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The Relationship between the Implementation of Effective Communication in Excellent Service with the Quality of Health Services in Class III Inpatients at Abdoel Wahab Sjahranie Hospital

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ABSTRACT / ABSTRAK

Public services are part of achieving the government's goal of realizing an independent and prosperous society. So through this research, we want to see the relationship between the implementation of effective communication in excellent service with the quality of health services in class III inpatients at Abdoel Wahab Sjahranie Hospital. This type of research is an analytical survey with a cross-sectional research design, which is research where data is collected within a certain period of time. The population of this study was patients who were in the Tulip room at Abdoel Wahab Sjahranie Hospital, which numbered 55 people. The implementation of effective communication in excellent service with the Quality of Class III Inpatient services at Abdoel Wahab Sjahranie Hospital has a relationship that if done effectively will improve the image of Abdoel Wahab Sjahranie Hospital. The implementation of effective communication in excellent service with the Quality of Class III Inpatient services at Abdoel Wahab Sjahranie Hospital has a relationship that if done effectively will improve the image of Abdoel Wahab Sjahranie Hospital. The recommendations offered are that the management of Abdoel Wahab Sjahranie Hospital can consistently maintain a good work culture that prioritizes organizational nilai through equalizing perceptions of every apple or other activity.

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1. INTRODUCTION

Public services are part of achieving the government's goal of realizing an independent and prosperous society. Improvement of public services is not only a form of management, but basic services in the form of health, education, environment and microeconomics are part of public services that cannot be avoided in the delivery of services.

Hospitals as public services are responsible for providing high-quality and affordable health services to the community. Some of the things that hospitals must do as a public service include providing standard medical facilities and equipment, providing experienced and qualified medical personnel, providing affordable and efficient services, transparency and accountability in managing finances and resources, evaluating and improving services on an ongoing basis, maintaining the confidentiality and privacy of patients, maintaining the quality of the environment and the cleanliness of the hospital.

A good communication strategy is a strategy that can be used to determine or place a person in proper communication with his communication partner in order to achieve the communication goals that have been set. The existence of a communication strategy is inseparable from the goals to be achieved. This is explained by the network that directs the task, and at the same time, the strategy affects the activity. Prerequisites for creating a communication strategy increase understanding of the goal, meaning that when the goal is understood, it is easy to determine the strategy to achieve the goal.

According to Tubb and Moss effective communication tools have five factors, namely (1) understanding the message by the recipient, (2) giving pleasure to the communicator, (3) influencing the attitude of others, (4) improving relationships, (5) producing results, which are consistent with what is expected of the recipient of the message in the form of actions. In a hospital, communication with the community through good service is very important for the continuity of a company engaged in services. As an excellent service strategy, every hospital must adopt a healthy quality approach, community satisfaction, so that hospitals can survive in the midst of the increasingly vigorous growth of the health industry.

Satisfaction is the expression of people's feelings that arise when comparing perceptions of the functionality of a product. The hospital's goal of survival and development is to improve social services. This is because the community or patients are the source of income that hospitals expect either directly or indirectly through health insurance. Communication is one of the most important supporting factors for hospital services in revealing their role and function. One of the qualifications of hospital staff is the ability to communicate effectively and easily understand the implementation of community services. Communication skills are fundamental for solving problems, facilitating the provision of assistance in both medical and psychological services.

The quality of health services is the satisfaction of the needs of the community or individuals for health services that are in accordance with a good professional level, using resources reasonably, efficiently and within safe and satisfactory boundaries for clients, according to good standards and ethics. According to the Community Satisfaction Survey Group of RS Abdul Wahab Sjahranie Samarinda in 2020 with a total of 197 respondents, the Community Satisfaction Index (ICM) changed to 78.1% which means it is at a good level. quality maintenance intervals

So through this research, we want to see the relationship between the implementation of effective communication in excellent service with the quality of health services in class III inpatients at Abdoel Wahab Sjahranie Hospital.

2. MATERIALS AND METHOD

This type of research is an analytical survey with a cross-sectional research design, which is research where data is collected within a certain period of time. The population of this study was patients who were in the Tulip room at Abdoel Wahab Sjahranie Hospital, which numbered 55 people. The research sample uses Total Sampling where the entire population becomes the research sample. Data collection using research questionnaires, then analyzing the collected data using bivariate analysis.

3. RESULTS AND DISCUSSION

The results of the research obtained to see the relationship between the implementation of effective communication in excellent service with the quality of health services in class III inpatients at Abdoel Wahab Sjahranie Hospital

Table 1. The Relationship between the Implementation of Effective Communication in Excellent Service with the Quality of Health Services in Class III Inpatients Abdoel Wahab Sjahranie Hospital

Variable	Healthcare Quality				Total	P Value
	Enough		Less			
	n	%	n	%		
Effective Communication						
Enough	43	87,8	2	18,2	45	0,038
Less	6	12,2	9	81,8	15	
Total	49	100,0	11	100,0	60	

Based on Table 1 above, it is known that effective communication is sufficient and the quality of service is sufficient by 87.8% with a significance value of 0.038 which means that effective communication in excellent service with the quality of health services has a significant relationship.

The effective communication carried out in the efforts of excellent service in the hospital is the result of the organizational culture that is continuously promoted at the Abdoel Wahab Sjahranie Regional Hospital through the service integrity pact contained in the service proclamation.

The organizational values that are built are friendly, dexterous, polite and professional. The four values are then translated in terms of practice in each service or into repeated delivery before carrying out service activities.

Through the research questionnaire, the concept of excellent service in this case through effective communication such as greetings to patients and patients' families, appropriate and clear explanations to patients and families and prioritizing a good approach in efforts to deliver information with an orientation of improving education to patients and patients' families. In line with Siregar's research, N. S. S. (2020) good communication to patients has a role in efforts to improve the quality of service in hospitals.

In addition, the concept of excellent service is achieved through good handling from health workers, handling patient complaints that are well managed makes a separate image for the Hospital that the size of excellent health services is also determined through the preparedness of responsive health workers through friendly services by prioritizing the value of the organizational culture that is built. In line with the research conducted by Utami, T., Romiko, R., & Yulia, S. (2020) stated that organizational culture provides good performance for health workers different research by Yundelfa, M., Refialdinata, J., & Haryono, B. (2020) which states that cultural values have no influence on nurse performance due to the application of cultural values that are not optimal.

Effective communication in the context of excellent service is indeed a strategy that can form a good quality of service, so that in some research results that good service quality produces a good hospital image so that patient trust in health care providers.

7. CONCLUSION

The implementation of effective communication in excellent service with the Quality of Class III Inpatient services at Abdoel Wahab Sjahranie Hospital has a relationship that if done effectively will improve the image of Abdoel Wahab Sjahranie Hospital. The recommendations offered are that the management of Abdoel Wahab Sjahranie Hospital can consistently maintain a good work culture that prioritizes organizational nailai through equalizing perceptions of every apple or other activity.

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