

How Service Quality Shapes Public Trust: A Quantitative Study at Labuang Baji Regional General Hospital in Makassar City, Indonesia

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KEYWORDS

Service Quality,
Health Services,
Public Trust

ABSTRACT:

Public trust in health services is an important factor in ensuring the sustainability and quality of hospital services. This study examines service quality's effect on Public Trust at Labuang Baji Regional General Hospital, Makassar City. It uses a quantitative method with a survey approach, collecting data through questionnaires filled out by 98 patient respondents. Simple linear regression analysis is used to identify the relationship between service quality and Public Trust. The results of the study indicate that service quality has a positive and significant effect on Public Trust, with a determination coefficient (R^2) value of 0.516, which means that 51.6% of Public Trust variability can be explained by service quality. The regression coefficient value of 0.965 and a significance level of 0.000 ($p < 0.05$) indicate a significant positive relationship between the two variables. The service quality indicator shows an excellent average score, reflecting high public trust in RSUD Labuang Baji. Recommendations for further research to integrate other variables, such as patient communication and technological innovation, to broaden insight into the factors influencing Public Trust in the healthcare sector.

1. Introduction

The high complexity of society's needs and mobility increase their demands on the government. The government's inability to meet public expectations results in a negative perception of the government, which in turn decreases public trust in the government (Cheema, 2013).

When reality does not meet public expectations, public distrust is easily formed. Public trust does not come by itself; this trust is very dynamic and needs to be managed well (Dwiyanto, 2011:440). Public trust is an important variable in realizing good governance. Trust produces public legitimacy that can be social capital for the government, which is used as an instrument to gain political and social support in government activities.

The government must serve the community to fulfill their basic rights and needs in the context of public services. In addition, the state is also responsible for building public trust as recipients of services provided through the provision of public services. According to Denhardt et al., (2014), building relationships and trust with the community is very important for a public agency.

With a good relationship between the community and the agency, the community will have greater trust and consider that the service process in the agency is the right choice.

Good public service delivery can be seen from the increase in the credibility of a service in the eyes of the public. Conversely, if the service provided is inadequate, then over time the public will become reluctant or lose trust in the institution. Public trust built by an agency shows whether the government has adequate capacity or not. According to Zhao & Hu (2017), government institutions with a high level of public trust will be able to operate more efficiently and effectively compared to institutions with a low level of public trust.

According to Dwiyanto (2011), when the government ignores the interests of the community, is less concerned with their needs, or fails to provide public services according to expectations, the level of public trust will decrease. Therefore, public trust is highly dependent on government actions towards the interests of the community. Public services include all activities carried out by service providers to meet public needs and implement legislation. When good services are provided, the community will feel comfortable, and this comfort will encourage the creation of public trust.

It is clear from these laws and regulations that the government must offer adequate sanitation services to its citizens. According to Law No. 44 of 2009 on Hospitals, hospitals are unique entities that reflect the evolution of health science, technical progress, and the socio-economic conditions of the surrounding community to achieve peak health. Patients will evaluate the care provided from the time of arrival to the time of return, including the assistance provided, the length of time given, and other related costs. Patients will become disloyal to the health center if they are led to believe that the care they receive is unsatisfactory.

Hospitals as health providers providing services to patients must be increasingly aware of the need to provide the best quality of service for their patients. Quality of service is defined as the difference between patient expectations and the reality received. Fulfilled expectations will result in patients who have the desire to return to use the services of the related hospital, which in this case will benefit both the provider and recipient of health services.

Kim (2005) researched and developed a model of public trust in the government. The theoretical basis is taken from various social science literature in conceptualizing trust, and identifying factors that influence trust in the government. 5 (five) factors that influence trust in the government, including credible commitment, Benevolence or virtue, honesty, competence, and fairness. If hospital leaders do not want to lose the community as an important client in the future, they must be able to provide the greatest possible care, trust, and devotion to their patients. This means that they have no say in determining every policy regarding operations.

With this background, it is expected that the research can provide a real contribution to improving the quality of health services at the Labuang Baji General Hospital Makassar City, as well as building strong public trust in the institution. Labuang Baji Makassar Regional General Hospital as one of the health facilities in the city of Makassar needs to evaluate and increase public trust through various service improvement strategies.

This study examines the extent of public trust in the services provided by the Labuang Baji Makassar Regional General Hospital. Thus, the results of this study are expected to provide concrete recommendations for the Hospital to improve the quality of service and build stronger public trust.

2. Methods

This study uses a quantitative approach with a survey method, which aims to provide a numerical description of the tendencies, opinions, or characteristics of a population through a sample study. This approach allows generalization from the sample to the population, so that conclusions can be drawn regarding the nature or behavior of the population (Creswell, 2016). The research design used is quantitative descriptive, with a focus on measuring the relationship between service quality and the level of public trust at the Labuang Baji General Hospital, Makassar City. The survey was chosen because this method allows researchers to obtain data directly from respondents, namely patients or families of patients who have used hospital services.

The study was conducted at the Labuang Baji General Hospital Makassar City, which was chosen because of its strategic role in the Makassar regional health system and its reputation for providing quality services. Data were collected from October to December 2024 through closed questionnaires that were manually distributed to patients or families of patients. Respondents were selected based on the stratified random sampling technique, with the sample calculated using the Slovin formula, resulting in 98 respondents from a total population of 2,727 patients in the last three months.

Table 1. Respondent Characteristics

Characteristics	Frequency (N)	Percentage (%)	
Gender	Male	38	38,8
	Female	60	61,2
Age range	17 - 20 years	13	13.3
	21 - 30 years	21	21.4
	31 - 40 years	30	30.6
	41 - 50 years	18	18.4
	51 - 60 years	2	2.0
	> 60 years	1	1.0
	Not filled	13	13.3
Type of inpatient	Class 1	27	27.6
	Class 2	20	20.4
	Class 3	12	12.2
	VIP	3	3.1
	Other treatments	36	36.7
Frequency of visits	First time	9	9.2
	1 to 5 times	35	35.7
	More than 5 times	13	13.3
	Unknown	41	41.8

Source: primary data, processed by researchers (2024)

The data collected were primary data obtained from a questionnaire containing statements with a 5-point Likert scale. In addition, secondary data was obtained through document studies, such as hospital reports and archives. The research instruments were tested for validity and reliability to ensure the validity of the data. The data analysis process included classical assumption tests, simple linear regression analysis, and significance tests to test the relationship between the independent variable (service quality) and the dependent variable (public trust).

Simple linear regression analysis was chosen because this study only involved one independent variable and one dependent variable. The validity value indicates the extent to which the measuring

instrument can measure according to the intended measurement, while reliability indicates the consistency of the measuring instrument. All analyses were carried out using IBM SPSS software version 27.

With this procedure, the study aims to provide a comprehensive picture of the effect of service quality on Public Trust at RSUD Labuang Baji Makassar, as well as to identify aspects of service that can be improved to strengthen public trust in the hospital.

3. Result and Discussion

Service Quality at Labuang Baji Regional General Hospital in Makassar City

The results of this study reveal the level of service quality at Labuang Baji Regional General Hospital, Makassar based on 5 (five) main indicators, namely Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy. The results of the analysis show that most indicators are in the "Very Good" category. The following discussion links the results of the study with relevant theories and findings from previous studies.

Physical Evidence (Tangibles)

The Physical Evidence (*Tangibles*) indicator (X1) includes aspects such as the cleanliness of toilets, rooms, parking lots, and employee appearance. Based on the results of the study, respondents' assessment of item X1.4, namely employee appearance, received the highest score (mean = 4.1939), indicating high satisfaction with the professionalism and neatness of the staff. However, item X1.1, which measures toilet cleanliness, obtained the lowest mean value (3.5000), indicating room for improvement.

This finding is by the theory of Parasuraman et al., (1988) in the SERVQUAL model, which emphasizes that adequate physical evidence can improve the perception of service quality. According to Parasuraman et al., physical aspects such as cleanliness and appearance influence patients' first impressions of healthcare organizations. Similar studies by (Syamsurrizal, 2019; Bakri et al., 2022; Nguyen et al., 2020; Purba et al., 2021), also show that clean and adequate physical facilities contribute significantly to patient satisfaction.

Reliability

The Reliability Indicator (X2) shows that RSUD Labuang Baji has a mean score above 4.00 for all items, with the highest score on the ability of doctors/nurses to handle patients (X2.4, mean = 4.1939). These results indicate that the hospital can fulfill its commitment to providing reliable services.

According to Parasuraman et al. (1988), reliability is the core of service quality, where the organization's ability to provide consistent and expected services is very important. Research by (Azzahrah & Yamini, 2023; Kambodji et al., 2022), also found that reliability is the main predictor of patient trust in the hospital. Thus, the results of this study confirm the importance of staff consistency and competence in building patient trust.

Responsiveness

Responsiveness (X3) includes staff responsiveness to patient needs. Item X3.3, which measures staff responsiveness to patients, obtained the highest mean score (4.1633), indicating a high level of

responsiveness. However, all items in this indicator have a mean score above 4.00, reflecting significant patient satisfaction with the responsiveness of RSUD Labuang Baji.

According to Wirtz et al., (1998), responsiveness is the ability of an organization to respond to customer needs and complaints quickly and appropriately. Research by Novelskaite and Pucetaite (2018), in other hospitals showed that the responsiveness of medical personnel increased overall patient satisfaction. Therefore, responsiveness at RSUD Labuang Baji is one of the main strengths that supports service quality.

Assurance

The Assurance indicator (X4) shows positive results, with the highest score on employee friendliness (X4.2, mean = 4.2347). However, items related to cost certainty (X4.4, mean = 3.9592) scored lower than other aspects, indicating that cost transparency still needs to be improved.

Assurance includes the competence, politeness, and credibility of staff in providing a sense of security to patients (Parasuraman et al., 1988). Research by (Shie et al., 2022; Tur-Sinai et al., 2021), confirms that patient trust increases when they feel confident in the competence and transparency of medical personnel. Therefore, increasing cost certainty will help increase patient trust at Labuang Baji Regional Hospital.

Empathy

The Empathy indicator (X5) obtained a high mean value on all items, especially the doctor's attention to patient complaints (X5.2, mean = 4.1837). This shows that the medical staff at Labuang Baji Hospital have shown a high level of concern for patient needs.

Empathy is an important dimension in service quality, where attention and understanding of individual patient needs are highly valued (Lovell & Wirtz, 2011). Research by Barrios-Ipenza et al., (2020), found that medical staff empathy has a positive correlation with patient satisfaction, especially in the context of health services in Indonesia.

The following is a summary table of response analysis for the Service Quality variable:

Table 2. Recapitulation of Service Quality Response Analysis (X)

Indicator	Question Item	Mean	Sum	Category
Physical Evidence / Tangibles (X1)	X1.1 Toilet cleanliness is maintained	3.5	343.0	Good
	X1.2 Room cleanliness is maintained	3.8878	381.0	Very Good
	X1.3 Adequate parking space	3.7959	372.0	Very Good
	X1.4 Employee appearance is neat	4.1939	411.0	Very Good
Reliability (X2)	X2.1 Service according to promise	4.0612	398.0	Very Good
	X2.2 Staff are able to solve problems	4.051	397.0	Very Good
	X2.3 Information is always accurate	4.0204	394.0	Very Good
	X2.4 Doctor/nurse ability is good	4.1939	411.0	Very Good
Responsiveness (X3)	X3.1 Speed of service is good	4.1531	407.0	Very Good
	X3.2 Employees are responsive to complaints	4.0918	401.0	Very Good
	X3.3 Employees' response to patients	4.1633	408.0	Very Good

Indicator	Question Item	Mean	Sum	Category
	X3.4 Services are carried out carefully	4.1429	406.0	Very Good
Assurance (X4)	X4.1 Employees' knowledge of complaints	4.1837	410.0	Very Good
	X4.2 Employees are friendly to patients	4.2347	415.0	Very Good
	X4.3 Employees are trustworthy	4.1531	407.0	Very Good
	X4.4 Guarantee of service costs is clear	3.9592	388.0	Very Good
Empathy (X5)	X5.1 Employees' willingness to help patients	4.1224	404.0	Very Good
	X5.2 Doctor's attention to complaints	4.1837	410.0	Very Good
	X5.3 Doctors assist in implementing services	4.1837	410.0	Very Good
	X5.4 Services according to patient conditions	4.1224	404.0	Very Good

Source: primary data, processed by researchers (2024)

The data in Table 2. above shows that the indicators of the questions on the service quality variable (X) at RSUD Labuang Baji are overall in the Very Good category, with several items that can still be improved, such as X1.1 (toilet cleanliness).

Public Trust at Labuang Baji Regional General Hospital in Makassar City

Based on the results of research on Public Trust at RSUD Labuang Baji Makassar, which is measured through five main indicators, namely Credible Commitment (Y1), Benevolence (Y2), Honesty (Y3), Competence (Y4), and Justice (Y5), findings were obtained that provide a positive picture of the level of public trust in the hospital's services. In this sub-chapter, the results are analyzed and discussed concerning relevant theories and previous research findings.

Credible Commitment

The credible commitment indicator shows an average score above 4.00, which reflects the level of patient trust in the commitment of RSUD Labuang Baji Makassar. For example, the survey results showed that 85% of patients felt that the service procedure was easy (Y1.2), 90% stated that the service requirements were appropriate (Y1.3), and 88% were satisfied with the service results received (Y1.4). This shows that the hospital has succeeded in demonstrating a strong commitment to patient interests.

According to Oomsels et al., (2019), an organization's commitment to customer interests is an important component in building trust. They stated that trust arises when individuals or organizations show consistency between words and actions. The results of this study are by this theory, where Labuang Baji Regional Hospital was able to demonstrate commitment in the form of easy service procedures (Y1.2), appropriate service requirements (Y1.3), and appropriate service results (Y1.4).

Benevolence

The Benevolence indicator has the highest average score among all indicators, with item Y2.3 (attention to patients) obtaining an average value of 4.2653. This shows that the medical staff at this hospital provide sincere attention to patients, thus creating a positive relationship between patients and medical staff.

Jurkiewicz & Mujkic (2020), emphasized the importance of Benevolence in the relationship between health professionals. Compared to the study by Oomsels et al., (2019), which highlighted the aspects

of commitment and consistency of action as the key to trust, Hupcey et al. emphasized that the Benevolence of medical personnel directly affects the quality of the relationship between patients and health professionals, which is an important dimension in creating a positive service experience. They found that Benevolence is one of the main attributes that influence patient perceptions of service quality. The Benevolence shown by medical personnel at Labuang Baji Regional Hospital contributed significantly to the level of patient trust.

Honesty

The Honesty indicator also showed a high average score, with item Y3.1 (the thoroughness and skills of doctors or nurses) getting a value of 4.2245. Honesty in service, such as transparency of information and protection of personal data, is an important factor in building patient trust. Survey data shows that 82% of patients feel that the information provided by doctors regarding diagnosis and treatment is clear and easy to understand (Y3.2), and 78% of patients feel that their data is well protected (Y3.3). This finding confirms that transparency and data protection plays a significant role in creating trust in health services. According to Mabillard & Pasquier (2016), honesty is a key pillar in building institutional trust. This finding supports this view, where patients feel confident that the information provided by medical personnel at RSUD Labuang Baji is accurate and transparent.

Competence

The Competence indicator obtained a high average value, with item Y4.4 (service expertise) recording a score of 4.1633. This reflects patient satisfaction with the ability of medical personnel and facilities provided by the hospital. To maintain and improve this aspect of competence, the hospital can organize ongoing training for medical personnel, adopt the latest service technology, and ensure that the facilities available are always in optimal condition.

As support, research by Parasuraman et al., (1988) on service quality confirms that workforce competence is an important dimension in assessing service quality. The results of this study indicate that Labuang Baji Regional Hospital has met patient expectations regarding the competence of medical personnel and the availability of adequate facilities.

Justice

The Justice indicator showed quite positive results, although there was one item (Y5.4) that had an average value of 3.3061. This indicates a perception from some patients that the principle of justice has not been fully implemented in hospital management.

Greenberg (1990), stated that distributive justice and procedural justice are important elements in building perceptions of justice in an organization. Dissatisfaction with the aspect of justice can reflect problems in the implementation of policies or treatment of patients. To improve the perception of justice, hospitals can take steps such as ensuring transparency in the decision-making process, providing staff training to increase sensitivity to justice, and strengthening patient complaint mechanisms to be more responsive and accountable. Therefore, hospitals need to re-evaluate managerial policies to ensure justice in every aspect of service. The results of this study indicate that RSUD Labuang Baji Makassar has a very good level of trust from the community, especially in the indicators of Sincerity and Competence. However, several aspects of the Justice indicator require more attention to improve the perception of justice in the eyes of patients.

The following is a recapitulation table of the analysis of public trust variable responses that include indicators of Credible Commitment (Y1), Benevolence (Y2), Honesty (Y3), Competence (Y4), and Justice (Y5):

Table 3. Recapitulation of Public Trust Response Analysis (Y)

Indicator	Item	Mean	Sum	Category
Credible Commitment (Y1)	Y1.1: Commitment to patient interests	4.0408	396	Very good
	Y1.2: Ease of service procedures	4.1429	406	Very good
	Y1.3: Suitability of service requirements	4.0612	398	Very good
	Y1.4: Suitability of service results	4.0714	399	Very good
Benevolence (Y2)	Y2.1: Trust in service	4.1327	405	Very good
	Y2.2: Prioritize patient interests	4.2245	414	Very good
	Y2.3: Attention to patients	4.2653	418	Very good
	Y2.4: Sincere in action	4.2347	415	Very good
Honesty (Y3)	Y3.1: Careful and skilled in action	4.2245	414	Very good
	Y3.2: Honest with information	4.2143	413	Very good
	Y3.3: Maintaining data confidentiality	4.2041	412	Very good
	Y3.4: Honesty of employees	4.0612	398	Very good
Competence (Y4)	Y4.1: Professional in service	4.1327	405	Very good
	Y4.2: Overcoming patient problems	4.1429	406	Very good
	Y4.3: Adequate medical equipment	4.0408	396	Very good
	Y4.4: Expertise in service	4.1633	408	Very good
Justice (Y5)	Y5.1: Fair service based on priority	4.1327	405	Very good
	Y5.2: Service without discrimination	4.1939	411	Very good
	Y5.3: Fair solution to patient complaints	4.1429	406	Very good
	Y5.4: Violates the principle of justice	3.3061	324	Sufficient

Source: primary data, processed by researchers (2024)

Based on the results of the analysis of respondents' responses to the Public Trust variable at RSUD Labuang Baji Makassar, it can be concluded that overall, the level of public trust in this hospital is classified as very good. This is reflected in the average score which is almost entirely above 4.00, which indicates a positive assessment of indicators such as Credible Commitment (Y1), Benevolence (Y2), Honesty (Y3), Competence (Y4), and Justice (Y5).

All items in the indicator, such as commitment to patient interests, ease of service procedures, attention to patients, and professionalism in service, received very good ratings with an average of more than 4. However, there is one item in the Justice indicator (Y5), namely "Violating the principle of justice," which received an average score of 3.3061, indicating that although the service is generally considered very good, there are areas that need improvement related to the principle of justice in service.

The Effect of Service Quality on Public Trust at Labuang Baji Regional General Hospital in Makassar City

A simple linear regression test is used to determine whether the Service Quality variable (X) affects the Public Trust variable (Y). In this test, the Service Quality variable (X) acts as an independent variable (predictor), while Public Trust (Y) acts as a dependent variable.

Simple Linear Regression Test

The following is a simple linear regression analysis conducted to see how Service Quality (X) affects the Public Trust variable (Y).

Table 4. Simple Linear Regression Test Results

Model	B	Std. Error	Beta
1 (Constant)	8,542	7,732	
Service Quality	0,965	0,135	0,718

Dependent Variable: Public Trust

Source: Output of SPSS version 27 application processed by researchers, 2024

Based on the table above, it can be seen that the Constant value (a) is 8.542 while the Service Quality value (b/regression coefficient) is 0.965 so a simple regression equation is formulated as follows.

Formula 1. Simple Linear Regression Equation

$$\begin{aligned} \gamma &= \alpha + \beta x \\ \gamma &= 8,542 + 0,965 \end{aligned}$$

Based on the regression equation formulation above, variable X (Service Quality) is used to predict variable Y (Public Trust). The following is a description of each component of the equation above:

Constant ($\alpha = 8.542$): The constant or intercept value of 8.542 indicates the value of Public Trust (Y) when Service Quality (X) is 0. In other words, if service quality is absent or very low, then the predicted value of Public Trust will be around 8.542, having a positive effect.

Regression coefficient ($\beta = 0.965$): The regression coefficient of 0.965 indicates that for every 1 unit increase in the Service Quality variable (X), the Public Trust value (Y) is expected to increase by 0.965 units. This indicates a positive relationship between service quality and public trust, meaning that the better the service quality, the higher the level of public trust. It can be said that the direction of the influence of variable X on Y is positive.

Determination Coefficient

The determination coefficient measures how far the model's ability to explain the variation of the independent variable, namely the Service Quality variable. The determination coefficient test is used

to measure how much percentage of the influence of the independent variable Service Quality as a whole on the dependent variable Public Trust. The results of the determination coefficient test are presented in the following table.

Table 5. Determination Coefficient Test

Model Predictors	R	R Square	Adjusted R Square	Std. Error of the Estimate
Service Quality	0,718	0,516	0,506	4,00349

Source: SPSS Application Output version 27 processed by researchers, 2024

Based on the table, the magnitude of the correlation or relationship value (R) is 0.718. Then the determination coefficient value R square is 0.516 which means that the influence of the independent variable Service Quality on the dependent variable Public Trust is 51.6%.

It can be concluded that Service Quality (X) has a fairly strong relationship with the dependent variable Public Trust (Y) that is measured, with an R-value = 0.718 indicating a positive and significant correlation. This regression model explains about 51.6% of the variability in the dependent variable ($R^2 = 0.516$), indicating that Service Quality is a fairly important factor in influencing the dependent variable.

Partial Test (T-Test)

The T-test is used to determine the magnitude of the influence of the independent variable Service Quality on the dependent variable Public Trust. Where if the calculated t value > t table and the significance value < 0.05 then H_A is accepted so that the Service Quality variable influences the Public Trust variable.

Table 6. Partial Test (T-Test)

Model Dependend Variabel: Public Trust	B	Std. Error	Beta	t	Sig.
(Constant)	8,542	7,732		1,105	0,275
Service Quality	0,965	0,135	0,718	7,156	0,000

Source: SPSS version 27 application output processed by researchers, 2024

Based on the results of the regression analysis, it can be concluded that Service Quality (X) has a positive and significant influence on Public Trust (Y). This is indicated by the regression coefficient value of 0.965, which means that every one-unit increase in the Service Quality variable will increase the Public Trust variable by 0.965 units, with a positive relationship direction.

The significance value of 0.000 which is much smaller than the threshold of 0.05 indicates that this influence is statistically very significant. Thus, the hypothesis stating that Service Quality has a positive and significant effect on Public Trust is accepted. This result confirms the importance of improving service quality in strengthening public trust in the institutions or services provided. The results of a simple linear regression analysis, this study identified that every 1 unit increase in Service

Quality can increase Public Trust by 0.965 units. The determination coefficient of 51.6% ($R^2 = 0.516$) indicates that Service Quality is an important factor in forming Public Trust.

These results are in line with the SERVQUAL theory of Parasuraman et al., (1988), which states that the dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) influence customer perceptions of a service. When the service is considered quality, customers are more likely to have higher trust in service providers, including health institutions (Susanti et al., 2021; Goula et al., 2021; Syaiful dan Basri, 2018).

Research by (Borowska et al., 2023; Kollmann et al., 2023; Noviyani & Viwattanakulvanid, 2024; Rahim et al., 2021), found that service quality is a significant predictor of patient trust in hospitals. This strengthens the findings of this study that service quality greatly determines the level of public trust.

Findings (Flugelman et al., 2020; Javed & Ilyas, 2018; Konlan et al., 2023; Ratnasari & Damayanti, 2020), in the context of healthcare services also show that higher service quality increases patient trust and loyalty. They concluded that aspects such as service reliability and empathy play an important role in building patient trust in hospitals.

This study makes an important contribution by highlighting that around 51.6% of the variation in Public Trust can be explained by service quality. This suggests that improving services—both in terms of speed, accuracy, and attention to patient needs—can be an effective strategy to increase public trust in hospitals.

4. Conclusion

Based on the results of the study, it can be concluded that service quality has a significant and positive influence on the level of public trust in the hospital. The service quality indicator at the Labuang Baji Regional General Hospital, Makassar City received an average score that was classified as very good, with an influence of 51.6% on the variability of Public Trust, as indicated by the coefficient of determination (R^2) value. The regression coefficient value of 0.965 with a significance of 0.000 which is much smaller than 0.05 indicates that service quality has a significant influence on Public Trust, with a positive relationship direction. Thus, the results of the hypothesis test support that improving service quality contributes significantly to strengthening the level of public trust in RSUD Labuang Baji Makassar.

Labuang Baji Regional General Hospital, Makassar City needs to continue to improve the quality of service by paying attention to aspects such as reliability, responsiveness, and empathy of medical personnel. This can be done through regular training for medical and non-medical staff to strengthen their technical and interpersonal competencies. Infrastructure improvements, such as improving physical facilities, cleanliness, and comfort of the hospital environment, also need to be a priority to improve the overall patient experience. To support these efforts, periodic surveys can be conducted to measure patient satisfaction and the level of public trust. The data obtained can be used as a reference to evaluate service performance and identify areas that require further improvement.

For further research, it is recommended to include additional variables such as patient satisfaction, patient loyalty, or institutional image to broaden understanding of other factors that influence public trust. Multidimensional approaches, such as combining quantitative and qualitative methods, can provide deeper insights into the relationship between service quality and public trust. In addition,

future research can compare service quality and public trust levels across regional hospitals to gain a more comprehensive picture of differentiating factors and best strategies. Research can also focus on specific subpopulations, such as outpatients, inpatients, or patients with chronic diseases, to explore their unique experiences with hospital services. These strategies are expected to provide more significant contributions to the development of health service theory and practice.

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