

14th ISCA 2024**Communication Skills and Service Responsibility Towards Patient Loyalty Moderated by Satisfaction in Indonesian Hospitals**Putu Ayu Pratiwi¹, Nur Choirul Afif², Eman Sutrisna³¹Jenderal Soedirman University, putu.pratiwi@mhs.unsoed.ac.id, Indonesia²Jenderal Soedirman University, nur.choirul.afif@gmail.com, Indonesia³Jenderal Soedirman University, eman.sutrisna@unsoed.ac.id, Indonesia*putu.pratiwi@mhs.unsoed.ac.id

ABSTRACT

The ability of health workers, both doctors, nurses, and administrative staff, to convey medical information in a timely, empathetic, and clear manner is known as communication skills. Good communication makes patients feel heard and appreciated, which in turn increases trust in the services they receive. This study aims to identify how the relationship between communication skills and service responsiveness can affect patient loyalty, with satisfaction as a moderating factor. This research method uses a document review method using the PRISMA method. The data collection strategy for various literatures was obtained from electronic databases using Google Scholar and Reaseach Gate, the Garuda portal. The inclusion criteria for research articles were taken from 2019 to 2024. Research results: from the analysis of 9 articles obtained, there were communication skills in services that emphasized that transparent and empathetic communication builds and maintains patient trust. Likewise, the relationship between service responsiveness and its impact on satisfaction shows that the speed of service must be accompanied by clear explanations and effective communication to build customer trust and ensure the company's success in providing appropriate and professional services. Conclusion: communication skills and service responsiveness have a significant influence on patient loyalty, with patient satisfaction as a moderating factor. However, this satisfaction is not only influenced by communication skills, but also by other supporting factors such as the quality of facilities, technology, and adequate human resources. In addition, differences in cultural and demographic backgrounds also play a role in influencing patient perceptions of services, so it is important for health workers to understand the diverse needs of patients.

Keywords: *communication skills, responsiveness of service, patient loyalty, patient satisfaction*

1. Introduction

In an era of an increasingly competitive healthcare sector, hospitals are not only required to provide appropriate medical services but also to ensure that patients are happy and comfortable during the service process. Two main factors that influence patient satisfaction and loyalty are the communication skills of healthcare workers and the patient's health level.

The ability of healthcare workers, whether doctors, nurses, or administrative staff, to convey medical information in a timely, empathetic, and clear manner is known as communication skills. Good communication makes patients feel heard and appreciated, which in turn increases trust in the services they receive. Effective communication can also prevent

misunderstandings, and improve patient understanding of their health conditions, and the treatment options available to them. Families should also be involved in the healthcare process. Families can help communication and collaboration between patients and healthcare workers. Family involvement can improve primary healthcare services and the quality of care (Diannita et al., 2023; Sulistyowati, 2019). In situations like this, healthcare workers and patients' families can communicate better about their care.

In addition to effective communication skills, responsiveness of service also plays an important role in determining the quality of patient experience in the hospital. Responsiveness, on the other hand, describes the extent to which a hospital can respond to patient needs quickly and appropriately. Availability of medical services, handling of patient complaints, and speed of information are all examples. A responsive hospital enhances the patient experience and portrays the hospital as a caring and responsive place to the community's needs. The quality of communication between health workers and patients is one component that influences responsiveness. Studies show that patient experience can be improved and dissatisfaction with health services can be reduced with effective communication. Patients from lower socioeconomic groups in this context often have difficulty communicating with doctors, which can reduce their participation in the decision-making process (Malhotra & Do, 2013) . Therefore, to improve service responsiveness, healthcare providers must learn to communicate well and understand the needs of patients from different backgrounds (Mehedi Hasan & Karim, 2023) . The responsiveness of health systems is becoming increasingly important worldwide, especially in developing countries with limited resources. Studies in India have shown that socioeconomic status influences the responsiveness of the health system, suggesting that marginalized people need to be taken into account (Malhotra & Do, 2013; Vemuri et al., 2019). To improve responsiveness, policymakers must understand the wants and needs of the community and create strategies that involve all elements of the community. Patient satisfaction is often considered a moderator between responsiveness of service and patient loyalty and communication skills. If patients are satisfied with the service they receive, they are more likely to be loyal and recommend the hospital to others. Ultimately, this can improve the reputation of the hospital in the community as a whole. Therefore, this study aims to analyze how the relationship between communication skills and responsiveness of service can affect patient loyalty or loyalty, with satisfaction as a moderating factor in several regions of Indonesia. A comprehensive understanding will allow hospitals to develop better approaches to improve the quality of their services, strengthen long-term relationships with patients, and understand cultural and demographic differences in patient expectations of communication skills and responsiveness. For example, patients in urban and rural areas have different needs and expectations, or different social classes have different needs and expectations.

2. Literature Review

2.1 Communication Skills

Communication in health services is a key element that influences the quality of service and patient satisfaction. Through the implementation of effective

communication methods, training for health workers, and family involvement, it is hoped that health services can be significantly improved..

2.2 Service Responsiveness

A policy to assist and provide fast and accurate service to customers, with clear information delivery. This dimension emphasizes attention and accuracy in dealing with customer requests, questions, complaints, and difficulties.

2.3 Patient Loyalty

The tendency of patients to continue to select and use services from a particular healthcare provider repeatedly.

2.4 Patient Satisfaction

A patient's feeling arises because of the presentation of health services received after the patient compares what they expected.

3. Research Methodology

This research method uses a document review method using the PRISMA method. The guiding question related to the search for this journal article is to analyze communication skills and responsiveness of service to patient loyalty moderated by satisfaction in hospitals. Keywords in the language: communication skills, responsiveness of service, patient loyalty, patient satisfaction, hospitals. The data collection strategy for various literatures was obtained from electronic databases using Google Scholar and Research Gate, the Garuda portal, researchers selected themselves with titles and abstracts, and distinguished from the purpose of documents and articles that were different from the initial question. The inclusion criteria for research articles taken from 2019 to 2024, and full text, suitability of writing keywords, relevance of writing results and discussion. Exclusion criteria for incomplete articles, paid articles, not discussing communication in service and responsiveness of service to patient loyalty in hospitals related to satisfaction. Research articles that meet the inclusion criteria are then collected and a journal summary is made. The summary of the research journal is sorted by year. To further clarify the analysis, the abstract and full text of the journal are read and examined. The journal summary is then analyzed in terms of research objectives and research results/findings.

4. Result

From the results of the journal article search using the keywords "communication skills, responsiveness of service, patient loyalty, and patient satisfaction" the results obtained 9 journal articles selected for literature review. The selection of studies was obtained in 6 hospital areas Makasar, Surabaya, Sulawesi, Sumatra, Jambi, Java.

Table 1. Article Review Results

Author Name and Title	Research Objectives	Research Methods and Subjects	Research result
The Relationship between Quality of Health Services and Satisfaction of Outpatients at Makassar Regional Hospital (Tangdilambi et al., 2019)	To determine the reliability, assurance, physical evidence, friendly attitude, and responsiveness to outpatient satisfaction at the Makassar City Hospital, South Sulawesi	Analytical quantitative method by sampling 186 people at Makasar Regional Hospital.	The results of this study indicate that there is a relationship between outpatient satisfaction with reliability ($p=0.002$), assurance ($p=0.000$), physical evidence ($p=0.000$), and friendly attitude ($p=0.353$) towards outpatient satisfaction..
The Relationship Between Effective Communication and Quality of Health Services in Hospitals (Mamesah et al., 2020)	To determine the relationship between effective communication and service quality.	Using a cross-sectional method with 30 respondents aged between 25 and 40 years. The study was conducted at a hospital in Surabaya.	Shows there is a relationship between communication and quality of service ($P=0.001$). One of the most important things to help patients understand their health conditions, problems, and treatment plans is communication.
The Influence of Tangible and Responsiveness on Patient Satisfaction at Lamaddukelleng Regional Hospital, Wajo Regency (Asnidar et al., 2020)	To find out whether the quality of service provided by Lamaddukelleng Regional Hospital, Wajo Regency can provide satisfaction to its patients.	Qualitative method involving 370 respondents, collected over the last three months, from January to March 2017 in South Sulawesi.	Shows that tangible and responsiveness have a significant effect on patient satisfaction simultaneously ($F_{count} > F_{table}$ $19.731 > 3.020$, significance $t = 0.000$ t_{table} $2.103 > 1.649$, significance $t = 0.036$ t_{table} $2.610 > 1.649$, and significance $t = 0.009 < 0.05$). As a result, it can be concluded that tangible and responsiveness increase patient satisfaction.
Analysis of the Influence of Health Worker Communication on Outpatient Satisfaction at the Siti Rahmah Tanjung Morawa Primary Clinic (Tamara et al., 2022)	To analyze the influence of health worker communication on outpatient satisfaction.	Using quantitative methods with cross-sectional. at the Siti Rahmah Tanjung Morawa Primary Clinic with a sample of 98 people.	Shows that even though health workers' communication is good and they are satisfied, they are still far from the minimum hospital service standards. .

<p>Patient Satisfaction Reviewed from Nurse Patient Communication (Khairani et al., 2021)</p>	<p>To determine the relationship between nurse communication and patient satisfaction.</p>	<p>Using a Pearson correlation study with respondents of 150 patients who were being treated at Hospital X. with person correlation</p>	<p>Shows that there is a positive and significant relationship between nurse-patient communication and patient satisfaction as seen from the results of data analysis with Pearson correlation.</p>
<p>The Relationship between Effective Communication and the Implementation of Patient Safety Culture at Raden Mattaher Regional Hospital, Jambi Province (Irwanti et al., 2022)</p>	<p>To determine the relationship between effective communication and the implementation of patient safety culture at Raden Mattaher Regional Hospital, Jambi Province.</p>	<p>Using quantitative cross-sectional design.</p>	<p>Shows that there is a significant relationship between the implementation of patient safety practices and effective communication, with a p value = 0.00 3.409 (95% CI = 1.796-6.471).</p>
<p>The Influence of Nurses' Therapeutic Communication on Patient Satisfaction and Loyalty in Hospitals (Amahoru et al., 2023)</p>	<p>To analyze the influence of service quality consisting of tangible, reliability, responsiveness, assurance and empathy on outpatient satisfaction at Ibnu Sina Hospital, Makassar.</p>	<p>Cross-sectional quantitative method. This study collected 120 inpatients at Bula Regional Hospital, which were taken using purposive sampling techniques.</p>	<p>Shows that therapeutic communication affects patient satisfaction and loyalty of inpatients at Bula City Hospital and patient satisfaction affects loyalty of inpatients at Bula City Hospital.</p>
<p>The Influence of Service Quality on Outpatient Satisfaction Levels (Rajab et al. 2023)</p>	<p>To determine the effect of service quality on the level of outpatient satisfaction at Bahtermas General Hospital in 2022..</p>	<p>Quantitative analytical method, with a sample of outpatients at Bahtermas Regional Hospital in 2021. This study was conducted from October to November 2022.</p>	<p>Research shows that responsiveness has a relationship with patient satisfaction with a p value of 0.046, tangible evidence has a relationship with patient satisfaction with a p value of 0.025, reliability has a relationship with patient satisfaction with a p value of 0.016, and insurance has a relationship with patient satisfaction with a p value of 0.015. However, there is no relationship between empathy and satisfaction.</p>

<p>Analysis of Communication Quality Between Doctors and Patients, Patient Trust in Doctors, and Quality of Service on Outpatient Satisfaction at Gatoel Hospital, Mojokerto (Padma Prihatini et al., 2024)</p>	<p>To explore these factors and identify areas for improvement.</p>	<p>The quantitative observational cross-sectional design method, This study looked at 306 outpatients at Gatoel Hospital, Mojokerto. Using purposive sampling technique, which resulted in 100 respondents.</p>	<p>Shows that outpatient satisfaction is greatly influenced by the quality of doctor-patient communication, patient trust in the doctor, and the quality of services provided.</p>
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5. Discussion

Communication Skills in Service

Quality health services can increase patient satisfaction with the services provided. One of the most important things to help patients understand their health conditions, problems, and treatment plans is communication. According to (Mamesah et al., 2020) and (Rajab et al, 2023) agreed that effective communication between health workers and patients can build trust, especially through empathy in everyday interactions. Both studies emphasized the positive relationship between effective communication and patient satisfaction. The study (Khairani et al., 2021) also supports this by showing that good nurse-patient communication is directly related to patient satisfaction, in line with the view (Rajab et al., 2023) which emphasizes the importance of attention and empathy from health workers. In addition, (Rajab et al., 2023) and (Mamesah et al., 2020) shows that good communication not only improves the quality of service, but also has an impact on patient safety, especially with the use of SBAR techniques that can reduce adverse incidents, both highlighting communication as an important factor in maintaining the quality and safety of health services. Based on research from (Amahoru et al., 2023) shows that health services that are in accordance with patient expectations will make patients loyal. This is in line with (Padma Prihatini et al., 2024) who emphasized that transparent and empathetic communication builds and maintains patient trust. Both researchers emphasized that transparent communication and empathetic behavior from health workers can increase patient trust and loyalty to health facilities. However, (Mamesah et al., 2020) also underlines the existence of barriers in communication, such as differences in culture, intelligence, and experience, which can affect the smoothness of interactions. Thus, good communication skills not only increase patient satisfaction, but also strengthen the relationship between patients and health workers and promote patient safety and loyalty.

Service Responsiveness and Its Impact on Satisfaction

One of the main indicators of service quality is responsiveness, which is very important to ensure that services are provided according to patient expectations, both in terms of speed and quality of response. According to research conducted by (Tangdilambi et al., 2019), tangible (physical evidence), reliability, responsiveness, and assurance greatly influence patient satisfaction. Speed of service determines responsiveness, while reliability ensures consistency of service, and assurance provides a sense of security through staff capabilities. How quickly patients receive medical services, including complaint treatment and access to health services, greatly influences their perception of service quality. According to (Rajab et al, 2023), The willingness of employees to provide fast and accurate service is an important factor in increasing patient satisfaction. In addition, (Padma Prihatini et al., 2024) found that medical personnel must be able to communicate with others in a way that is easy to understand and empathetic. Patient experience and satisfaction are very influenced by the quality of doctor-patient communication and trust built through reliable service. Therefore, the level of patient satisfaction is greatly influenced by good communication and service response. Patients who need immediate treatment often judge the quality of service based on waiting time, access to services, and the promptness of administrative and medical personnel responses. As shown by (Tangdilambi et al., 2019), Even though medical personnel can provide a quick response, patients can still be dissatisfied because of the way they see the explanation and information that is lacking. This shows that the speed of service must be accompanied by a clear explanation and effective communication to build customer trust and ensure the company's success in providing appropriate and professional services. So it can be concluded that responsiveness, speed of service, reliability, and clear and empathetic communication from health workers are very important in determining patient satisfaction. If these aspects are not met properly, patient dissatisfaction can arise even though other services are running well.

Patient Loyalty and Factors Influencing It

Patient satisfaction has a direct relationship with patient loyalty to health services. Patients who are satisfied with hospital services tend to return to the same hospital, as research from (Solehudin et al, 2023) and (Tangdilambi et al., 2019). According to research (Solehudin et al, 2023) stated that patients were more satisfied with friendly and informative services. According to (Tangdilambi et al., 2019) strengthens this research by stating that health workers can make patients feel happier and more satisfied with their admission. Both of these opinions also emphasize that comprehensive service quality, both technically and emotionally, is essential to establishing a long-term relationship between the hospital and the patient. A patient will be more likely to return and continue using the same health service if they feel listened to, appreciated, and emotionally supported by the medical staff. Therefore, not only responsiveness, but also empathy, and effective communication are essential to maintaining patient loyalty and maintaining a strong relationship between the hospital and those receiving care.

Practical implications for hospital management

The researchers argue that a comprehensive approach, including ongoing training of healthcare workers, is needed to achieve optimal patient satisfaction. The training aims to improve responsiveness and empathy skills, which are essential for building good relationships with patients. Effective communication skills and consistent empathy can lead to better and more satisfied patient experiences. In addition, to ensure quality care, resources such as facilities, technology, and adequate manpower are essential. Without adequate resources, healthcare services may not be optimal even with talented healthcare workers. In addition, the researchers emphasize that cultural and demographic factors influence how patients perceive communication and the quality of care. Patients' perceptions of empathy and trust vary. Therefore, it is important to conduct further investigations into how these differences influence patients' expectations about healthcare workers' communication skills and responsiveness. This can be used as a basis for developing training programs that are more sensitive to the needs of different patient groups.

6. Conclusion

The conclusion of the discussion above is that communication skills and responsiveness of service have a significant influence on patient loyalty, with patient satisfaction as a moderating factor. Responsive service and effective communication, especially those based on empathy and openness, can increase patient satisfaction, which in turn strengthens their loyalty to the hospital. However, this satisfaction is not only influenced by communication skills, but also by other supporting factors such as the quality of facilities, technology, and adequate human resources. In addition, differences in cultural and demographic backgrounds also play a role in influencing patient perceptions of service, so it is important for health workers to understand the diverse needs of patients. With ongoing training programs that focus on improving communication skills, empathy, and responsiveness, hospitals can create better experiences for patients, ensure higher satisfaction, and ultimately increase patient loyalty sustainably.

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