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THE CORELATION BETWEEN VERBAL AND NON-VERBAL COMMUNICATION OF NURSES TO PATIENT SATISFACTION LEVELS IN INPATIENT INSTALLATIONS MITRA KASIH HOSPITAL 2023

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ABSTRACT

Communication is a process of conveying information, ideas, feelings, expertise and others. Patient satisfaction is the feeling of pleasure or disappointment experienced by patients after comparing the perceived performance (or results) of a product with their expectations. The preliminary study conducted on patients at inpatient installation of Mitra Kasih Cimahi Hospital showed 40% said satisfied, 30% less satisfied and 30% dissatisfied. The purpose of this study is to determine the correlation between verbal and non-verbal communication of nurses with the level of patient satisfaction at inpatient installation of Mitra Kasih Cimahi Hospital. This study used quantitative analytic descriptive method with cross-sectional approach. The population of 51 patients and a sample of 46 patients. The results of this study obtained less than 17.4% communication data, and good 82.6%. Satisfaction is less 15.2%, and satisfied 84.8% based on the fisher exact test obtained a p -value = 0.001 $<$ a value of $\alpha = 0.05$ which means that there is a correlation between nurse communication and patient satisfaction levels. This study concludes that there is a correlation between verbal communication and non-verbal communication with patient satisfaction. It is hoped that with this study, hospitals can conduct training to improve effective nurse communication, especially verbal and non-verbal communication.

Keywords: Verbal communication, Non verbal, Satisfaction

INTRODUCTION

Indonesian Government Regulation Number 65 of 2005 concerning Guidelines for the Preparation and Implementation of Minimum Service Standards, Chapter I paragraph 6 states that the implementation of government activities in the regions referring to Minimum Service Standards (SPM) will provide a guarantee for the community to obtain good services from the government in accordance with their needs. One of the health service providers is a hospital, so the hospital must be able to provide quality services and satisfy patients.

According to Otani, there are four indicators of quality service (excellent): The nurse's responsiveness when being called, helpfulness or the nurse's desire to help eliminating or to reduce the patient's pain, the ability of nurse's communication to the patient, and the nurse's ability to provide adequate instructions or explanations regarding patients' treatment in the hospital. Fair and equitable services will create satisfaction because people are now starting to be critical in assessing services, especially in the health sector. Satisfaction is an expression of people's feelings that arise after comparing perceptions of nurse's performance.

Hospitals in Indonesia continue to grow, both in number and infrastructure along with technological developments. Even though there are developments in hospitals from time to time, the basic function of a hospital is unchanged, namely as a place to restore public health and provide good public health care in terms of inpatient and outpatient services. A hospital is

a service institution that provides individual health services both promotive, preventive, curative and rehabilitative. Hospitals are required to provide health services that meet optimal service standards. In nursing practice, professional nurses not only take action independently, but professional nurses also take action through collaboration with clients and other health workers in providing nursing care in accordance with their authority and responsibility. To meet the demands and keeping up with developments, nurses need to have professional knowledge, skills and attitudes including technical and interpersonal skills. Nurses strive to achieve predetermined standards and are motivated to improve the quality of service

One of the service qualities is improving good and appropriate communication skills for nurses. The nurse's ability to have good relation to other people is an important factor in interpersonal communication. This includes the nurse's ability to take the initiative in establishing and maintaining communication, to be herself, and to provide appropriate responses. Good interpersonal communication also requires a sense of togetherness, a belief that the connection between nurse-client is a partnership, and both are on the same participant level.

Nurses who have good communication skills will easily establish a connection of mutual trust with patients and will prevent illegal problems. Apart from that, it also provides a sense of professional satisfaction in nursing services and improves the image of the nursing profession and the image of the hospital. Nurses who communicate well will be able to express concern, nurses appreciate the fact that humans are ambiguous and complex. Communication is often happen without eye contact and the client's response is sometimes not always as what you expected. By devoting attention to the client, you will be able to address the client's needs and help the recovery process.

Based on an initial study in the Internist room of Mitra Kasih Hospital on October 17th 2022, the number of inpatient room patients reached 71 patients, and the number of nursing staff in the inpatient room was 47 people (Mitra Kasih Hospital Profile, 2022). Based on the data obtained for the last 1 year to the clients, 40% said they were satisfied, 30% were less satisfied, 30% were dissatisfied. From the results of interviews with 5 patients in the inpatient room (the 5 patients taken for the initial interview were taken randomly), problems were found in communication where researchers found nurses used medical language such as "injection" when giving an injection to a patient, and "thrombocytes", "leukocytes" when explaining lab results, this can make the patients misunderstand the terms and that the patients become less satisfied with the nurse's communicative skill, and from the results of interviews with 5 patients, the patients revealed that sometimes the nurse shows an unhappy face such as not smiling, bitchy, and unfriendly expressions when carrying out nursing procedures, this can make the patients less satisfied with the nurse's friendliness when carrying out nursing procedures, the patients also said that when the nurse explained to the patients that he wanted to carry out a blood test the nurse was lacking in delivering information so that the patient's family misunderstood the nurse's explanation, this resulted in the patient refusing to have a blood test.

Based on the background above, researchers are interested in conducting research with the title "The Corelation Between Verbal And Non-Verbal Communication Of Nurses To Patient Satisfaction Levels In Inpatient Installations Mitra Kasih Hospital 2023"

METHOD

The research design used was cross sectional with an analytical trait. Where researchers make observations or measurements of variables at one time. The word one time does not mean that all subjects are observed at exactly the same time, but it means that each subject is only observed once and measurements of subject variables are carried out at the time of the examination

RESULT

Frequency Distribution of Respondents Based on Nurse Communication in the Nursing Room at Mitra Kasih Hospital, Cimahi 2023

Nurses Communication	Frequency	Percentage (%)
Good	38	82,6
Less	8	17,4
Total	46	100,0

Based on table 4.1, data was obtained as many as 38 (82.6%) respondents said that nurse communication was good.

Frequency Distribution of Respondents Based on Patients' Satisfaction Level in the Nursing Room at Mitra Kasih Hospital, Cimahi 2023

Patients' Satisfaction Level	Frequency	Percentage (%)
Satisfied	39	84,8
Less Satisfied	7	15,2
Total	46	100,0

Correlation Between Nurses Communicating Skills with Patients Satisfaction Level in the Inpatient Room of Mitra Kasih Hospital Cimahi 2023

	Communication		Satisfaction			p
	Satisfy	%	Less Satisfy	%	Total	
Good	36	78,3	2	4,3	38	82,6
Less	3	6,5	5	10,9	8	17,4
Total	39	84,8	7	15,2	46	100

Based on table 4.3, it can be seen that the respondents who said nurse communication was good and were satisfied were 36 respondents (78.3%), while the respondents who said nurse communication was not good and were less satisfied were 5 respondents (10.9%). Based on the Fisher exact test, the p value = 0.001 < α = 0.05, which means that H0 is rejected and H1 is accepted or there is a correlation between nurses communication skill and the level of patient satisfaction.

DISCUSSION

Nurses Communication Skill

Based on research from 46 respondent, 38 (82.6%) respondents said nurse communication was good and 8 (17.4%) respondents said nurse communication was poor. On average, those who said nurse communication was poor were respondents with junior high school and senior high school education level, because young patients tend to be more careful in receiving information and services conveyed by nurses.

Verbal communication is synonymous with words, whether spoken or written. Verbal communication is often used when dealing with all humans to express feelings, thoughts, data, facts, emotions, information and ideas, debate with each other, dispute and exchange feelings (Purba, et al.).

Non-verbal communication is a communication process where the message or information conveyed is not directly or only limited to words and tends to use body movements (body language). Symbols or emblems, gestures, signals, colors, eye gaze, facial expressions as well as the voice pitch, speaking style and so on are part of non-verbal communication.

In the outpatient services at the Community Health Center, verbal communication is very much used in providing services. Verbal communication is usually more accurate and right on time. Words are tools or symbols used to express ideas or feelings, evoke emotional responses or describe objects, observations and memories. Often also to convey hidden meanings and test someone's interest.

This is in line with research by Corry Hafizah (2019), with the title the correlation between patients' satisfaction communication at the outpatient registration place (TPPRJ) Siak Hulu II Health Center, Kampar Regency in 2019. The results showed that there was a correlation between verbal communication and patients' satisfaction, namely P value = 0.000 < 0.05 states that 76.9% of patients were dissatisfied with verbal and non-verbal communication services. Other research results, Hayulita, S and Fajri, N (2016) stated that there is a correlation between nurses' verbal communication and the level of satisfaction with the need for coordination between nurses and patients in terms of delivering information through communication and providing fast and responsive services.

Patients Satisfaction Level

Based on research from 46 respondent, 39 (84.8%) respondents said they were satisfied and 7 (15.2%) respondents said they were dissatisfied. On average, those who said they were dissatisfied were female respondents, because women are easily dissatisfied with the services provided, even though the services provided are optimal.

Patient satisfaction of the health services and the changes to the health service system are the ultimate marketing goals of a hospital. Patients' satisfaction will be achieved if optimal results are obtained for each patient and health services pay attention to the capabilities of the patient or family, pay attention to complaints about physical environmental conditions and respond to or prioritize patient needs.

It is felt that patient demands for various aspects of hospital services are highly increased as seen from the increasing number of complaints about services. Besides, it is important that human resources meet the requirements, both in quality and quantity, officers must have high knowledge, reliable skills and good behavior. The services provided by hospitals must be highly qualified.

On the other hand, there are still many hospital staff who are felt by patients to be lacking or not providing services in accordance with patient expectations, this can be seen by complaints, such as health workers who are not competent (not friendly) in providing services.

This is in line with research by Corry Hafizah (2019) which states that there is a correlation between verbal communication and patients' satisfaction with P value = 0.000 < 0.05. There were 76.9% of patients who were dissatisfied with verbal communication services. The correlation between nonverbal communication and patients' satisfaction is P value = 0.000 < 0.05 and states that 60% of patients are dissatisfied with non-verbal communication services.

Correlation Between Nurses' Communication Skill and the Level of Patients' Satisfaction

Based on research from 46 respondents, the results of bivariate analysis showed that respondents said nurse communication was good with 36 respondents (78.3%) felt satisfied and 2 respondents (4.3%) felt less satisfied, while respondents who said the number of nurses with less communicating skill and felt dissatisfied was 5 respondents (10.9%) and those who felt satisfied were 3 respondents (6.5%), with the results of statistical tests where the Fisher Exact Test value obtained was p = 0.001 with a significance level of α = 0.05 which means the p value < α , so H_0 is rejected and H_1 is accepted or there is an influence of nurse communication on the level of satisfaction at Mitra Kasih Cimahi Hospital.

The results of this research are in line with previous research conducted by I Gede Angga Sukantara, a student of the bachelor of nursing study program at the Bina Usada Bali Health Science College 2020 at Puskesmas II East Denpasar. The results obtained were p =0.003 (p <0.05) for verbal communication, p value=0.001 (p <0.05) for non-verbal communication, meaning that there is a corelation between nurses' verbal and non-verbal communication on the level of patients' satisfaction at Community Health Center II, East Denpasar.

This is supported by the opinions of Moison, Walter and White in Dwilaksono regarding factors that influence consumers' satisfaction. In his opinion, there are 9 factors that influence the level of satisfaction and one of them is communication.

Bhayangkara also stated that communication in professional nursing practice is the main element for nurses in carrying out nursing care to achieve optimal results. The role of communication in health services cannot be separated from every patient who is in health treatment in hospital because one of the factors that influences patients' satisfaction is communication, in this case, also includes behavior, speech, indifference, friendliness of staff,

and ease of obtaining information and communication ranks high in perceived hospital patients' satisfaction. Oftenly, even though the patient/family feels that the outcome is not in line with their expectations, the patient/family feels quite satisfied because they are served with an attitude that respects their feelings and dignity [4].

In the researcher's opinion, there is a correlation between nurses' communication and the level of satisfaction of patients treated in the internal care room at Mitra Kasih Hospital Cimahi because communication is an important element in the interaction process between nurses and patients. When interacting with patients, good communication is very necessary, both aspects of verbal communication, for example clarity, speed of speech, time and relevance, etc., also aspects of non-verbal communication, for example personal appearance, vocals, facial expressions, etc., all of this needs to be paid attention to so that patients can feel satisfied when receiving nursing services.

There were 2 respondents (4.3%) who were not satisfied even though the nurses' communication was good. This is because the respondents who felt less satisfied even though the nurse's communication was good were female respondents as can be seen in the master table (See Attachment).

This is supported by Suhamirati's research that women are not easily satisfied (32.9%), those who are more easily satisfied are men (67.1%). However, this is contrary to Hashim's research which states that women are 63% more easily satisfied than men (37%) (Haydar, 2011).

According to Sarwono, quoted by Nurhasanah, gender influences patients' perceptions and expectations to meet their needs, including health services. Basically, women prefer to communicate with each other and aim to build togetherness, while men prioritize working with groups to gain independence [4]. Loudon and Bitta, quoted by Budiman, stated that the demographic factor related to satisfaction is gender, where the male is stated to be more easily satisfied, in contrast to the female, which is not easily satisfied.

In the opinion of researchers, basically a woman prefers to communicate with others and aims to build togetherness, whereas togetherness cannot be fulfilled only by good nurse communication, but can also be influenced by the patient's feedback.

The results of further research showed that 3 respondents (6.5%) said they were satisfied even though the nurses' communication was not good. Referring to the research results in the master table, it shows that all of the respondents included in this category are male, 2 of them are > 30 years old and 2 of them have an education level below or equal to high school (Appendix).

This is in line with previous research conducted by Lestari, the results showed that male respondents tended to be 2.5 times more satisfied than female respondents and respondents with an education level of less than or equal to high school were 2.5 times more satisfied. 5 times compared to respondents with more than high school education. Then from research conducted by Budiman (2010) the results showed that 62.5% of patients aged > 30 years were more satisfied, compared to only 37.5% patients aged less than or equal to 30 years.

As Yayuk argues, the level of satisfaction between individuals differs from one individual to another due to the influence of factors such as occupation, age, social position, economic level, education, gender, mental attitude and personality [5].

In the opinion of researchers, gender is related to the level of patients' satisfaction where men are more easily satisfied than women because male patients do not pay too much attention to the service provided by nurses but focus more on how they are cured, whereas women tend

to look more specifically at the healing process, such as the general services received during the treatment process.

Age is related to the level of patient satisfaction where older people are more easily satisfied than younger people because older people have more experience in nursing services than younger people, besides that younger people are more likely to worry about the prognosis of their illness because they think about in the future so that they expect more optimal service, while older people tend to be confident in the services provided by nurses and also as older people they feel that they will definitely be given good service and will be more respected by other people, in this case nurses.

The level of education is related to the level of patient satisfaction where the level of education is less than or equal to high school is more easily satisfied compared to those with an education level of more than high school because people with an education level of less than or equal to high school have less (less) knowledge than those with an education level of more from high school or who have received college education, thus influencing patient perceptions in assessing the services provided by nurses, especially in this case, nurses' communication. Therefore, nurses in providing nursing services, especially communication with patients, should be able to build togetherness and pay more attention to the characteristics of the patients they encounter because individual characteristics can also influence their perception of whether they are satisfied or dissatisfied with the services they receive.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research conducted on 46 respondents in inpatient rooms at Mitra Kasih Hospital, it can be concluded that the research results are as follows:

From 46 respondents, the results showed that the majority (84.8%) of the communication applied by nurses in carrying out nursing care to patients was good. Out of the 46 respondents from statistical tests, the level of satisfaction of patients who were satisfied with good nurse communication was greater (82.6%) compared to respondents who said they were not satisfied, while those who said nurse communication was poor had more respondents who were less satisfied than respondents who were satisfied.

There is a correlation between nurses' communication and the level of satisfaction of patients treated in the internist treatment room at Mitra Kasih Hospital, Cimahi

For Mitra Kasih Hospital Mitra Kasih Hospital should conduct training to improve effective nurse communication with patients. Especially in nurses' non-verbal and verbal communication.

For STIKes Budi Luhur Cimahi As reading material and to broaden the insight of STIKes Budi Luhur students, especially regarding the correlation between verbal and non-verbal communication between nurses and the level of patient satisfaction and as an input material for STIKes Budi Luhur in the teaching and learning process activities about verbal and non-verbal communication in the communication of nursing course.

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