

The Influence of CSR Implementation, Hospital Image, and Patient Trust on Interest in Seeking Treatment

Nadia Wulandari¹, Vip Paramarta²

^{1,2} Faculty of Postgraduate Studies, Universitas Sangga Buana Bandung YKP, Bandung, Indonesia

Article Info

Article history:

Received February 12, 2025
 Revised February 12, 2025
 Accepted March 10, 2025

Keywords:

Corporate Social Responsibility,
 Health Service,
 Hospital Image,
 Patient Trust,
 Patient Interest In Seeking
 Treatment,

ABSTRACT

Hospitals as health service providers have an important role in ensuring that people get optimal care. Factors that influence a person's decision to choose a hospital include service quality, hospital image, patient trust, and the effectiveness of Corporate Social Responsibility (CSR) programs. This study aims to analyze the effect of CSR implementation, hospital image, and patient trust on patient decisions in choosing a hospital. The method used in this study is a systematic literature review by collecting and analyzing 9 relevant articles from various databases. The results of the study indicate that CSR programs in the health sector have a positive impact on improving community welfare, a positive hospital image can increase patient trust, and patient trust in hospitals and medical personnel is a key factor in patients' decisions to seek treatment. This study provides important insights for hospital managers to develop more effective strategies in increasing the attractiveness of health services and strengthening relationships with the community

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license



Corresponding Author:

Nadia Wulandari
 Faculty of Postgraduate Studies
 Bandung, Indonesia
 Email: nwulandari316@gmail.com

1. INTRODUCTION

Health services are one of the basic needs in human life. Hospitals as institutions providing health services have an important role in ensuring that people receive optimal care. However, in reality, many factors influence a person's decision in choosing a hospital as a place to seek treatment. These factors can include internal aspects such as the quality of services and medical technology used, as well as external aspects such as the image of the hospital and relationships with patients [1].

The development of the health sector continues to change along with advances in science and technology. Increasingly sophisticated medical technology, innovations in treatment methods, and improvements in human resources in the health sector have had a positive impact on the quality of health services. This progress is also accompanied by new challenges, such as increasing health service costs, disparities in access to medical facilities, and demands for better and more transparent services. This condition requires various parties, including the government and health institutions, to continue to innovate in providing more effective and efficient services [2].

Health services are one of the main focuses in national development. The government continues to strive to improve the quality of health facilities, the availability of medical personnel, and access to services for all levels of society. Various policies have been implemented to ensure that people receive quality and affordable health services. The reality in the field shows that there are still various challenges in the health service system, such as uneven distribution of facilities, limited medical personnel, and differences in service quality between regions. In addition to policy and infrastructure factors, a person's decision in choosing a health service is also influenced by various social and psychological aspects. Patients not only consider cost factors and medical facilities, but also personal experiences, recommendations from others, and the comfort they feel in choosing a place for treatment. In the digital information era, public perception of a health service is also influenced by reviews and testimonials circulating in various media. This shows that in addition to medical aspects, there are other factors that play a role in shaping patients' decisions in choosing a place for treatment [2].

Public interest in choosing a hospital as a place for treatment is influenced by various complex factors. In making a choice, patients tend to consider aspects of service quality, comfort, cost, and the hospital's reputation. The more hospitals compete to provide the best service, the greater the public's demand for health facilities that suit their needs. Interest in seeking treatment is not only influenced by internal patient factors, such as medical needs and economic conditions, but also by external factors, such as the image of the hospital, trust in health services, and the hospital's involvement in social activities. Therefore, understanding the factors that can increase public interest in seeking medical treatment is important in the management and development of hospital services [3].

One factor that can encourage public interest in seeking medical treatment is the effectiveness of the implementation of Corporate Social Responsibility (CSR) by hospitals. CSR programs carried out by hospitals aim to provide social benefits, such as free health services, medical education, and concern for the health of underprivileged communities. When CSR is carried out well, hospitals can create closer relationships with the community, thereby increasing positive perceptions of the services provided. Communities who feel the benefits of CSR activities are more likely to trust the hospital and make it their first choice when they need health services. However, the effectiveness of CSR in attracting patients depends on the extent to which the program actually has a positive impact and is not just a temporary marketing strategy [4].

In addition to CSR, the image of the hospital also plays an important role in shaping patient decisions in choosing health services. The image of the hospital is formed from the quality of medical services, available facilities, the attitude of health workers, and previous patient experiences. Hospitals that have a good image will more easily gain public trust and increase the number of patient visits. A positive image can create the perception that the hospital has high service standards and is able to provide the best solutions for patient health needs. Therefore, hospitals need to maintain and improve their image by providing consistent services that are oriented towards patient satisfaction [5].

Patient trust in hospitals is also an important factor in increasing public interest in seeking treatment. This trust is built through various aspects, such as transparency in providing medical information, professionalism of health workers, and safety and comfort during treatment. Patients who have high trust in hospitals tend to be more loyal and do not hesitate to return to receive services at the same place. If this trust is not maintained, patients will tend to look for other alternatives that are considered more reliable. Therefore, building and maintaining patient trust is a major challenge for hospitals in attracting and retaining the number of patients seeking treatment [6].

By considering various factors that influence public interest in choosing a hospital, this study aims to analyze the effect of CSR implementation, hospital image, and patient trust on patient decisions in seeking treatment. A literature review was conducted to understand the extent to which these three factors play a role in shaping patient decisions and how the relationship between these

factors is. The results of this study are expected to provide insight for hospital managers in developing more effective strategies in increasing the attractiveness of health services and strengthening relationships with the community.

2. METHOD

This study uses a systematic literature review approach to evaluate the effect of CSR implementation, hospital image, and patient trust on the intention to seek treatment. This method was chosen because it allows a comprehensive analysis of various relevant sources to produce evidence-based recommendations [7].

2.1 The Literatur Identification Process

The literature used in this study was identified through searches in several databases, including Google Scholar, PubMed, and SINTA. The keywords used in the search include "Corporate Social Responsibility (CSR) hospital," "hospital image," "patient trust," and "patient interest in seeking treatment." In addition, a combination of keywords such as "the effect of CSR on patient interest," "the relationship between hospital image and patient trust," and "factors influencing patient decisions in choosing a hospital" were also used to expand the scope of relevant literature. Only articles published in accredited journals, conference proceedings, and research reports that are highly relevant to the topic were selected for further analysis. The search was conducted in the publication period up to 2024 to ensure the eligibility of historical data according to the analysis needs. A total of 15 articles were identified in the initial stage, and after screening based on relevance to the topic and inclusion criteria, 9 articles were selected for further analysis.

2.2 Inclusion and Exclusion Criteria

The inclusion criteria for article selection were:

1. Articles published in recognized journals, both national and international.
2. Articles that have direct relevance to the research topic of Corporate Social Responsibility (CSR), hospital image, and patient trust in the context of healthcare.
3. Articles that provide empirical data related to the influence of CSR, hospital image, and patient trust on patient treatment decisions.
4. Articles published within the most recent timeframe (up to 2024) to ensure relevant and up-to-date information.
5. Articles that present research results related to patient interest in treatment, especially those that analyze factors such as service quality, hospital image, and other psychological factors.

The exclusion criteria included:

1. Articles that did not provide empirical data or were opinion-based.
2. Articles that focused on sectors other than healthcare.
3. Articles that were not available in full access or could not be accessed through trusted journal platforms.
4. Articles that were not relevant to the research theme or only addressed a very limited aspect of the topic.
5. Articles that do not present a clear and justifiable research methodology.

2.3 Data Analysis

Data from the selected articles were analyzed descriptively to identify patterns, themes, and key findings related to the influence of CSR implementation, hospital image, and patient trust on treatment intention. Relevant studies were categorized based on key themes, such as:

1. The influence of Corporate Social Responsibility (CSR) on patient perceptions.

2. The impact of hospital image on patient trust and decisions.
3. Psychological factors that influence patient trust in hospital services.
4. The relationship between CSR, hospital image, and patient trust in shaping interest in treatment.
5. Evaluation of CSR programs in improving healthcare quality and patient satisfaction.

After the categories were created, further analysis was conducted to identify trends that emerged from the analyzed studies, as well as to see how the relationship between these factors can affect patients' decision in choosing a place to seek treatment.

3. RESULTS AND DISCUSSION

3.1 CSR Implementation in the Healthcare Industry

CSR programs in the health sector as an alternative step to provide integrated and collective health services for the community are seen as being able to contribute to welfare. Various companies in Indonesia implement Csr program policies in many focuses and objectives with different characteristics. Indonesia's national ideals, as stated in paragraph IV of the Preamble of the 1945 Constitution, are to protect the entire nation and the entire Indonesian homeland, as well as to realize general welfare, educate the nation's life and participate in implementing world order based on independence, lasting peace and social justice [8].

Maximum health services in realizing the welfare of local communities are in line with Roscoe Pound's theory of law as a tool of social engineering, in terms of efforts to realize the welfare of local communities in health services. Pound argues that law as a tool of social change is related to the function of law in development, even the relationship between legal change and societal change. The reciprocal relationship between the two relates to problems in all areas of life. This thinking can be seen from the consideration of Law Number 36 of 2009 concerning Health letter (e) which clearly states that Law Number 23 of 1992 concerning Health is no longer in accordance with developments, demands and legal needs in society, so it needs to be revoked and replaced with a new Health Law.

The description above shows that during the formation of Law No. 36 of 2009 Concerning Health to replace Law No. 23 of 1992 Concerning Health, the law was seen as a social institution by design. The idea that health services are solely the responsibility of the government and the community as mentioned in paragraph VI of the General Elucidation of Law No. 36 of 2009 Concerning Health that planning and financing health development is not in line with Law No. 23 of 1992 Concerning Health.

Law No. 36/2009 on Health, through Article 170 paragraph (3), opens up opportunities for the private sector to participate in the health financing sector. Funds are allocated to promote and organize health services. In the context of regulations on corporate social responsibility, the legal tool used as a means of reform is Article 74 of Law No. 40/2007 on Limited Liability Companies, intended to regulate and formalize the commitments and obligations of companies to local communities. Article 170 paragraph (3) of Law No. 36/2009 on Health, regarding the financing of health services, was originally intended to provide social security for the entire community. Along with its development, the mechanism formed is a mechanism that provides solutions and alternatives for the implementation of the fulfillment of corporate social and environmental responsibilities, namely through private participation in health financing in local community health services.

Article 74 of Law No. 40 of 2007 on Limited Liability Companies, which regulates corporate social and environmental responsibility, is actually a crystallization of the philosophy of Pancasila as the philosophy of the Indonesian nation, which views all humans as equally high in dignity, as creatures created by God Almighty. The regulation on corporate social and environmental responsibility is a means used by the government to realize public welfare through its implementation. As referred to in Article 74 of Law No. 40/2007 on Limited Liability Companies and its explanation,

corporate social and environmental responsibility involves all components, namely the company, the local community, and the government.

The involvement of all these components is in accordance with the type of welfare state in which there is government intervention in economic activities. The form of intervention is through the preparation of regulations and supervision of the implementation of social and environmental responsibility in every company engaged in natural resources or related to natural resources to local communities. Regulations that require every company engaged in natural resources or related to natural resources, must carry out corporate social and environmental responsibility to local communities that are oriented towards the welfare of all Indonesian people.

Based on Rachman's research (2022) the Csr health program is needed by Indonesians of all ages, from infants, children, adolescents, adults to the elderly. Given the low health access and the lack of government attention to health, making the Csr health program a new breath for underprivileged communities. Some Csr programs in the health sector [9]:

3.1.1 Anti-Smoking And Healthy Living Movement

With data that shows smoking deaths of more than 6 million people died and 600,000 were indirectly exposed based on WHO reports and Basic Health Research shows a similar thing that almost 85% of Indonesian households are active cigarette consumers, with an estimate of active and passive smokers with a proportion of one third. On this assumption, at least 25,000 Indonesian deaths occur due to the smoking behavior of the people around them. So one of the corporations in Indonesia, PT Pertamina in its program, provides smoking control efforts and smoking cessation training for a healthier Indonesian mission with the help of several volunteers and the Indonesian Cancer Foundation (YKI). With the concrete benefits that will be provided, the objectives are in line with providing the latest information on smoking and health issues as well as its control, providing theory and counseling so as to minimize the number of active smokers.

3.1.2 Germas (Stunting Prevention And Handling Movement)

The priority health program that focuses on the issue of stunting, maternal and child health that has been carried out by CSR PT Pertamina is by carrying out all quality functions to prevent nutritional deficiencies that can make children stunted. The mission of this goal is to avoid social losses for the child and the country, as the nation's successor, which is very dangerous for the future.

3.2 Hospital Image and its Impact on Patients

Hospital image is a perception or picture formed in the minds of the public regarding the quality of services, facilities, and reputation of the hospital. This image is built through various factors, such as patient experience, interactions with medical personnel, service quality, and communication carried out by the hospital to the public. Hospitals that have a positive image tend to be more trusted by the public and become the first choice when needing health services. Conversely, hospitals with a negative image can experience a decrease in the number of patients due to lack of trust in the services provided [10]. This is in line with research conducted by Kosasih and Vip Paramarta (2020), which found that hospital image has a significant influence on patient trust and their decisions in choosing health facilities. The study shows that hospitals with a good image are better able to attract patients, increase satisfaction, and build loyalty in the long term [11].

This is also supported by research by Chendra, et al (2024) where high service quality and excellent service contribute directly to patient satisfaction, which in turn forms a positive image of the hospital. This good image strengthens the hospital's reputation, as satisfied patients will perceive the hospital as a trustworthy and quality institution. This good reputation, in turn, increases the hospital's attractiveness to new patients and strengthens its position in the healthcare market competition. Thus,

optimal service quality plays an important role in building a favorable hospital image and reputation [12].

The effect of hospital image on interest in treatment can be understood through the patient's view of the quality of service provided by the hospital. A good hospital image will create a sense of trust and comfort for patients, which in turn affects their decision to return for treatment. In this study, it was found that the hospital image of RSAU dr. Dody Sardjoto is in the excellent category (87.13%), which indicates that this hospital has a positive reputation in the eyes of patients. This positive image creates the perception that this hospital has adequate facilities, competent medical personnel, and services that are responsive to patient needs. This directly contributes to an increase in patient interest in treatment, which is reflected in an influence contribution of 0.059 [3]. Thus, a good hospital image not only increases patient trust, but also influences their decision to choose the hospital as a place for further treatment.

3.3 Patient Trust as a Determinant of Interest in Treatment

Trust in health workers is the main element in the successful treatment of a patient's illness. No matter how modern the treatment facilities are and no matter how smart the doctor is, it will be meaningless if there is no trust. Patient trust will increase as the quantity and quality of communication between doctors, nurses, midwives and other health workers increase with patients and their families. Low communication intensity between health workers and patients and their families will cause coercion which negatively affects the level of patient trust. Patient trust will also increase if there is good communication, otherwise the inability of the hospital to foster good communication with patients, including with their families, may reduce the level of patient trust. For this reason, health service providers must make every effort to build good relationships, connections and correspondence between the hospital and patients, including with their families [13].

This trust relates to the patient's belief that the hospital can provide services that are safe, effective, and in accordance with their medical needs. In Purwanto's research (2022), patients' trust is formed through their positive experiences with the hospital, the quality of service, and the hospital's image that has been built. This trust not only involves direct factors such as the competence of medical personnel and hospital facilities, but also non-technical aspects such as good communication between patients and medical personnel and transparency of information provided to patients [3].

Patients who feel trust will be more likely to choose the hospital again when they need further treatment, because they feel comfortable and confident that the hospital can provide the right solution. This trust can be enhanced by maintaining service consistency, improving communication quality, and paying attention to aspects of patient comfort and satisfaction. Conversely, a lack of trust can cause patients to hesitate to seek treatment or even look for alternative hospitals that are considered more able to meet their expectations.

In addition, patients' trust can also affect their interest in treatment in the long run. Trusting patients are more likely to follow medical advice and continue with the treatment provided, which in turn can influence better health outcomes. Hospitals that have a high level of trust will tend to gain continued patient loyalty, as patients feel valued and cared for. On the other hand, distrust can risk a reduction in patient interest in treatment, which can negatively impact the sustainability of the hospital's services [14].

Trust can be built through a positive consultative process based on experience with certain health workers and on elements of openness and honesty. an openness is important in realizing trust. In the context of business relationships between one party and another, it will appear in the form of information exchange or information exchange is the expectation of information disclosure that may be used by both parties. The sharing of information is a reflection of the integration of company bargaining and results in optimal cooperation [15].

An important factor in open communication between individuals is the willingness to listen, maintain relationships, support each other and trust each other. Trust is not something that can be created in an instant, but is built through a consistent and gradual process in individual and organizational interactions. Central to building happy and fulfilling relationships is the emergence of trust. Individuals who desire the best in their relationships must learn to create trust. A decline in the level of trust results in difficulties for either party to increase the level of trust again. One of the ways to build and manage trust is through effective communication [15].

4. CONCLUSION

Based on the above discussion, the following conclusions are obtained:

1. Corporate Social Responsibility (CSR) programs in the health sector in Indonesia play an important role in improving the welfare of the community, especially in providing health services that are more accessible to the underprivileged. CSR programs in the health sector, such as the anti-smoking movement and handling stunting, show the real contribution of the corporate sector in supporting public health, as well as accelerating the achievement of national health goals.
2. Hospital image plays a crucial role in influencing patients' decision to choose a place to seek treatment. Hospitals with a positive image are able to increase patient trust, build satisfaction, and increase long-term loyalty. Factors that build a positive image include quality of service, adequate facilities, and good communication between patients and medical personnel.
3. Patients' trust in hospitals and medical personnel is an important factor influencing their decision to seek treatment. This trust can be built through positive experiences with medical services, good communication, and transparency of information provided. Patients who feel trust are likely to choose the hospital for follow-up care and follow medical advice.

REFERENCES

- [1] Mokoagow, Dwi Saputra, et al. "Sistem Informasi Manajemen Rumah Sakit dalam Meningkatkan Efisiensi: Mini Literature Review." *COMSERVA: Jurnal Penelitian dan Pengabdian Masyarakat* 3.10 (2024): 4135-4144
- [2] Budo, Arwis, Femmy Tulusan, and GUSTAAF TAMPI. "Efektivitas Pelayanan Kesehatan Di Rumah Sakit Pancaran Kasih Manado." *Jurnal Administrasi Publik* 6.94 (2020).
- [3] Purwanto, Bimo Tejomukti, Nurmiati Muchlis, and Andi Muhammad Multazam. "Pengaruh Citra Rumah Sakit dan Kualitas Pelayanan Terhadap Minat Berobat Pasien Rawat Jalan di RSAU dr. Dody Sardjoto." *Journal of Muslim Community Health* 3.4 (2022): 153-168.
- [4] Triana, Annisya, Sri Sulastri, and Sahadi Humaedi. "Ragam praktik CSR selama pandemi Covid-19." *Prosiding Penelitian dan Pengabdian kepada Masyarakat* 7.2 (2020): 435-443.
- [5] Dewi, Asri Rosnita, Chriswardani Suryawati, and Septo Pawelas Arso. "Pengaruh Kualitas Pelayanan dan Citra Rumah Sakit terhadap Kepuasan Pasien di Indonesia: Literature Review." *Media Publikasi Promosi Kesehatan Indonesia (MPPKI)* 6.10 (2023): 1940-1949.
- [6] Sari, Multia Ranum, Illvana Ardiwirastuti, and Berliana Septy Harviandani. "Hubungan kepuasan pasien dengan loyalitas pasien di RSGM IIK Bhakti Wiyata Kediri." *Jurnal Wiyata: Penelitian Sains dan Kesehatan* 7.1 (2020): 56-61.
- [7] Nofiyanti, Ayu Lestari, et al. "Pengaruh Manajemen Logistik Obat dan Alat Kesehatan Terhadap Efisiensi Operasional RSUD Mayjen HM Ryacudu: Tinjauan Literatur." *J-CEKI: Jurnal Cendekia Ilmiah* 4.2 (2025): 2441-2445.
- [8] Anindya, Prakasita Artha, Sutopo Patria Jati, and Nurhasmadiar Nandini. "Upaya Menerapkan Standar Pelayanan Minimal di Bidang Kesehatan Berdasarkan Indikator Pelayanan Kesehatan Hipertensi di Puskesmas Kota Semarang." *Jurnal Ilmiah Mahasiswa* 10.2 (2020): 30-33.
- [9] Rachman, Muhammad Fadhli. "Transformasi Program CSR di bidang Kesehatan dalam Upaya Pencegahan dan Penanganan Pandemi Covid-19 di Era New-Normal." *International Journal of Innovation Review* 2.1 (2022).

- [10] Kosasih, Kosasih, and Vip Paramarta. "Peningkatan Kualitas Pelayanan Kesehatan dan Pengaruhnya Terhadap Peningkatan Kepuasan Pasien di Puskesmas." *Jurnal Soshum Insentif* (2020): 67-76.
- [11] Febriany, Yessica, and Farida Yuliaty. "Pengaruh Motivasi, Persepsi, Gaya Hidup dan Sikap Pasien Terhadap Keputusan Berobat di Klinik Harum Medika Binuang Kalimantan Selatan." *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi* 4.1 (2024): 799-820.
- [12] Chendra, Wijaya Johanes, et al. "Komitmen Mutu Layanan Dan Kualitas Pelayanan Prima Terhadap Kepuasan Pasien Dan Implikasinya Pada Reputasi Rumah Sakit (Studi Survei Pada Pasien JKN di RS Swasta Ambon)." *Jurnal Kesehatan Tambusai* 5.2 (2024): 4530-4545.
- [13] Husen, Meutia Arifka Tahajani, Andry Andry, and Reza Hilmy. "Analisis Pengaruh Keputusan Berobat Dalam Memediasi Kunjungan Pasien: Studi SEM Analisis." *Jurnal Health Sains* 3.3 (2022): 445-459.
- [14] Rahmadania, Rianita, and Jamaludin Khalid. "Pengaruh Kualitas Pelayanan, Servicescape Dan Lokasi Terhadap Keputusan Berobat Pasien Rawat Jalan Di Rumah Sakit Harum Sisma Medika." *Panorama Nusantara* 16.2 (2021): 1-15.
- [15] Ramadhani, Rahmaniah, and MN Lisan Sediawan. "Kepercayaan pasien terhadap layanan kesehatan suatu studi tinjauan sistematis." *Jurnal Ilmiah Kesehatan Media Husada* 11.1 (2022): 71-83.