

## **A CULTURALLY SENSITIVE APPROACH IN HEALTH LAW TO BUILD TRUST BETWEEN PATIENTS AND MEDICAL PERSONNEL AND IMPROVE THE QUALITY OF HOSPITAL SERVICES: A LITERATURE REVIEW**

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### **Abstract**

This study discusses a culturally sensitive approach in the context of health law as an effort to build trust between patients and medical personnel and improve the quality of hospital services. A culturally sensitive approach in health law focuses on recognising, respecting, and protecting the cultural diversity of patients in the medical service process, which in turn strengthens therapeutic relationships and creates an inclusive and responsive service environment. A literature review method was used to analyse various studies and regulations relevant to the integration of cultural values in health law practice and its implications for patient trust and service quality. The results of the review show that the application of a culturally sensitive approach significantly increases patient trust through more effective communication, respect for cultural values, and reduced discrimination. The trust that is built has a positive impact on treatment compliance, patient satisfaction, and loyalty to the hospital. In addition, the quality of hospital services becomes more humane and in line with the cultural needs of patients, which contributes to the positive reputation of the institution and the sustainability of services. In conclusion, the integration of a culturally sensitive approach in health law is a key strategy in building a fair, inclusive, and high-quality healthcare system. This study highlights the importance of developing legal regulations and cultural competency training for medical personnel to address the needs and challenges of cultural diversity in modern healthcare. Practical implications are suggested for policymakers and hospitals to continue optimising the application of these principles in order to improve trust and service quality in a sustainable manner.

**Keywords:** culturally sensitive, health law, patient trust, service quality, hospitals

### **Introduction**

In the context of modern healthcare, hospitals serve not only as places for medical treatment, but also as spaces for complex social interaction. Every individual who comes to the hospital brings with them their cultural background, values, and norms. Therefore, an approach that accommodates cultural diversity is very important in order to create harmonious interactions between patients and medical personnel (American Medical Association, 2012). In health law, cultural sensitivity is not merely an additional aspect, but a fundamental element that must be integrated so that medical services can be well received by patients from various cultural backgrounds. Misunderstanding or neglecting cultural elements can lead to miscommunication, distrust, and a decline in service quality (Anderson, 2003).