



Relationship Between Communication And Outpatient Satisfaction At The Megang Sakti Health Center Musi Rawas District

Destya Indanitry¹⁾; Emi Pebriani²⁾; Sulastris³⁾

^{1,2,3)} Universitas Dehasen Bengkulu

Email:¹ destyaindanitry@gmail.com ,² emipebriani88@unived.ac.id ,³ sulastry200@gmail.com

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Abstract. Quality service is needed because it concerns the rights of every customer and health. Service quality and value have a direct impact on customers. Customer satisfaction is influenced by the quality of service experienced by customers (Nurul 2017). Patient satisfaction is created by the quality of health services so that good and quality health services will have a positive impact on health services, namely the creation of a well-established loyalty that forms word of mouth that benefits service providers (Gurning, 2018). This study aims to determine the relationship between communication and outpatient satisfaction at the Megang Sakti Health Center, Musi Rawas Regency. The method used is correlative analytic research with a cross-sectional approach, correlative analytic research design is research that connects one variable with another. The sample in this study amounted to 45 people. The results of the univariate test analysis that most of the respondents (46.7%) had poor communication, most of the respondents (42.2%) had low satisfaction, there was a relationship between communication and outpatient patient satisfaction at the Megang Sakti Health Center, Musi Rawas Regency. Researchers suggest to the Megang Sakti Health Center to provide knowledge about the importance of communication to patients so that it can increase Outpatient Patient Satisfaction at the Megang Sakti Health Center, Musi Rawas Regency

Keywords: *Communication, Satisfaction.*

INTRODUCTION

Puskesmas is a health service facility that organises public and individual health efforts at the first level, with promotive and preventive efforts as the main steps in its working area to achieve the highest degree of health (Permenkes, 2019). Quality service is needed because it involves the rights of every customer and health. Service quality and value have a direct impact on customers. Customer satisfaction is influenced by the quality of service experienced by customers (Nurul 2017). Patient satisfaction is created by the quality of health services so that good and quality health services will have a positive impact on health services, namely the creation of a well-established loyalty that forms word of mouth that benefits service providers (Gurning, 2018). Services that are less satisfying to patients will result in bad complaints given to the puskesmas (Al-Damen, 2017; Astari, 2020).

Outpatient services are one of the first-level efforts in the utilisation of health services. The increasing number of old patient visits shows that the quality of outpatient services at the Megang Sakti health centre is good so that consumers will make repeated visits. One of the strategies used to improve the quality of service at the Puskesmas is to improve the quality of human resources and customer satisfaction supported by complete infrastructure and medical devices to support services. (RADPKP, 2021).

The problem with primary health care lies in the expectations of stakeholders, which ideally do not match, causing concern. Where primary care has strategic challenges; Management and coordination, Implementation of the National Health Insurance (JKN), Strengthening primary health care, Advances in science and technology (IPTEK), especially

data and information systems, quality, quantity, type and distribution of human resources are not optimal, Officer communication is not effective (Ministry of Health, 2023).

Good communication between health workers and patients is very important to achieve a successful outcome of each patient's care. To achieve an improvement in the patient's health status, health workers must serve patients with sincerity, courtesy and kindness. Health workers must also devote time and attention not only to the patient but also to the patient's family. Therefore, communication must be understood by all parties involved (Hardiansyah, 2019). Communication has an important role in building a therapeutic relationship and has an impact on the level of patient satisfaction and the quality of nursing services (Djala, 2021). Patient satisfaction arises after a patient compares the health services received with their expectations (Mahyana et al., 2020).

Communication is the key that determines the success of health services in health centres (Achmad et al., 2019). Outpatient care is one of the service gates and is a barometer of the quality of health services because patients will use outpatient care before receiving higher service facilities (Ulya et al., 2023). Poor communication will cause patients to have difficulty expressing their complaints and patients will be afraid to ask for help related to Activity of Daily Living (ADL) which will hinder the healing process (Mawaddah & Wijayanto, 2020). Poor communication can also cause therapy not to run as it should, harm to patient safety, and ineffective treatment (Nugraha et al., 2019). In addition, poor communication will also have other adverse effects, such as medication non-compliance, patient dissatisfaction, inefficient use of resources, and risk of patient safety issues (Appiah et al., 2023).

The preliminary study through observation and interviews with 10 people who visited the Megang Sakti Health Centre service found that 6 patients complained that the health centre service was still not good on the grounds that the queue was quite long, there was still language that was difficult to understand and patients mentioned that they often used other health services such as clinics including clinics located outside the health centre area. While the other 4 people said the officer's communication was good, the officer greeted them with a greeting, the officer explained his actions, and the officer listened to what they complained about. This shows that there is still a gap that occurs at the Megang Sakti Health Centre with the ideal service that should be applied.

LITERATURE REVIEW

Communication comes from Latin *communis* which means making together or making two or more people together, then *communico* means to give (Sari et al., 2020). Communication is also said to come from the word *communicare* which means to disseminate / notify. Furthermore, the word communication is interpreted as the delivery of symbols (Purba et al., 2020).

According to Liliwari in Budhirianto & Sumiaty (2022), communication involves two or more parties who have rules and common goals. According to Tatang in (Wowor & Putri, 2021), the functions of communication are self-concept formation, declaring self-existence, forming relationships, conveying feelings, teaching, entertainment, and so on. The first function of communication is to convey information to others, so the communicator hopes that the person who receives the message can find out the things he wants to know. Second, the function of communication for the dissemination of information that is educational to others, so that communicants get the benefits of science from the information they get. The third function, communication also functions as a form of instruction to someone (communicant). Furthermore, communication functions to influence and change the attitude of the person receiving the message (Budhirianto & Sumiaty, 2022).

METHODS

This research design uses correlative analytic research with a cross-sectional approach, which is a type of research that emphasises the time of measurement or observation of data on independent and dependent variables only once at a time (Nursalam, 2014). Correlative analytic research design is research that connects one variable with another. Then tested statistically

(hypothesis testing) or known as the correlation test which will produce a correlation coefficient (Swarjana, 2015). The cross-sectional approach in this study was used to analyse the relationship between communication and outpatient satisfaction at Puskesmas Megang Sakti, Musi Rawas Regency.

The population in this study were all outpatients of Puskesmas Megang Sakti Musi Rawas Regency, namely 32,131 people. The sampling technique used in this study with a simple random sample (Simple Random Sampling). It is the taking of sample members from the population carried out randomly without regard to the strata that exist in that population. The following is a sample calculation in this study using Slovin: the sampling technique is simple random, using the Slovin formula to determine the size of a representative sample of the population using the desired population proportion and the desired error rate.

RESULT

Table 1 Relationship Between Communication And Outpatient Satisfaction At The Megang Sakti Health Centre, Musi Rawas Regency.

Communication	Satisfaction						Total		P-Value
	Low		Medium		High		f	%	
	F	%	F	%	f	%			
Good	3	27,3	2	18,2	6	54,5	11	100	0,012
Fair	2	15,4	4	30,8	7	53,8	13	100	
Less	14	66,7	5	23,8	2	9,5	21	100	
Total	19	42,2	11	24,4	15	33,3	45	100	

Table 1 above shows that of the 11 respondents who had good communication, there were almost half 3 (27.3%) respondents with low satisfaction, 2 respondents (18.2%) moderate satisfaction, and 6 respondents (54.5%) High satisfaction. Of the 13 respondents who had sufficient communication, there were a small proportion of 2 (15.4%) with low satisfaction, 4 respondents (30.8%) moderate satisfaction and 7 people (53.8%) high satisfaction respondents. Of the 21 respondents who had poor communication, there were mostly 14 (66.7%) respondents with low satisfaction, 5 respondents (23.8%) with moderate satisfaction and 2 respondents (9.5%) high satisfaction.

Based on the results of the Chi Square statistical test, the p value = 0.012 is smaller than $\alpha = 0.05$, which means it can be concluded that this shows that there is a relationship between communication and outpatient satisfaction at the Megang Sakti Health Centre, Musi Rawas Regency.

DISCUSSION

Relationship between communication and outpatient satisfaction at the Megang Sakti Health Centre, Musi Rawas Regency.

The results of the study Of the 13 respondents who had sufficient communication, there were 7 people (53.8%) respondents with high satisfaction. The results of the Chi Square statistical test obtained p value = 0.012 is smaller than $\alpha = 0.05$, which means it can be concluded that this shows that there is a relationship between communication and outpatient patient satisfaction at the Megang Sakti Health Centre, Musi Rawas Regency.

This is supported by the results of research according to Andriani (2014) therapeutic communication with the level of patient satisfaction conducted on 38 respondents in the surgical inpatient ward of RSI Ibnu Sina Bukittingi found that there is a significant relationship between therapeutic communication of nurses and the level of patient satisfaction due to the cooperation between medical personnel and patients in terms of conveying information through communication and providing fast and responsive services. because therapeutic communication is one of the ways to improve patient satisfaction, because therapeutic communication is one of providing accurate information and fostering a trusting relationship with clients, so that clients

will feel satisfied with the service, this can be achieved if there is cooperation between medical personnel and patients so that mutual benefit so that patient satisfaction is achieved as expected.

Researchers assume that communication is one of the media to provide accurate information and build trusting relationships with clients, so that clients will feel satisfied with the services received. Nurses who have good communication will provide satisfaction to patients. In this study, therapeutic communication of nurses can affect the level of patient satisfaction where nurses are calm and can control feelings when meeting with patients, nurses give and introduce themselves when interacting with patients/f

CONCLUSION

Based on research on the Relationship between Communication and Outpatient Satisfaction at the Megang Sakti Health Centre, Musi Rawas Regency, the following conclusions can be obtained:

1. Some of the respondents (28.9%) have sufficient communication.
2. Some of the respondents (53.8%) have high satisfaction.
3. There is a relationship between communication and outpatient satisfaction at the Megang Sakti Health Centre, Musi Rawas Regency.

LIMITATION

This research can be used as a development of science and can be used as a source or reference for further researchers related to the Relationship between Communication with Outpatient Patient Satisfaction at Puskesmas Megang Sakti Musi Rawas Regency and is expected to provide useful information and input for the Puskesmas in providing knowledge about the importance of Communication to patients to increase Outpatient Patient Satisfaction at Puskesmas Megang Sakti Musi Rawas Regency.

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