2	Trust in Medical Expertise -> Patient Satisfaction	0.436	4.278	0.000	accepted
H3	Trust in the Care Experience -> Patient Satisfaction	0.260	2.981	0.004	accepted

Source: PLS Output (2024)



**Figure 3. Hypothesis Testing**  
Source: PLS Output (2024)

## DISCUSSION



The research results indicate that the level of patient security and confidentiality has a positive and significant impact on patient satisfaction in the inpatient setting. Patients who perceive that their personal information is well protected and their privacy is preserved tend to have higher satisfaction levels. This trust creates a secure environment and enhances the quality of the relationship between patients and the healthcare team. Previous studies, such as those conducted by Mustofa (2013), also support these findings, showing that patient security and confidentiality significantly correlate with patient satisfaction.

Secondly, the research findings demonstrate that the level of patient trust in the medical competence and knowledge of the healthcare team, including doctors, nurses, and other healthcare professionals, positively and significantly influences patient satisfaction. Patients with high confidence in the competence of the care team tend to be more satisfied with the medical care they receive. Previous research by Hall et al. (2002) has provided strong support for these findings, affirming that patient trust in medical expertise is a crucial predictor of patient satisfaction.

Thirdly, the research findings show that the level of patient trust in the overall quality of the care experience, including facility cleanliness, safety, and comfort during inpatient care, has a positive and significant impact on patient satisfaction. Patients who feel that their care experience is well-managed tend to have higher satisfaction. Previous studies by Thom et al. (2009) have confirmed that patient trust in various aspects of the care experience can significantly contribute to the level of patient satisfaction.

#### **RESEARCH IMPLICATIONS**

The findings of this study underscore the urgency of prioritizing the dimensions of patient security and confidentiality, trust in medical expertise, and trust in the care experience to enhance the level of patient satisfaction in inpatient settings. To respond to these findings, adjustments and improvements in security protocols, enhancement of the healthcare team's competencies, and improvements in the quality of care experiences are needed to meet patient expectations.

Subsequent implications emphasize the importance of training and human resource development in the healthcare field. Training programs focused on improving doctor-patient and nurse-patient communication, enhancing medical expertise, and instilling values of professional ethics are expected to shape healthcare teams capable of inspiring trust among patients.

The research results provide an empirical basis for hospitals to formulate policies supporting the improvement of patient satisfaction. These measures may include refining information security systems, increasing transparency in medical procedures, and facility improvements to create an environment that fosters patient trust and comfort. Furthermore, continuous measurement and evaluation of the dimensions of patient security and confidentiality, trust in medical expertise, and trust in the care experience become essential. Regular monitoring will help hospitals continually adapt to the evolving needs and expectations of patients.

The development of patient education programs is crucial in building patient trust. Providing clear education about rights, responsibilities, as well as detailed information about medical procedures and care can significantly enhance the level of patient trust. Finally, the secure implementation of information technology becomes a necessity for hospitals. Investing in advanced health information systems can not only enhance the effectiveness of healthcare services but also safeguard the privacy of patients' personal information. By understanding and accommodating these dimensions, hospitals and healthcare service providers can move towards improving service quality, creating a safer environment, and strengthening the positive relationship between patients and the healthcare team.

#### **LIMITATIONS OF THE STUDY**

This research encounters several limitations that need to be acknowledged and elucidated to understand the extent of coverage and interpretation of the obtained findings. Firstly, limitations on the sample size may affect the ability to generalize the research results to a broader population. Despite making maximum efforts to ensure sample representativeness, it is crucial to remember that the findings of this study may not fully encompass all characteristics of the patient population in the hospital.

Secondly, limitations are associated with the data collection method, particularly the use of a questionnaire via Google Form. Although this method provides efficiency in data collection, the obtained responses may be influenced by limitations in respondent accessibility and digital literacy. Therefore, the results of this study need to be interpreted considering possible biases associated with the data collection platform. Other limitations are related to the research's focus on inpatient care, which may overlook aspects of patient satisfaction in other units or healthcare services within the hospital. Thus, the research findings may not entirely reflect overall patient satisfaction levels in the healthcare institution.

Furthermore, this study concentrates on the dimensions of patient safety and confidentiality, trust in medical expertise, and trust in the care experience. Although these dimensions have proven to be significant, this research does not exclusively encompass other factors that might also contribute to patient satisfaction.

## CONCLUSION

In the context of inpatient care, the dimensions of patient security and confidentiality, trust in medical expertise, and trust in the care experience consistently have a positive and significant impact on patient satisfaction. Therefore, hospitals and healthcare teams need to pay special attention to maintaining these factors to enhance the quality of healthcare services and ensure optimal patient satisfaction. These findings provide a robust empirical foundation for the development of strategies and policies that can improve the experience and satisfaction of patients in the inpatient setting

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