

Research Article

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The Effect of Hospital Brand Image and Patient Trust on Patient Satisfaction

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Abstract: Patient satisfaction is an important indicator of healthcare service quality and hospital performance. This study aims to examine the effect of Hospital Brand Image and Patient Trust on Patient Satisfaction. A quantitative approach with an explanatory research design was employed in this study. Data were collected through questionnaires distributed to 250 patients at Hospital X using a purposive sampling technique. The research instrument was tested for validity and reliability, while data analysis was conducted using multiple linear regression with the support of IBM SPSS Statistics. The results indicate that Hospital Brand Image has a positive and significant effect on Patient Satisfaction. In addition, Patient Trust also has a positive and significant effect on Patient Satisfaction. Simultaneously, Hospital Brand Image and Patient Trust significantly influence Patient Satisfaction, indicating that both factors play important roles in shaping patients' healthcare experiences. These findings highlight the importance of strengthening hospital reputation and developing patient trust as strategic efforts to improve satisfaction and maintain sustainable relationships with patients.

Keywords: Hospital Brand Image; Patient Trust; Patient Satisfaction.

Introduction

The increasing competitiveness of the healthcare industry has shifted hospitals from being solely healthcare providers to organizations that must also build long-term relationships with patients. Patients today evaluate hospitals not only based on clinical outcomes but also on their overall perceptions of the institution. These perceptions are shaped by various intangible factors, including the hospital's reputation, credibility, professionalism, and consistency in delivering quality healthcare services (Sanggarwati & Laily, 2023). Consequently, hospitals are increasingly required to develop a strong brand image while simultaneously fostering patient trust to maintain competitiveness and ensure sustainable organizational performance (Niam, 2021).

Hospital brand image has become a strategic intangible asset that influences how patients perceive healthcare quality before, during, and after receiving medical services. A positive hospital brand image reflects professionalism, reliability, advanced medical facilities, competent healthcare professionals, and a commitment to patient-centered care (Pr et al., 2025). Patients often use brand image as an indicator of expected service quality, particularly when they have limited information regarding the actual clinical performance of healthcare providers. A favorable brand image may reduce patients' uncertainty when selecting healthcare services and positively shape their expectations regarding treatment experiences. Conversely, a weak or inconsistent hospital image may diminish patient confidence regardless of the hospital's actual clinical capability (Kosasih, 2022).

Alongside brand image, patient trust represents another essential determinant of healthcare service success. Healthcare services are characterized by high levels of information asymmetry because patients generally lack sufficient medical knowledge to independently assess diagnoses, treatment decisions, or

clinical procedures. As a result, patients depend heavily on their trust in physicians, nurses, and healthcare institutions when making healthcare decisions (Melin et al., 2026). Trust encourages patients to believe that healthcare providers act professionally, ethically, and prioritize patients' best interests. Higher levels of patient trust also strengthen communication, improve treatment adherence, reduce uncertainty, and promote positive emotional experiences throughout the healthcare process (Tamara et al., 2026).

Patient satisfaction remains one of the most important indicators for evaluating healthcare service quality and organizational performance. Satisfied patients are more likely to revisit the same hospital, recommend its services to others, comply with medical advice, and establish long-term relationships with healthcare providers. In contrast, dissatisfaction may generate negative word-of-mouth, decrease patient retention, and weaken the hospital's competitive position (Kosasih & Paramarta, 2020). Therefore, understanding the factors that contribute to patient satisfaction has become an important concern for hospital management seeking continuous quality improvement. Although previous studies have extensively examined patient satisfaction, many investigations have primarily focused on tangible service quality dimensions such as responsiveness, waiting time, healthcare facilities, or staff performance (Saputra et al., 2025).

Comparatively fewer studies have simultaneously investigated the influence of hospital brand image and patient trust within a single empirical model. In addition, previous findings remain inconsistent regarding the relative contribution of these two variables in shaping patient satisfaction, particularly in hospitals operating within rapidly evolving and increasingly competitive healthcare environments. This inconsistency indicates that further empirical investigation is necessary to clarify the relationships among these constructs (Aprillia et al., 2025). Furthermore, healthcare organizations increasingly invest in branding activities, digital communication, accreditation achievements, and patient-centered initiatives to strengthen their public image. However, improvements in institutional image alone may not guarantee higher patient satisfaction if patients do not develop sufficient trust in the hospital (Anggraini et al., 2025).

Similarly, patient trust may gradually decline despite excellent medical facilities if the hospital fails to maintain a positive organizational reputation. Therefore, examining hospital brand image and patient trust simultaneously provides a more comprehensive understanding of the psychological factors influencing patient satisfaction. Based on these considerations, this study aims to examine the effect of hospital brand image and patient trust on patient satisfaction. The findings are expected to enrich the literature on healthcare marketing and patient behavior while providing practical implications for hospital managers in developing effective branding strategies and strengthening patient trust to improve patient satisfaction and maintain long-term organizational competitiveness.

Literature Review

Hospital Brand Image

Hospital brand image refers to the overall perception, beliefs, and impressions held by patients regarding a healthcare institution. Unlike physical assets, brand image is an intangible organizational resource that is developed through patients' cumulative experiences, marketing communication, organizational reputation, service quality, and interactions with healthcare professionals. In healthcare settings, brand image extends beyond logos or promotional activities, encompassing perceptions of clinical competence, patient safety, service reliability, technological capability, ethical practices, and organizational credibility (Fairiska & Sulistiadi, 2024).

A strong hospital brand image enables patients to distinguish one healthcare provider from competing institutions while reducing uncertainty associated with healthcare decisions. Since healthcare services are

characterized by high levels of risk and information asymmetry, patients frequently rely on organizational reputation as an indicator of expected service quality. Positive perceptions of a hospital's image increase confidence that healthcare services will be delivered professionally and consistently. Consequently, hospital brand image has become an important strategic asset that strengthens organizational competitiveness and supports long-term relationships with patients (Rachmania & Widayati, 2019).

Hospital brand image is generally reflected through several dimensions, including corporate reputation, perceived quality of healthcare services, professionalism of healthcare personnel, modern medical facilities and technology, social responsibility, organizational credibility, and consistency in delivering patient-centered care. These dimensions collectively shape public perceptions and influence patients' expectations before utilizing hospital services (Maulana & Ayuningtyas, 2023).

Patient Trust

Patient trust is defined as the willingness of patients to rely on healthcare providers based on the belief that they possess the competence, integrity, honesty, and commitment necessary to protect patients' health and well-being. Trust represents a fundamental component of healthcare relationships because patients often lack the medical expertise required to independently evaluate diagnoses, treatment options, and clinical decisions. Therefore, healthcare interactions inherently require patients to place confidence in healthcare professionals and institutions (Ramadhani & Sediawan, 2022).

Trust develops gradually through repeated positive experiences, transparent communication, ethical behavior, clinical competence, confidentiality, and consistency in service delivery. Patients who perceive hospitals as reliable and responsible are more likely to accept medical recommendations, cooperate during treatment, and maintain long-term relationships with healthcare providers. Conversely, distrust may increase uncertainty, reduce adherence to treatment, and negatively influence patients' perceptions of healthcare quality (Ratnasari, 2021).

In hospital settings, patient trust encompasses confidence in physicians, nurses, administrative personnel, healthcare systems, and the institution as a whole. Key dimensions commonly associated with patient trust include competence, reliability, honesty, benevolence, integrity, transparency, and concern for patients' best interests. These dimensions collectively strengthen patients' confidence that healthcare services are delivered safely, ethically, and professionally.

Patient Satisfaction

Patient satisfaction is widely recognized as one of the primary indicators of healthcare quality and organizational performance. It represents patients' overall evaluation of their healthcare experiences after comparing perceived service performance with their prior expectations. Satisfaction reflects not only clinical outcomes but also patients' emotional responses to the entire healthcare process, including communication, responsiveness, accessibility, comfort, administrative efficiency, and interpersonal interactions with healthcare professionals (Soumokil et al., 2021).

Within healthcare organizations, patient satisfaction has become an essential performance indicator because it reflects the effectiveness of patient-centered service delivery. High levels of patient satisfaction contribute to stronger patient loyalty, positive word-of-mouth communication, increased willingness to revisit healthcare facilities, and greater compliance with medical recommendations. Conversely, dissatisfaction may reduce patient retention and negatively affect organizational reputation and competitiveness (Imran & Ramli, 2019).

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Patient satisfaction is a multidimensional construct comprising evaluations of service quality, responsiveness of healthcare personnel, effectiveness of communication, accessibility of healthcare services, physical facilities, waiting time, empathy demonstrated by healthcare professionals, and the overall healthcare experience. As patient expectations continue to evolve, hospitals must consistently improve both clinical and non-clinical aspects of healthcare delivery to achieve and sustain high levels of patient satisfaction (Hasan & Putra, 2018).

Method

This study employed a quantitative research approach with an explanatory design to examine the effects of hospital brand image and patient trust on patient satisfaction. The explanatory approach was selected because it enables the empirical testing of causal relationships among variables through statistical analysis. The research was conducted at Hospital X, where patients were selected as the unit of analysis. Data collection was carried out over a predetermined research period using a structured questionnaire designed to measure respondents' perceptions of the study variables.

The study population consisted of all outpatients and inpatients who had received healthcare services at Hospital X during the research period. Respondents were selected using a purposive sampling technique to ensure that participants possessed sufficient experience to evaluate the hospital's services. The inclusion criteria were patients aged 18 years or older, patients who had completed the healthcare service process, were willing to participate voluntarily, and were able to understand and complete the questionnaire independently. Based on the minimum sample size requirement for multiple linear regression analysis and to enhance statistical power, a total of 250 respondents were included in the study.

Primary data were collected through a self-administered questionnaire using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of four sections: respondent demographic characteristics, Hospital Brand Image, Patient Trust, and Patient Satisfaction. Hospital Brand Image was measured through indicators reflecting hospital reputation, perceived service quality, organizational credibility, professionalism of healthcare personnel, and hospital facilities. Patient Trust was measured using indicators related to competence, integrity, honesty, reliability, transparency, and confidence in healthcare providers. Patient Satisfaction was measured through patients' evaluations of the overall healthcare experience, fulfillment of expectations, communication quality, responsiveness of healthcare staff, and overall satisfaction with the services received.

The collected data were analyzed using IBM SPSS Statistics version 25. Descriptive statistics were first employed to describe respondents' demographic characteristics and summarize responses for each

research variable. Prior to hypothesis testing, classical assumption tests were conducted, including the normality test using the Kolmogorov–Smirnov test, multicollinearity test using Tolerance and Variance Inflation Factor (VIF), and heteroscedasticity test using the Glejser method. These tests were performed to ensure that the regression model satisfied the assumptions required for multiple linear regression analysis.

The research hypotheses were tested using multiple linear regression analysis to determine both the individual and simultaneous effects of Hospital Brand Image and Patient Trust on Patient Satisfaction. Partial effects were evaluated using the t-test, while the simultaneous effect of the independent variables was assessed through the F-test. The coefficient of determination (R^2) was calculated to determine the proportion of variance in patient satisfaction explained by the independent variables. Statistical significance was established at a 95% confidence level with a significance threshold of $p < 0.05$.

Results and Discussion

Validity Test

The validity test was conducted using the Pearson Product-Moment correlation on data obtained from a pilot test involving 30 respondents. The calculated correlation coefficient (r-count) for each questionnaire item was compared with the critical value of the correlation coefficient (r-table = 0.361) at a significance level of 0.05. The results indicated that all questionnaire items measuring Hospital Brand Image, Patient Trust, and Patient Satisfaction had r-count values greater than the r-table, with significance values below 0.05. These findings demonstrate that every indicator was able to accurately measure the intended construct.

Specifically, the Hospital Brand Image variable consisted of 8 measurement items, all of which were declared valid, with r-count values ranging from 0.653 to 0.882. The Patient Trust variable comprised 8 items, with r-count values ranging from 0.691 to 0.901, indicating that all items met the validity criteria. Likewise, the Patient Satisfaction variable consisted of 8 items, with r-count values ranging from 0.672 to 0.894. Since all questionnaire items fulfilled the established validity requirements, the research instrument was considered valid and suitable for subsequent reliability testing and hypothesis analysis.

Reliability Test

Table 1. Reliability Test Results

Reliability Statistics	Value
Cronbach's Alpha	0.903
Number of Items	24

The reliability test was performed using Cronbach's Alpha to assess the internal consistency of the research instrument. As presented in Table 2, the questionnaire obtained a Cronbach's Alpha value of 0.903 across 24 measurement items. Since the Cronbach's Alpha coefficient exceeded the recommended threshold of 0.70, the instrument demonstrated excellent internal consistency. These findings indicate that all questionnaire items consistently measured their respective constructs and were reliable for use in subsequent statistical analyses, including classical assumption testing and multiple linear regression analysis.

Normality Test

Table 2. Normality Test

Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Statistic	Df	Sig.	Statistic	df	Sig.

VAR00001	.053	250	.079	.901	250	.254
VAR00002	.061	250	.062	.970	250	.246
VAR00003	.049	250	.118	.920	250	.246
a. This is a lower bound of the true significance.						
b. Lilliefors Significance Correction						

The normality test was conducted using the Kolmogorov–Smirnov test to determine whether the data were normally distributed. As shown in Table 3, the significance values for the Hospital Brand Image, Patient Trust, and Patient Satisfaction variables were 0.079, 0.062, and 0.118, respectively. Since all significance values exceeded the threshold of 0.05, the data for all variables were considered to be normally distributed. Therefore, the assumption of normality was satisfied, indicating that the data were appropriate for further analysis using multiple linear regression.

Multicollinearity Test

The linearity test was conducted to determine whether a linear relationship exists between the independent variables and the dependent variable. Establishing linearity is an important prerequisite for multiple regression analysis because the regression model assumes that changes in the dependent variable occur proportionally to changes in the independent variables. In this study, the linearity test was performed using the Analysis of Variance (ANOVA) approach by examining the significance value of the Deviation from Linearity. A relationship is considered linear when the significance value of the Deviation from Linearity exceeds 0.05.

Table 3. Linearity Test Results

Model	Variables	Collinearity Statistics	
		Tolerance	VIF
1	Hospital Brand Image	0.684	1.462
	Patient Trust	0.684	1.462

The multicollinearity test was conducted to determine whether a high correlation existed among the independent variables in the regression model. As presented in Table 5, both Hospital Brand Image and Patient Trust had tolerance values of 0.684, which exceeded the minimum criterion of 0.10, and Variance Inflation Factor (VIF) values of 1.462, which were well below the maximum acceptable threshold of 10.00. These findings indicate that no multicollinearity was detected between the independent variables. Therefore, the regression model satisfied the multicollinearity assumption and was appropriate for further multiple linear regression analysis.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the variance of the residuals remained constant across all levels of the independent variables. Heteroscedasticity occurs when the residual variance differs systematically, which may affect the efficiency and accuracy of regression estimates. In this study, the heteroscedasticity test was performed using the Glejser test by regressing the absolute residual values against the independent variables. A regression model is considered free from heteroscedasticity if the significance value of each independent variable exceeds 0.05.

Table 4. Results of the Heteroscedasticity Test

Model	Variables	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.314	1.082		2.139	0.033
	Hospital Brand Image	-0.021	0.028	-0.061	-0.748	0.455
	Patient Trust	0.017	0.026	0.054	0.654	0.514

The heteroscedasticity test was conducted using the Glejser method by regressing the absolute residual values against the independent variables. As presented in Table 6, the significance values for Hospital Brand Image (Sig. = 0.455) and Patient Trust (Sig. = 0.514) were both greater than 0.05. These findings indicate that neither independent variable significantly influenced the absolute residuals. Therefore, the regression model was free from heteroscedasticity, indicating that the variance of the residuals was constant across all levels of the independent variables. Consequently, the heteroscedasticity assumption was satisfied, and the regression model was considered appropriate for further hypothesis testing.

Multiple Linear Regression

Table 5. Multiple Linear Regression Analysis

Model	Variables	Unstandardized Coefficients	Standardized Coefficients		t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.214	1.436		3.631	0.000
	Hospital Brand Image	0.452	0.061	0.471	7.410	0.000
	Patient Trust	0.387	0.058	0.416	6.672	0.000

Regression Equation:

$$Y = 5.214 + 0.452X_1 + 0.387X_2 + e$$

Where:

Y = Patient Satisfaction

X₁ = Hospital Brand Image

X₂ = Patient Trust

e = Error term

The multiple linear regression analysis was conducted to examine the influence of Hospital Brand Image and Patient Trust on Patient Satisfaction. Based on Table 10, the regression coefficient for Hospital Brand Image was 0.452, indicating that an increase in Hospital Brand Image will increase Patient Satisfaction by 0.452 units, assuming other variables remain constant. The significance value of 0.000 (<0.05) indicates that Hospital Brand Image has a positive and significant effect on Patient Satisfaction. Furthermore, Patient Trust obtained a regression coefficient of 0.387, meaning that improvements in Patient

Trust contribute to an increase in Patient Satisfaction by 0.387 units when other variables are controlled. The significance value of 0.000 (<0.05) confirms that Patient Trust has a positive and significant effect on Patient Satisfaction. The regression equation demonstrates that both Hospital Brand Image and Patient Trust are important predictors of Patient Satisfaction. Among the independent variables, Hospital Brand Image has a slightly stronger contribution based on its standardized coefficient (Beta = 0.471) compared with Patient Trust (Beta = 0.416). Therefore, strengthening hospital reputation, service credibility, and patient confidence can be considered important strategies for improving patient satisfaction.

Hypothesis Test

F-Test

Table 5. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2418.536	2	1209.268	97.864	0.000
Residual	3051.128	247	12.353		
Total	5469.664	249			

The F-test was conducted to examine the simultaneous effect of Hospital Brand Image and Patient Trust on Patient Satisfaction. As shown in Table 7, the regression model produced an F-value of 97.864 with a significance value of 0.000, which is lower than the significance level of 0.05. These findings indicate that Hospital Brand Image and Patient Trust jointly have a statistically significant effect on Patient Satisfaction. Therefore, the regression model is considered statistically significant and suitable for explaining variations in patient satisfaction. The results support the hypothesis that the independent variables simultaneously influence patient satisfaction.

T-Test

Table 6. Results of the Partial Regression Coefficients (t-Test)

Model	Variables	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	
1	(Constant)	5.214	1.436		3.631 0.000
	Hospital Brand Image	0.452	0.061	0.471	7.410 0.000
	Patient Trust	0.387	0.058	0.416	6.672 0.000

The t-test was conducted to examine the partial effect of each independent variable on Patient Satisfaction. Based on Table 8, Hospital Brand Image obtained a regression coefficient (B) of 0.452 with a significance value of 0.000 (<0.05) and a t-value of 7.410. This indicates that Hospital Brand Image has a positive and significant effect on Patient Satisfaction. Therefore, the first hypothesis (H1) is supported. Furthermore, Patient Trust obtained a regression coefficient (B) of 0.387 with a significance value of 0.000 (<0.05) and a t-value of 6.672. This result indicates that Patient Trust has a positive and significant effect on Patient Satisfaction. Therefore, the second hypothesis (H2) is supported. Overall, the findings demonstrate that both Hospital Brand Image and Patient Trust individually contribute significantly to improving patient satisfaction.

Coefficient of Determination (R^2)**Table 7.** Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.665	0.442	0.437	3.515

The coefficient of determination test was conducted to determine the extent to which Hospital Brand Image and Patient Trust explain variations in Patient Satisfaction. Based on Table 9, the regression model obtained an R Square value of 0.442. This indicates that 44.2% of the variation in Patient Satisfaction can be explained by Hospital Brand Image and Patient Trust. Meanwhile, the remaining 55.8% is influenced by other factors outside the research model, such as service quality, perceived value, healthcare experience, accessibility, and other factors not examined in this study. The Adjusted R Square value of 0.437 indicates that after considering the number of independent variables included in the model, Hospital Brand Image and Patient Trust still provide a substantial contribution in explaining patient satisfaction. Therefore, the regression model demonstrates a moderate explanatory capability.

The findings of this study demonstrate that Hospital Brand Image has a positive and significant effect on Patient Satisfaction. This result indicates that patients who perceive a hospital as having a positive image tend to report higher levels of satisfaction with the healthcare services received. A strong hospital brand image reflects patients' perceptions regarding the hospital's credibility, professionalism, service quality, medical competence, and ability to provide reliable healthcare services. In the healthcare context, where patients often face uncertainty when evaluating medical services, a positive institutional image becomes an important factor that shapes expectations and influences overall service evaluation.

The significant influence of Hospital Brand Image on Patient Satisfaction suggests that hospitals should not only focus on clinical outcomes but also continuously manage their organizational reputation. Patients evaluate hospitals through various experiences, including interactions with healthcare professionals, service processes, communication quality, facilities, and perceived commitment to patient care. When these elements are consistently delivered, patients are more likely to develop positive perceptions and feel that their expectations have been fulfilled. Therefore, maintaining a strong hospital brand image can serve as a strategic approach to improve patient experience and satisfaction.

Furthermore, the results indicate that Patient Trust has a positive and significant effect on Patient Satisfaction. This finding highlights the important role of trust in healthcare relationships, where patients must rely on healthcare providers due to limited medical knowledge and the complexity of healthcare decisions. Patient trust is developed through perceptions of healthcare competence, honesty, transparency, reliability, and the belief that healthcare providers prioritize patients' best interests. When patients trust a hospital and its healthcare professionals, they are more likely to feel secure, comfortable, and satisfied throughout the treatment process.

The influence of Patient Trust on satisfaction also emphasizes that healthcare services are not solely evaluated based on technical performance but also through emotional and relational experiences. Patients expect healthcare providers to communicate clearly, respect their concerns, maintain confidentiality, and demonstrate empathy. A trustworthy healthcare environment reduces uncertainty and strengthens patients' confidence in the services provided. Therefore, hospitals need to establish consistent communication practices and ethical service delivery to maintain and enhance patient trust.

The simultaneous effect of Hospital Brand Image and Patient Trust on Patient Satisfaction confirms that patient satisfaction is influenced by both organizational perceptions and relational factors. The findings indicate that hospitals with a strong reputation and high levels of patient trust are more capable of creating

positive healthcare experiences. While brand image shapes patients' initial expectations and perceptions of service quality, trust strengthens patients' confidence during healthcare interactions. The combination of these factors provides a more comprehensive explanation of patient satisfaction compared with focusing on service quality aspects alone.

Conclusion

This study concludes that Hospital Brand Image and Patient Trust have a positive and significant effect on Patient Satisfaction. A strong hospital brand image enhances patients' positive perceptions of healthcare services, while higher patient trust increases confidence and comfort throughout the healthcare experience. Both factors simultaneously contribute to improving patient satisfaction. Therefore, hospitals should focus on strengthening their reputation, maintaining service credibility, and building trustworthy relationships with patients to achieve higher levels of satisfaction and long-term patient loyalty. These findings provide practical implications for hospital management. Hospitals should develop integrated strategies that strengthen brand identity while improving trust-based relationships with patients. This can be achieved through consistent service quality, transparent communication, professional healthcare practices, patient-centered care, and effective management of patient experiences. By improving both hospital image and patient trust, healthcare organizations can increase patient satisfaction, encourage patient loyalty, and maintain competitiveness in an increasingly competitive healthcare environment.

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