

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

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## ARTICLE HISTORY

Received [25 January 2025]

Revised [04 May 2025]

Accepted [15 June 2025]

## Keywords :

Communication, Satisfaction.

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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.

## INTRODUCTION

The Community Health Center is a health service facility that organizes community and individual health efforts at the first level, with promotive and preventive efforts as the main steps in its work area to achieve the highest level of health (Permenkes, 2019). Quality services are needed because they concern the rights of every customer and health. The quality of service and value have a direct impact on customers. Customer satisfaction is influenced by the quality of service felt by customers (Nurul 2017). Patient satisfaction is created from 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 so as to form word of mouth promotion that benefits service providers (Gurning, 2018). Services that are less than satisfactory to patients will have an impact on bad complaints given to the Community Health Center (Al-Damen, 2017; Astari, 2020).

Outpatient services are one of the first-level efforts in utilizing health services. The increasing number of visits by old patients shows that the quality of outpatient services at the Megang Sakti Health Center has been good so that consumers will make repeat visits. One of the strategies carried out to improve the quality of services at the Health Center is to improve the quality of human resources and customer satisfaction which is supported by complete facilities and infrastructure and medical devices to support services. (RADPKP, 2021). Primary health problems lie in the expectations of stakeholders that are not ideally in line, thus causing concern. Where primary services have strategic challenges; Management and coordination, Implementation of National Health Insurance (JKN), Strengthening primary health services, The progress of science and technology (IPTEK), especially data and information systems, quality, quantity, type and distribution of human resources are not yet optimal, officer communication is not yet effective (Ministry of Health, 2023).

Good communication between health workers and patients is essential to achieve successful outcomes from each patient's care. To achieve improved patient health, health workers must serve patients sincerely, politely and well. Health workers must also devote time and not only to patients but also to the patient's family. Therefore, communication must be understood by all parties involved in it (Hardiansyah, 2019). Communication plays an important role in building therapeutic relationships and has an impact on patient satisfaction levels 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 to determining the success of health services in community health centers. (Achmad et al., 2019). Outpatient care is one of the service gateways and 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 regarding *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, the emergence of dangers to patient safety, and ineffective treatment (Nugraha et al., 2019). In addition, poor communication will also have other negative impacts, such as non-compliance with treatment, patient dissatisfaction, inefficient use of resources, and the risk of patient safety issues (Appiah et al., 2023). Megang Health Center is one of the health centers in Lubuk Linggau City.

Preliminary study through observation and interviews with 10 people who visited the Megang Sakti Health Center service found that 6 patients complained about the health center service which was still not good with the reason being the long queue, the language was still difficult to understand and the patients mentioned often using other health services such as clinics including clinics located outside the health center area. While 4 other people said that the communication of the officers was good, the officers greeted them with greetings, the officers explained their actions, and the officers listened to what they complained about. This shows that there is still a gap that occurs in the Megang Sakti Health Center with the ideal service that should be implemented. Based on the description above, the researcher is interested in conducting research on "The Relationship Communication With the Satisfaction of Outpatients at the Megang Sakti Health Center, Musi Rawas Regency".

## RESEARCH METHODS

**Design study** This use type study analytic correlative with approach *cross-sectional*, that is type study Which emphasizes the time of measurement or observation of independent variable data and dependent only once on one moment (Nursalam, 2014). Design study analytic correlative is study Which connect variable Which One with variable Which other. Then tested in a way statistics (test hypothesis) or known as test correlation Which will produce coefficient correlation (Swarjana, 2015). Approach *cross-sectional* on study This used For analyze the relationship between communication and outpatient satisfaction at the Megang Sakti Health Center, Musi Rawas Regency.

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

## RESULTS

**Table 1 Communication Relationships With the Satisfaction of Outpatients at the Megang Sakti Health Center, Musi Rawas Regency.**

Communication	Satisfaction						Total	$\chi^2$ Value
	Low		Currently		Tall			
	F	%	F	%	f	%	f	%
Good	3	27.3	2	18.2	6	54.5	11	100
Enough	2	15.4	4	30.8	7	53.8	13	100
Not enough	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 out of 11 respondents who have good communication, there are almost 3 (27.3%) respondents with less satisfaction , 2 respondents (18.2%) moderate satisfaction, and 6 respondents (54.5%) High Satisfaction. Out of 13 respondents who have sufficient communication, there are a small number of 2 (15.4%) with low satisfaction, 4 respondents (30.8%) moderate satisfaction . And 7 people (53.8%) respondents have high satisfaction . Of the 21 respondents who have poor communication, there are most of 14 (66.7%) respondents with poor satisfaction, 5 respondents (23.8%) with moderate satisfaction and 2 respondents (9.5%) with high satisfaction. Based on the results u test stat i s t i k *C h i Square* got a t k a n  $p$  v a l u e = 0, 0 12 more small from  $\alpha = 0.05$  which means can concluded that matter this indicates a n There is Relationship between Communication and Outpatient Satisfaction at Megang Sakti Health Center, Musi Rawas Regency .

## DISCUSSION

### Communication Relationship With the Satisfaction of Outpatients at the Megang Sakti Health Center, Musi Rawas Regency.

Research results: Of the 13 respondents who had adequate communication, 7 (53.8%) respondents had high satisfaction. Results of the *u* test statistic *Square* got a *t* kan *p* value = 0,012 more small from  $\alpha = 0.05$  which means can be concluded that there is a relationship between Communication and Outpatient Satisfaction at Megang Sakti Health Center, 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 RSI Ibnu Sina Bukittingi found that there is a significant relationship between therapeutic communication of nurses and the level of patient satisfaction because of 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 way to provide accurate information and build a relationship of mutual trust 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 it is mutually beneficial so that patient satisfaction is achieved as expected. Researchers assume that communication is one of the media to provide accurate information and build a relationship of mutual trust 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, nurses' therapeutic communication can affect the level of patient satisfaction where nurses are calm and can control their feelings when meeting patients, nurses give and introduce themselves when interacting with patients/families, facilities and infrastructure provided by the health center.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on research on the Relationship Communication With the Satisfaction of Outpatients at the Megang Sakti Health Center, Musi Rawas Regency, the following conclusions can be drawn:

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 With the Satisfaction of Outpatients at the Megang Sakti Health Center, Musi Rawas Regency.

### Recommendations

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 and Outpatient Satisfaction at the Megang Sakti Health Center, Musi Rawas Regency and is expected to provide useful information and input for the Health Center in providing knowledge about the importance of Communication to patients so that it can increase Outpatient Satisfaction at the Megang Sakti Health Center, Musi Rawas Regency.

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