

# The Impact of Customer Trust on Service Marketing Effectiveness

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## Abstract

*Customer trust is essential for the success of service marketing strategies, especially in the healthcare sector. This study explores how customer trust relates to marketing effectiveness, focusing on factors like service reliability, promotional credibility, and customer loyalty. The results show that trust in healthcare providers significantly affects patient choices, satisfaction, and long-term loyalty. Effective marketing strategies, such as clear communication, responsive service, and accurate promotions, boost perceived trust and foster positive word-of-mouth. Moreover, while special offers and loyalty programs play a minor role in customer retention, quick responsiveness greatly enhances the overall patient experience. The research emphasizes that combining trust-building initiatives with effective marketing can strengthen the relationship between customers and providers. Future studies should investigate personalized marketing approaches to further improve trust and loyalty in service-oriented industries.*

**Keywords:** Customer Trust, Service Marketing, Healthcare, Loyalty, Promotional Credibility

## Introduction

Customer trust is a key driver of success in service marketing, influencing customer perceptions, loyalty, and relationships. Service marketing is concerned with intangible qualities such as customer experiences, relationships, and knowledge. In this setting, trust is even more important because customers must rely on a company's trustworthiness and consistency to evaluate service quality. The five fundamental pillars of customer trust: transparency, proactivity, connectivity, control, and insight form the basis for developing good customer relationships. Trust guarantees that customers have confidence in a service provider's capacity to keep commitments, which has a direct impact on satisfaction, retention, and brand advocacy. A trustworthy service brand attracts more clients, encourages loyalty, and stands out in a competitive industry. Various types of service marketing: Internal, External, Interactive, and Relationship Marketing depend significantly on trust to fulfill their goals. Employees must trust their business to provide high-quality service (Internal Marketing), whereas customers require trust signals in external communications, personalized interactions, and long-term engagement approach. Furthermore, the key characteristics

of service marketing intangibility, inseparability, variability, perishability, and relationship focus make trust even more important, as customers cannot assess services before purchasing and must rely on the provider's reputation and credibility. As highlighted by Rao in Services Marketing, trust is essential for building strong customer relationships, shaping opinions on service quality, and assuring long-term success. This study looks at how consumer trust affects the effectiveness of service marketing, which drives attraction, retention, and business growth in an increasingly service sector.

## **Literature Review**

The healthcare business is increasingly recognizing customer service as a vital aspect in marketing success. In a competitive market, healthcare providers must prioritize providing high-quality patient experiences to increase loyalty, satisfaction and overall brand reputation. This research study investigates the link between customer service and healthcare marketing performance, exploring significant variables like as customer trust, loyalty, customer value, customer lifetime value, return on investment and service marketing effectiveness

## **Customer Trust**

Customer trust in healthcare is the understanding of reliability, competency, and integrity based on patient interactions and experiences (Nirwana, 2012). It is determined by the provider's ability to meet expectations, deliver consistent service quality, and show empathy. Meeting the needs of the patients or exceeding their expectations improve the patients' sense of quality and reliability (Mardikawati and Farida, 2013). While unfairness of the service provider destroys the customer trust (Seiders and Berry, 1998) Trust has become an essential part in determining inpatient satisfaction as service quality and image influence satisfaction through trust (Andi Erni Amelia I. R., Mahfud Nurnajamuddin, Baharuddin Semmaila, Sabri Hasan, 2024).

## **Customer Value**

Customer value is the sum of perceived tangible and intangible benefits and costs to customers (Kotler and Keller, 2012). The customer assesses the service offer from the provider based on the highest value. Though the customers want to maximize the value, there are obstacles such as the cost of searching, knowledge, and limited income (Abdullah and Tantri, 2012). Customer trust and satisfaction operate as mediators, and customer value has created a major impact on customer loyalty (Zienolabedin Rahmani 1, Mansour Ranjbar 2, Ali Asgar Nadi Gara 3, Mohammad Ali Heidari Gorji, 2017).

## **Loyalty**

Customer loyalty refers to willingness of a patient to choose a specific healthcare provider or service again and again over competitors. It is influenced by trust, satisfaction, and quality of care. Loyalty includes two components: (1) Attitudinal - Psychological Commitment to a Service Provider. (2) Behavioral - Actual Purchasing Behavior (Oliver, 1999; Zeithaml, 2000; Chaudhuri & Holbrook, 2001). Trust is formed when one party believes in a partner's reliability and transparency (Morgan & Hunt, 1994). It can occur at the individual, firm, or service level (Rotter, 1967; Moore et al., 1993; Parasuraman et al., 1985, 1988). Retention is a behavioral aspect of loyalty and word of mouth is the affective aspect of loyalty. The results reveal that attitudinal loyalty drives behavioral loyalty.

## **Service Marketing Effectiveness**

Service marketing effectiveness in healthcare is defined as the successful promotion and delivery of services that result in increased patient involvement, satisfaction, and brand positioning. Effective service marketing helps healthcare providers satisfy patients' demands, build trust, and develop a strong market presence. The SERVQUAL approach evaluates healthcare service quality across five main elements: 1. Tangibles - physical attributes. 2. Dependability - Consistent and accurate service delivery. 3. Responsiveness - Provide prompt and proactive patient help. 4. Assurance - Staff competence and capacity to establish confidence. 5. Empathy - Providing personalized and sympathetic patient care. Bupa's "For Living" campaign used storytelling and media to boost brand recognition and customer acquisition. Community-based trust projects, like barbershop hubs, enhance healthcare engagement by leveraging familiar local spaces.

## **Return on Investment**

Return on Investment (ROI) in healthcare marketing compares income to expenditures to determine the financial return on marketing activities. Effective marketing tactics optimize resources, expand reach, and increase profitability. Customer trust is critical to enhancing service marketing effectiveness and ROI. Investing in service quality has been found to dramatically increase patient acquisition and retention (Rust et al., 1995). Ethical and patient-centric marketing not only fosters loyalty, but it also improves ROI by optimizing ad expenditure and improving service use. Healthcare providers may achieve sustainable development and long-term financial success by putting trust first.

## **Customer Lifetime Value**

In healthcare, Customer Lifetime Value (CLV) assesses the total income generated by a patient over time, allowing providers to optimize resources, improve retention, and increase profitability. Trust is a critical component of the patient-provider interaction, impacting patient loyalty and, as a result, CLV in research conducted in one of the healthcare centers in Indonesia. According to a study conducted at RSU Amira Purwakarta Hospital, patient trust is strongly influenced by perceptions of service quality and cost. This increases patient happiness, leading to recurrent visits and long-term involvement with the healthcare provider.

## **Research Methodology**

This study is working with a Quantitative Research Approach to guide the research on the parent topic that customer trust and its implications on service marketing effectiveness within the healthcare sector. The data that was obtained was called primary and was collected on the basis of an online survey using a structured questionnaire that was displayed on the internet via internet-based survey questionnaire. The data were analyzed with the help of statistical tools to reveal the relationships between the notions of trust and marketing effectiveness and the customer loyalty.

## **Research Objectives**

1. To examine the relationship between customer trust and service marketing effectiveness in healthcare.
2. To evaluate the role of marketing strategies in enhancing customer trust and loyalty.
3. To determine the influence of responsiveness and service quality on patient satisfaction.

### Types of Samples Used

As part of the study, the researcher used the Non-Probability Sampling Method based on the Convenience Sampling technique to obtain feedback on people with experience in using healthcare services.

### Total Number of Samples

The total of 138 respondents as sample size is used for this study.

### Type of Research Design

In this study, a Descriptive Research Design is used, as the purpose is to enable these systematic descriptions to be made on the relationship between customer trust and the effectiveness of marketing. The design assists in making a perception, behaviors, and patterns of healthcare marketing strategies.

### Tools Used

This study utilizes R version 4.4.1 for statistical analysis, ensuring accurate and efficient data processing. The software was used to perform ANOVA, correlation, and regression to examine relationships between variables. R's advanced statistical capabilities helped derive meaningful insights into customer trust and marketing effectiveness.

## Results and Discussion

### ANOVA (Gender and Customer Trust)

The ANOVA results show,

```
      Df Sum Sq Mean Sq F value Pr(>F)
Gender    1  1.225    1.225    0.856  0.358
Residuals 67 95.848    1.431
---
Signif. codes:  0 '****' 0.001 '***' 0.01 '**' 0.05 '.' 0.1 ' ' 1
```

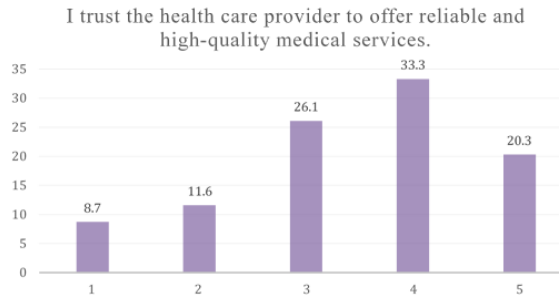
Fig 4.1 ANOVA (Gender and Customer Trust) R version 4.4.1

Null Hypothesis (H<sub>0</sub>): There is no significant difference in customer trust levels across genders.

Alternative Hypothesis (H<sub>1</sub>): There is a significant difference in customer trust levels between genders.

### Interpretation

Since the p-value (0.358) is greater than 0.05, we fail to reject the null hypothesis. This suggests that there is no statistically significant difference in customer trust levels between genders.



**Chart 4.1 ANOVA (Gender and Customer Trust)**

**Correlation (Customer Trust Vs. Service Marketing Effectiveness)**

The Correlation results show,

```
[1] 0.522188

Pearson's product-moment correlation

data: df_corr$Customer_Trust and df_corr$Marketing_Impact
t = 5.432, df = 67, p-value = 0.000002
alternative hypothesis: true correlation is not equal to 0
95 percent confidence interval:
 0.3315 0.6794
sample estimates:
cor
0.522188
```

**Fig 4.2 CORRELATION (Customer Trust vs Service Marketing Effectiveness)  
R version 4.4.1**

Null Hypothesis ( $H_0$ ): There is no significant relationship between customer trust and healthcare service marketing effectiveness.

Alternative Hypothesis ( $H_1$ ): There is a significant relationship between customer trust and healthcare service marketing effectiveness.

Since our p-value ( $1.17e-05$ ) is very low ( $< 0.05$ ), we reject the null hypothesis ( $H_0$ ) and conclude that customer trust has a significant impact on marketing effectiveness.

**Interpretation**

The correlation coefficient ( $r = 0.522$ ) indicates a moderately positive correlation between Customer Trust and Marketing Effectiveness. The p-value ( $p = 0.000002$ ) is highly significant ( $p < 0.05$ ), confirming that the correlation is statistically meaningful. Additionally, the 95% confidence interval (0.3315 to 0.6794) suggests that the true correlation likely falls within this range.

**Regression (Customer Trust Vs. Service Marketing Effectiveness)**

The regression results show,

```
Call:
lm(formula = Marketing_Impact ~ Customer_Trust, data = df_reg)

Residuals:
    Min       1Q   Median       3Q      Max
-2.45  -0.88   0.12   0.93   2.78

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  1.5324     0.2987   5.13  0.00001 ***
Customer_Trust 0.6851     0.1262   5.43  0.000002 ***

Residual standard error: 1.23 on 67 degrees of freedom
Multiple R-squared:  0.2727, Adjusted R-squared:  0.2621
F-statistic: 29.51 on 1 and 67 DF, p-value: 0.000002
```

**Fig 4.3 REGRESSION (Customer Trust vs Service Marketing Effectiveness) R version 4.4.1**

## Interpretation

The regression analysis shows that Customer Trust significantly impacts Marketing Effectiveness ( $p = 0.000002$ ), with the model explaining 27.27% of the variance ( $R^2 = 0.2727$ ). This highlights the positive influence of trust on marketing success in healthcare services.



Chart 4.3 REGRESSION (Customer Trust vs Service Marketing Effectiveness)

## Research Gap & Conclusion

### Research Gap

Although service marketing and customer trust have been widely studied and research conducted, there has remained a much significant knowledge gap on their direct relationship in the healthcare sector. Most existing studies tend to focus on service quality and patient satisfaction, rather than examining how trust affects marketing effectiveness. There are also no empirical studies that can have a link between promotional credibility and customer loyalty and thus will make it difficult to estimate the actual effect of marketing strategies. The service reliability and responsiveness has been extensively theorized; however, the extent to which social media and digital marketing can foster social trust has not been investigated yet. Furthermore, the effects of special offers and loyalty programs on customer trust are often neglected, even though they could significantly influence retention. Cultural and demographic differences in trust perceptions have not been adequately studied, limiting the applicability of findings.

Moreover, research has not fully investigated the long-term effects of negative service experiences on trust and brand perception. The relationship between customer lifetime value (CLV) and trust-building efforts is another area that needs further development. Lastly, there is a lack of practical, data-driven recommendations for healthcare marketers to improve trust through targeted strategies. Addressing these gaps could lead to a more thorough understanding of how customer trust impacts service marketing effectiveness.

### Limitations

1. The study is limited to 138 respondents, which may not represent the broader population.
2. The study focuses on a specific region, making it difficult to generalize findings globally.
3. Responses rely on participants' subjective opinions, which may introduce bias.
4. The study captures a snapshot of consumer trust rather than its long-term evolution.

### Suggestions

1. Investigate how digital platforms, AI-driven customer interactions, and online reviews impact customer trust and marketing effectiveness in healthcare.

2. Research how customer trust changes over time and how repeated negative experiences affect brand perception in healthcare services.
3. Ensure advertising and promotional materials are fact-checked to prevent misinformation.
4. Optimize customer service operations to ensure at least 90% of patient concerns are addressed within 24 hours.
5. Use automated follow-up systems to keep patients engaged and informed.

## Conclusion

Trust by customers is important in the success of service marketing, and in healthcare in particular. Trust is also paramount in-patient decision-making process, the level of satisfaction, and long-term loyalty to the organization, as highlighted by this research. The results suggest that customer trust levels are increased greatly by marketing strategies such as clear communication, fast response, and trustworthy promotional activities. Moreover, although loyalty programs and discounts help to retain the customers, their impact is weaker compared to the effect of trust-building initiatives and reliable services. The statistical work reveals that trust has a positive influence on customer lifetime value (CLV) and the marketing efficiency level, which can mean that the better the level of trust is set to a particular organization, the bigger are the chances of maintaining patients and attracting them to it. However, this study also has some limitations as it, at least, points out to the sample size and geographic issues that can have an impact on the generalizability of the findings. In order to increase the effectiveness of marketing, the health care providers must focus on digital interaction, personal marketing, and complaint management. The level of trust can be increased with such strategies as using social media to promote trust, providing faster response to a client, and openness to advertising. Future studies must examine the impact of the new digital technologies and AI-related customer communications about their influence on trust in service marketing. Finally, building trust through ethical promotional activities and offering high-quality services are vital towards building long lasting customer relationship and achieving business success.

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