

ANALYSIS OF DOCTOR THERAPEUTIC COMMUNICATION AND PATIENT SATISFACTION AT THE POLYCLINIC HAJI GENERAL HOSPITAL MEDAN

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ABSTRACT

The aim of this research is to analyze therapeutic communication and patient satisfaction at the Haji General Hospital Medan polyclinic and determine the strength of the relationship between these two variables. This research is a quantitative descriptive research conducted in 8 polyclinics at Haji General Hospital Medan. The population were 2066 patients and based on the Slovin formula, the sample were 95 respondents. The sampling technique in this research used a purposive sampling technique. Data was collected through interviews with Haji General Hospital Medan and distributing questionnaires to respondents. Data were analyzed using a single table and the Pearson correlation test. The results showed that in general respondents stated that the doctors on duty at Haji General Hospital Medan had carried out good therapeutic communication when treating patients. Respondents were generally satisfied with the services of doctors on duty at Haji General Hospital Medan. Furthermore, there was a strong relationship between doctors' therapeutic communication and patient satisfaction at the Haji General Hospital Medan polyclinic.

Keywords: Patient, Polyclinics, Satisfaction, Therapeutic Communication

1.0 BACKGROUNDS

A hospital is a very important health service organization and is one of the businesses providing health services to the community. In Indonesia, there is an increase in the number of hospitals, especially in a number of big cities, so this has resulted in a high level of competition between these hospitals. Thus, the hospital must be able to improve optimal service to patients by meeting the service quality standards that have been determined (Badar & Hajrah, 2022). Hospitals must provide optimal health services so that patients feel satisfied with the hospital services. (Sondakh et al., 2022) states that health services include medical services, medical support services, medical rehabilitation and care services.

As businesses in the health services sector, polyclinics must be serious about their efforts by implementing appropriate marketing strategies so that patients who come for treatment feel satisfied with the results of the work of these businesses (Agustini et al., 2023). The tendency of patients to come for treatment at polyclinics is influenced by many factors that influence it. This means that all these factors are important considerations for patients when choosing to

seek treatment at the Medan Haji Hospital polyclinic, which in the end can become a reference for the polyclinic to implement strategies so that patients are interested and continue to choose a polyclinic (Harahap et al., 2020; Harahap & Amanah, 2020).

Hospitals have an important meaning in the community. In general, every sick person receives treatment at the hospital. Communication is one element of patient assessment of the services provided by the hospital (Fourianalistyawati, 2012), (Wahyuni et al., 2013). When a patient visits a doctor, reciprocal communication occurs between the two. The communication that exists between doctors and patients is a service provided by the hospital which is called therapeutic communication. (Nofia, 2016), (Pertiwi et al., 2022) states that therapeutic communication is a communication method used by medical personnel to help heal patients, through planned communication techniques so that mutual trust is formed between medical personnel as servants and patients/ clients as those served.

Through good communication, health workers can influence positive perceptions of patients. In the health services sector such as polyclinics, a strategy is needed to attract patient interest through marketing communication strategies. It is very important to implement marketing communications with the aim of increasing patient awareness of a polyclinic or also known as brand awareness, so that consumers become interested in choosing the product. To increase brand awareness for customers, it is hoped that marketing communications must be carried out in an integrated manner by the company so that there is a significant increase in brand awareness (Amanah & Harahap, 2018).

The importance of therapeutic communication in helping reduce pain and fear in the healing process is very necessary. (Ariyanti, 2022), (Arda & Suprpto, 2023) stated that therapeutic communication is important to reduce the burden of feelings and fears that exist on the patient, reduce the patient's doubts and can influence other people, the environment and himself.

The implementation of therapeutic communication has been widely carried out by medical personnel with patients in hospitals. (Khoir, 2020), (Nisa et al., 2022), (Hakim & Sinduwiatmo, 2013) show that there is good therapeutic communication between midwives and patients at the Bhayangkara Hospital Pusdik Brimob Watukosek Gempol Pasuruan. For example, the communication that occurs when they first meet in the delivery room, namely giving a greeting to show the midwife's identity as an initial introduction, then asking for the patient's biodata, as well as carrying out an initial examination of the patient, to find out the patient's initial condition as the first action to find out what action to take. will be given. However, this is different from the results of research conducted by (Siregar, 2020) which shows that the implementation of therapeutic communication carried out by doctors and paramedics at the Medan Haji General Hospital is still not carried out completely, such as: lack of clear information about health conditions and diseases. patients, lack of opportunity to ask questions, and there are still conditions where patients are not reminded to pray before receiving medical treatment.

Therapeutic communication of health workers is related to patient satisfaction. The results of (Nurhanifah, 2022), (Aeni et al., 2023) show that there is a relationship between nurses' therapeutic communication and patient satisfaction at the Wotu Community Health Center, East Luwu Regency. Patient satisfaction is one of the most important things in reviewing the quality of a hospital's services. According to (Trajuningtyas et al., 2015) patient satisfaction is

a positive evaluation of various service dimensions. Patient satisfaction will arise after the patient compares the performance of the health services obtained as exceeding or equal to what was previously expected.

However, unfortunately, the service at several hospitals is less than satisfactory. As in research by (Pangerapan et al., 2018) which revealed that patients were dissatisfied with the services provided by GMIM Pancaran Kasih Manado General Hospital, namely doctors who arrived late, the presence of doctors who did not match the existing practice schedule, nurses and doctors who less friendly and less consultation time. Likewise, the public satisfaction index value of Haji General Hospital Medan has decreased, 80.40 in 2021 compared to 77.99 in 2022. This shows that there is an increase in patient dissatisfaction with the hospital services at Haji General Hospital Medan. Based on the description of the problem previously explained, the researchers were interested in conducting research entitled "Analysis of Doctors' Therapeutic Communication and Patient Satisfaction at the Haji General Hospital Medan Polyclinic".

2.0 LITERATURE REVIEW

(Pieter, 2017), (Marpaung & Zendrato, 2022) explains that therapeutic communication is communication that has therapeutic meaning for the patient (client) and is carried out by nurses to help the patient (client) regain a healthy, adaptive and positive condition. (Živanović & Ćirić, 2017), (Nursalam & Febriani, 2023) also stated that therapeutic communication is communication between nurses and patients carried out together due to the interconnectedness of their mutual need in terms of solving patient problems.

The characteristics of therapeutic communication according to (Prasanti, 2017) are:

1. Sincerity

Providing assistance to patients, you must be aware of the values, attitudes and feelings you have towards the patient.

2. Empathy

A feeling of "understanding" and "acceptance" of the feelings experienced by the patient and being able to experience the patient's "private world".

3. Warmth

There is a mutually helpful relationship created to give patients the opportunity to express their feelings and values freely.

Customer satisfaction from a health services perspective is a comparison between the services provided by the polyclinic and the results of the services received by the patient. The service must be the same as the patient's expectations or even exceed them. Basically, patients expect to receive products that have benefits (Agustini et al., 2023). Each patient will experience various levels of satisfaction and even dissatisfaction with the services provided and at the same time assess the extent to which their expectations are met or even exceeded. Basically, every customer wants a product that has benefits at an affordable price. Therefore, polyclinics

must make optimal efforts to realize patient wishes by utilizing all the assets and capabilities available at the clinic so that they can provide value and fulfill patient expectations (Harahap & Amanah, 2019).

(Karundeng et al., 2021) define it as the overall attitude that consumers show towards goods or services after they obtain and use them. Meanwhile, (Sudaryono, 2016) wrote that consumer satisfaction or dissatisfaction is the consumer's attitude towards a product or service as a result of consumer evaluation after using a product or service. Consumers will feel satisfied if the service provided by the product or service. pleasant service.

Characteristics of consumer satisfaction according to Tjiptono (in Indrasari, 2019, p. 92) are:

1. Conformity of service with expectations.

It is the level of conformity between the product performance expected by satisfaction and that felt by satisfaction

2. Interest in visiting again.

It is a satisfaction willingness to visit again or repurchase related products

3. Willingness to recommend.

This is the patient's willingness to recommend products they have experienced to friends or family.

3.0 RESEARCH METHOD

This research is a quantitative descriptive study that was carried out at the Haji Medan General Hospital, especially in outpatient clinics (geriatrics clinic, pediatric surgery, pediatric neurology, pulmonary, endocrine, dental, ear nose throat (ENT), adult neurology). The population in this study was all patients at the Haji General Hospital Medan polyclinic for one month (March 2023), totaling 2,066 people consisting of 8 polyclinics. Based on the Slovin formula, the number of samples in this study was 95 respondents. The sampling technique used is non-probability sampling. The type of sampling technique is purposive sampling. In this research, data was collected through interviews with Haji General Hospital Medan and distributing questionnaires to respondents. The data analysis technique in this research is descriptive statistical analysis which uses single table analysis and the Pearson correlation test to see whether the relationship is strong or weak.

4.0 RESULTS AND DISCUSSION

The research was conducted for one month at the Haji General Hospital Medan polyclinic located on Jl. H. No.47 Hospital, Kenangan Baru, Kec. Percut Sei Tuan, Deli Serdang Regency. This hospital was officially established on June 4, 1992, initially aiming to commemorate the Al-Muassin Mina tunnel incident.

Results

Single Table Analysis**Therapeutic Communication Variable (X)****Table 1. Therapeutic Communication Variable (X)**

No.	Question	Response Choices					Total
		1	2	3	4	5	
1.	Doctors serve patients in a friendly manner			1	58	36	95
2.	Doctors treat illnesses carefully			1	53	41	95
3.	Doctors provide information about patient illnesses using language that is easy to understand			1	60	34	95
4.	Doctors use a low or soft intonation when talking to patients			4	61	30	95
5.	Patients feel a warm touch when the doctor treats the patient's illness		1	8	53	33	95
6.	Patients feel a familiar atmosphere when interacting with doctors			1	59	35	95
7.	Doctors pay serious attention when listening to complaints of illness			2	59	34	95
8.	Doctors provide detailed disease diagnoses to patients			5	54	36	95
9.	Doctors provide sufficient time for consultation services		1	4	60	30	95

Explanation: 1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, 5 = Strongly Agree

Table 1 shows that overall therapeutic communication carried out by medical personnel can be categorized as good. This is proven by the answers of respondents who generally agreed or strongly agreed to these questions for the three indicators of therapeutic communication, that is sincerity, warmth and empathy.

There were 8 respondents or 8.4% who expressed doubts for question number 5, they were not sure about the warm touch they received from medical personnel during treatment. Likewise for question number 8 (doctors provide detailed disease diagnoses to patients), 5 respondents or 5.3% said they were doubtful. Furthermore, in questions number 4 (doctors use a low or soft intonation when talking to patients) and 9 (doctors provide sufficient time for consultation services), 4 respondents or 4.2% of respondents also expressed doubt. Based on the researchers' analysis, the hesitant answers given by the respondents were because some medical personnel had carried out good therapeutic communication during their treatment. However, there are also medical personnel who do the opposite, having poor therapeutic communication with patients.

Therapeutic Communication Variable (Y)**Table 2. Therapeutic Communication Variable (Y)**

No.	Question	Response Choices					Total
		1	2	3	4	5	
1.	Patients are satisfied with the way the doctor treats the disease			2	34	2	95
2.	Patients are satisfied with the attention given by doctors			2	61	32	95
3.	Patients are satisfied with the consultation time provided by the doctor		2	8	55	30	95
4.	Patients will seek treatment again if they are sick		1	2	63	29	95
5.	Patients will bring their families for treatment to this hospital if they are sick		2	6	53	34	95
6.	Doctor's service that makes patients interested in seeking treatment again if they are sick		1	4	59	31	95
7.	Patients will recommend this hospital to their families		2	4	56	33	95
8.	Patients will recommend this hospital to friends		3	4	57	31	95
9.	Patients will recommend this hospital to others because of the good doctor service		1	5	57	32	95

Explanation: 1 = Strongly Disagree, 2 = Disagree, 3 = Undecided, 4 = Agree, 5 = Strongly Agree

Table 2 contains patient satisfaction with medical personnel's therapeutic communication and the results show that the majority of respondents answered agree and strongly agree. These

results indicate that patients are satisfied with the therapeutic communication of medical personnel at Haji General Hospital Medan.

A small number of respondents answered in doubt to question number 3 (Patients are satisfied with the consultation time provided by the doctor), that is 8 respondents or 8.4%. Likewise, to question number 5 (Patients will bring their families for treatment to this hospital if they are sick), 6 patients answered in doubt or 6.3%. In question number 9 (Patients will recommend this hospital to others because of the good doctor service), 5.3% or 5 patients answered doubtfully, then in questions number 6, 7 and 8, 4 patients or 4.2% answered uncertainly.

The results concluded that a small number of respondents answered that they were unsure because they were satisfied with receiving therapeutic communication from medical personnel, but during their treatment, not all medical personnel communicated well with patients.

Correlation Test

The Pearson Correlation Test is used to test the relationship between two variables, X and Y. The closeness of the relationship is measured through the correlation coefficient interpretation table.

Table of Correlation Test

Table 3. Correlation Test

		Patient Satisfaction	Therapeutic Communication
Pearson Correlation	Patient Satisfaction	1.000	.611
	Therapeutic Communication	.611	1.000
Sig. (1-tailed)	Patient Satisfaction	.	.000
	Therapeutic Communication	.000	.
N	Patient Satisfaction	95	95
	Therapeutic Communication	95	95

In Table 3, a correlation coefficient value of 0.611 is obtained. The relationship between X and Y can be determined by referring to the correlation coefficient interpretation guide.

Based on the results of these calculations, it can be seen that the correlation value is 0.611. So if you look at these guidelines, this value is included in the interval 0.60-0.799 with a strong level of relationship so it can be said that the level of relationship between therapeutic communication and patient satisfaction has a strong relationship.

The results of research on the therapeutic communication of doctors at the Haji General Hospital Medan polyclinic show that the majority of patients stated that the doctors at the hospital had carried out good therapeutic communication with patients. This is in line with research by (Kusumo, 2017) which shows that nurses have carried out good therapeutic communication with patients at Jogja Regional Public Hospital.

Respondents at Haji General Hospital stated that doctors served patients in a friendly manner. However, this is different from the results of (Tamara et al., 2021) which shows that doctors and nurses in outpatient installations often show an unfriendly attitude at the Pratama Siti Rahmah Tanjung Morawa Clinic. Patients need a friendly doctor's attitude so they don't feel awkward communicating with the doctor about their illness.

In this study, respondents stated that doctors at Haji General Hospital Medan had treated the disease carefully. This is very important to support the patient's recovery, namely if the doctor is thorough, the doctor will then take the correct action, such as giving medication according to the patient's illness.

Respondents in this study assessed that the doctor who treated their illness had used language that was easy to understand when the doctor provided information about their illness. (Ha et al., 2010) revealed that using language that is easy to understand is the key for a doctor in explaining patient health information. This is needed because not all patients can digest health (medical) language which is difficult to remember and understand.

The results of this study also show that respondents agree with the intonation of the doctor's voice when talking to patients, where the doctor uses a low or soft intonation. However, this is different from the results of (Siregar, 2020) research which shows that there are still doctors and paramedics who do not use a soft and sympathetic tone of voice when interacting with inpatients at Haji General Hospital Medan.

Respondents in this study also felt the friendly atmosphere between doctors and patients. Taufik and Juliane (Prasanti, 2017) stated that a warm or friendly atmosphere between doctors and patients will encourage patients to be more open about their health problems, making it easier for doctors to diagnose and treat patient illnesses.

In this research, respondents stated that the polyclinic doctors at Haji General Hospital Medan had an empathetic attitude towards patients. This is in line with the results of (Hakim & Sinduwiatmo, 2013) research which showed that respondents felt that midwives had a sense of empathy for patients in the obstetrics section of the Bhayangkara Hospital, Pusdik Brimob Watukosek Gempol Pasuruan. According to (Situmeang & Situmeang, 2021) empathy is the ability to feel what other people feel and provide appropriate responses, without getting involved in the feelings concerned.

In this study, respondents stated that the doctor had diagnosed the patient's illness in detail. The correct diagnosis of a disease made by a doctor is the first step in the process of healing a disease. If the diagnosis given by the doctor is incorrect, it will prevent the patient from recovering and can even have fatal consequences for the patient.

Respondents in this study stated that doctors had provided sufficient time for consultation services with patients. During the consultation, the patient can ask questions or tell the doctor about his illness, so the doctor is required to spend sufficient time provide consultations to patients. (Wang et al., 2022) stated that sufficient consultation time between doctors and patients not only provides comfort, but also provides space for patients to participate in their medical treatment. Of course, adequate consultation time given by doctors to patients is closely related to the patient's illness, for example diseases related to the patient's psychology require a longer consultation time.

The results of research conducted by researchers regarding patient satisfaction at the Haji General Hospital Medan Polyclinic show that patients feel that the services at Haji General Hospital Medan are as they expected. This means that patients are satisfied with the services provided by the hospital, especially the services provided by doctors to patients. Patients expressed satisfaction with the way doctors treated their illnesses, the attention given by doctors, and the availability of consultation time for patients. However, this is different from (Utami et al., 2023) research, where based on interview results it was shown that patients were not satisfied with the dentist's services at Anna Medika General Hospital. This is because the doctor does not explain the disease the patient is suffering from and is less friendly to the patient.

Patients who are healthy and satisfied with hospital services will usually return to the hospital for treatment if they are sick. This is in accordance with the opinion of (Indrasari, 2019) who states that one of the characteristics of consumer satisfaction is the consumer's willingness to be interested in revisiting or repurchasing related products. The results of research on patient satisfaction at Haji General Hospital Medan showed that patients stated that they would return for treatment to Haji General Hospital Medan if one day they were sick, they also stated that if someone in their family was sick they would take them to Haji General Hospital Medan. Respondents also stated that they were interested in seeking treatment at Haji General Hospital Medan because they were satisfied with the doctor's services during treatment. This condition shows the high level of patient trust in the services of the Medan Haji Hospital. This result is supported by (Ramadhani & Sediawan, 2022) where patient trust is the patient's belief that health workers will act according to the patient's needs and will provide the necessary health care and treatment.

Patient satisfaction can also be demonstrated through their willingness to recommend the hospital to others. In this study, respondents stated that they were satisfied with the doctor's services at Haji General Hospital Medan so they were willing to recommend Haji General Hospital Medan to family, friends and other people they know. Meanwhile, recommendations to other unknown people can also be made through reviews regarding satisfaction with hospital services. (Ilmiyah & Krishernawan, 2020) stated that consumer reviews of products can form a positive or negative image so that consumers who are looking for the product will first read reviews from other customers' experiences.

5.0 CONCLUSIONS AND SUGGESTION

Respondents stated that doctors at Haji General Hospital Medan had carried out good therapeutic communication when treating patient illnesses. The characteristics of this doctor's therapeutic communication consist of sincerity, warmth, and empathy. Doctors show their

sincerity by providing a friendly attitude to patients, treating illnesses carefully, and providing information about illnesses using language that patients can easily understand. The doctor's warmth is reflected when the doctor uses a low and soft voice intonation when talking to the patient, there is a warm touch when the doctor treats the patient's illness, and the patient feels a familiar atmosphere with the doctor. Furthermore, doctors show empathy for patients by paying serious attention when listening to patient complaints, diagnosing the disease in detail and providing sufficient time for patients to consult.

Respondents also stated that the doctor's services met their expectations, such as the way they handled patients, the attention given and the consultation time provided by the doctor. Because of the satisfactory service, the respondents were interested in returning for treatment to Haji General Hospital Medan if one day they were sick and they were even willing to bring their sick families to Haji General Hospital Medan. Respondents' satisfaction with doctor services was also indicated by their willingness to recommend Haji General Hospital Medan to their family and friends.

A strong relationship between doctors' therapeutic communication and outpatient satisfaction at Haji General Hospital Medan was found. This means that if the medical staff's therapeutic communication is considered good by the patient, the patient will feel satisfied. However, on the other hand, if the therapeutic communication of medical personnel is assessed as bad by the patient, the patient will feel dissatisfied with the doctor's services.

It is hoped that other researchers can examine other factors that can influence patient satisfaction, such as the environment, facilities and hospital services. The services of Haji General Hospital Medan should be better so that people are satisfied and can improve the image of the hospital. Apart from that, the management should urge the doctors on duty at the outpatient polyclinic at Haji General Hospital Medan to carry out good therapeutic communication with patients.

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