



Does interpersonal communication mediate Patient satisfaction?

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ABSTRACT

Purpose– This research attempts to examine how Competence, Service Quality, Interpersonal Communication on BPJS Patient Satisfaction at the Major General HA Thalib Regional Hospital, Sungai Penuh City. **Methodology**– Data were collected from 2023 patients who filled out the questionnaire 100 patients as a sample.

Findings– Competence and service quality have a significant effect on interpersonal communication. Competence, service quality and interpersonal communication have a significant effect on patient satisfaction. However, competence and service quality also have an indirect relationship to patient satisfaction through interpersonal communication. The suggestion is provide services patients, increasing employee empathy by listening to patient complaints and building physical closeness with patients and improving cleanliness and tidiness of the room so that it looks clean and tidy so that patients feel happy and comfortable. **Novelty**– There will be a positive tendency for Patient Satisfaction if Competence, Service Quality, Interpersonal Communication are all improved.

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INTRODUCTION

Patient satisfaction in health services is an important factor because it describes the quality of service in health services. Knowing patient satisfaction is very useful for related agencies in evaluating the programs being run and finding which parts need improvement. RSUD Mayjen HA Thalib Kota Sungai Penuh is a Health Institution in Sungai Penuh City, West Sumatra. This institution belongs to the Government with the best quality is not easy. This is very dependent on the individual actors and the system used. Doctors, nurses, medical and non-medical support staff on duty must understand how to serve their consumers both to patients and their families. This is because patients and their families are the main consumers in the hospital.

Researchers conducted initial observations for 25 BPJS patients who received both inpatient and outpatient services. The results showed that there were still patients who felt dissatisfied with the inpatient services at Mayjen HA Thalib Hospital, Sungai Penuh City. Judging from the results of the patient survey on hospital services, doctors, nurses, patient food, medical facilities, medicines, physical



conditions of the hospital, physical conditions of patient care rooms, and administrative and financial services, 40% of patients felt satisfied with the services received, while 60% of patients were dissatisfied. This is due to the low Competence, Interpersonal Communication and Quality of Service by employees of Mayjen HA Thalib Hospital, Sungai Penuh City to patients.

Employee competence will have an impact on what will be received by the patient) which is the view of competence itself. In addition, it is known that there are patient complaints about the slow diagnosis of the disease issued by nurses due to lack of work experience. This makes patients have to wait for treatment by nurses who are late in making a diagnosis, causing dissatisfaction for patients.

Another factor that affects Patient Satisfaction is Interpersonal Communication. The healing process through intensive Interpersonal Communication through the medical team with the patient to remind the principles of healing and controlling the patient's disease depends on Interpersonal Communication in the form of advice and empathy given by the medical team to the patient. The current condition at the Mayjen HA Thalib Regional Hospital in Sungai Penuh City shows that communication that occurs between employees does not emphasize the positive side conveyed between employees when there is an error in their work, they do not give direction and instructions. This causes poor reception of feedback because each person's view of the importance of the information they receive varies, which leads to many errors in caring for patients because they receive different information. This interferes with the seamless care that patients receive.

In addition, it is believed that patient satisfaction is influenced by the service quality component. To meet the needs of patients who use hospital services, the quality of the service is represented in the health care provided. In accordance with the requirements set, the Hospital. Mayjen HA Thalib Hospital, Sungai Penuh City must provide good service according to the standards that have been set.

The phenomenon that affects BPJS patients' perceptions of service quality is that they continue to believe that the hospital does not provide adequate care and attention, which causes their dissatisfaction with the care they receive and the lack of appropriate facilities because the hospital facilities are inadequate. To ensure that patients are satisfied, service providers must ensure that their service delivery meets their expectations. This is where service quality comes into play. Therefore, research on the influence of competence, service quality, and interpersonal communication on BPJS patient satisfaction at the HA Thalib Mayor General Hospital in Sungai Full City is very important.

Purpose– This research attempts to examine how Competence, Service Quality, Interpersonal Communication on BPJS Patient Satisfaction at the Major General HA Thalib Regional Hospital, Sungai Penuh City. **Methodology**–Data were collected from 2023 patients who filled out the questionnaire 100 patients as a sample.

LITERATURE REVIEW

A patient is a person who is physically or mentally unable to undergo observation and care, receive care, and comply with recommendations made by medical personnel while receiving care in a hospital.

Satisfaction

The excess value of product and service performance from purchasing a product or service is usually the only factor used to determine a person's level of happiness. The customer value given, which is the difference between the value that employees place on the organization's goods and services and the cost that employees pay to receive those goods and services, is a hypothesis that arises from the search for the value of the organization's goods and services. Employee satisfaction and dissatisfaction, according to Riani (2021), are the results of comparing what employees expect from the services they previously

received with what they actually received. After they use the product or service, employees will feel satisfied or dissatisfied. Employee satisfaction will motivate them to use the product again.

Competence

According to Moehariono, (2020) Competence is the fundamental basis of individual traits and shows how to act, think, balance circumstances, and provide long-term assistance. Competence is a picture of a person in the workplace and the type of work that is seen, according to Gitosudarmo, (2019). To perform their jobs, employees must have the information, attitudes, and skills necessary for their field of work. According to Ivancevich et al. (2021), competence is a basic quality that directly influences or predicts outstanding performance. According to The Great War (2020), HR competencies are competencies related to employee knowledge, abilities, and personality traits that have a direct impact on HR performance.

Interpersonal Communication

Interpersonal communication is defined by Simanjuntak (2017) as a face-to-face communication process involving two or more people. Siswanto (2021) asserts that the Latin word "communis" is the root of the term "communication". Communis, or "commun" in English, is equivalent. Being in a position to try to build common ground is what it means to communicate. Interpersonal communication, according to Tika (2021), is the process of sharing information between one person and at least one other person, or usually between two people who can directly know the other.

Quality of Service

The relationship between competence, service quality, and customer satisfaction has been extensively explored in service industries, with interpersonal communication emerging as a critical mediating variable. Competence, defined as the knowledge, skills, and abilities of service providers, is consistently identified as a key driver of customer satisfaction. Studies, such as those by Parasuraman et al. (1988) and Al-Tit (2015), emphasize that competent employees enhance reliability, responsiveness, and assurance, thereby improving customer perceptions and experiences. Similarly, service quality, which reflects the overall excellence of a service, has been shown to significantly influence satisfaction. Zeithaml, Berry, and Parasuraman (1996) argue that high service quality meets or exceeds customer expectations, while Cronin and Taylor (1992) highlight its role as a primary antecedent of satisfaction.

Interpersonal communication, particularly in industries involving high human interaction, further amplifies this relationship. Effective communication fosters trust, empathy, and understanding, which positively impact customer satisfaction, as noted by Bettencourt and Gwinner (1996) and McCabe (2016). Moreover, researchers such as Grönroos (1984) and Ndubisi (2006) propose that communication acts as a bridge, mediating the effects of competence and service quality on satisfaction. Empirical evidence also supports this view, with studies by Lai and Chen (2011) and Fauziah et al. (2019) demonstrating that interpersonal communication enhances customer perceptions of service quality and strengthens the link between competence and satisfaction.

Overall, the literature underscores the interconnectedness of these variables, suggesting that organizations aiming to improve customer satisfaction should prioritize enhancing employee competence, maintaining high service quality standards, and fostering effective interpersonal communication. These efforts collectively contribute to a positive service experience, meeting and exceeding customer expectations. In order for businesses to grow and win customers, they must offer high-quality services. According to Edison et al, (2021), American Society for Quality Control defines quality as all attributes of a product or service that bear on its capacity to satisfy explicit or implicit needs. According to The Last Supper (2017), services are economic activities provided by one party to another in the form of goods and other objects. The intended performance results are often time-based and involve the purchaser of the object or other asset. Quality is a dynamic state associated with goods, people or labor, procedures and activities, and the environment that meets and exceeds customer or consumer expectations, according to (Kaswan, 2021). A service is considered high quality if it meets customer expectations. According to Tjiptono, (2023) Service quality is the degree of anticipated

excellence and the management of this excellence to meet client needs. Stated differently, expected and perceived service are the primary determinants of service quality. Juran (Cooper, 2020) expresses a different viewpoint, arguing that quality is fitness for purpose focused on meeting client expectations. Based on the background and theories put forward regarding the influence of competence, interpersonal communication and service quality on patient satisfaction, the conceptual framework is as follows:

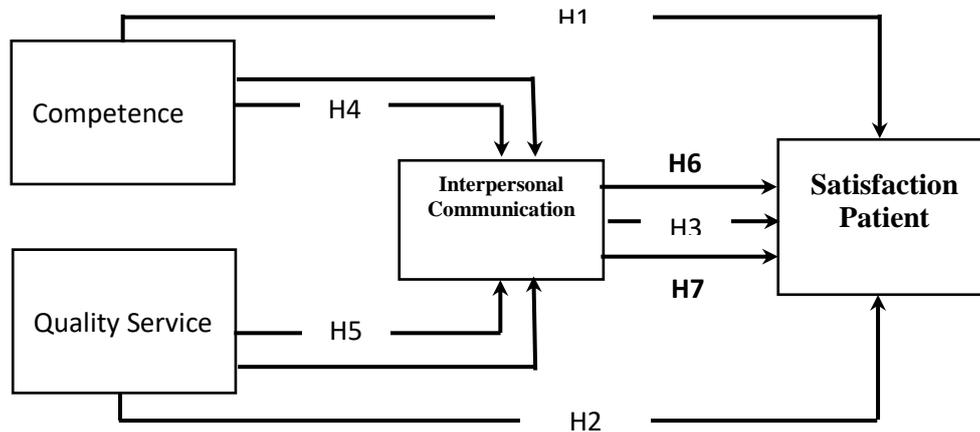


Figure 1. Conceptual Framework of Research

The following hypotheses can be established for this study based on the conceptual framework:

- 1) Patient satisfaction is influenced by competence: 1) Competence influences patient satisfaction
- 2) Service quality influences patient satisfaction
- 3) Interpersonal communication influences patient satisfaction
- 4) Competence influences interpersonal communication
- 5) Service quality influences interpersonal communication
- 6) Competence influences patient satisfaction with interpersonal communication as an intervening variable?
- 7) Service quality influences satisfaction with interpersonal communication as an intervening variable.

METHOD

Quantitative research method with a sample consisting of 100 BPJS patients who are inpatients at Major General HA Thalib Regional Hospital, Sungai Penuh City. The method of collecting research data is in the form of a questionnaire created using a Likert scale and five possible responses Strongly Agree (SS), Agree (S), Quite Agree (CS), Disagree (TS), Strongly Disagree (STS). IBM SPSS Statistics 24 program was used to analyze the data for this study. This program was chosen because of its ease of use and compliance with the researcher's requirements. Descriptive analysis, data quality testing, traditional assumption testing, and hypothesis testing using Path Analysis Technique

RESULT

The results of this study are to prove the hypothesis.

Path Coefficient of Model I

This study used multiple linear regression analysis to determine whether the independent variables have an impact on the dependent variable. IBM SPSS version 24 was used to assist in statistical calculations in the multiple linear regression analysis used in this investigation. The following table provides an overview of the results of data processing:

Table 1. R Square Y Results (Interpersonal Communication)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.713	0.508	.647	4,848

a. Predictors: (Constant), Service quality, Competence

b. Dependent Variable: Interpersonal communication

Source: IBM SPSS 24 was used to process primary data.

The purpose of this study is to improve the competence of staff members by increasing their capacity to provide services and immediately meet patient needs. It is important to highlight the physical facilities of the Mayjen HA Thalib Hospital in Sungai Penuh City. This includes increasing the number of inpatient rooms, creating cleaner and more organized rooms, and creating more observable staff so that patients and comfortable can receive care.

Table 2. Regression of the Effect of X1 and X2 on Y

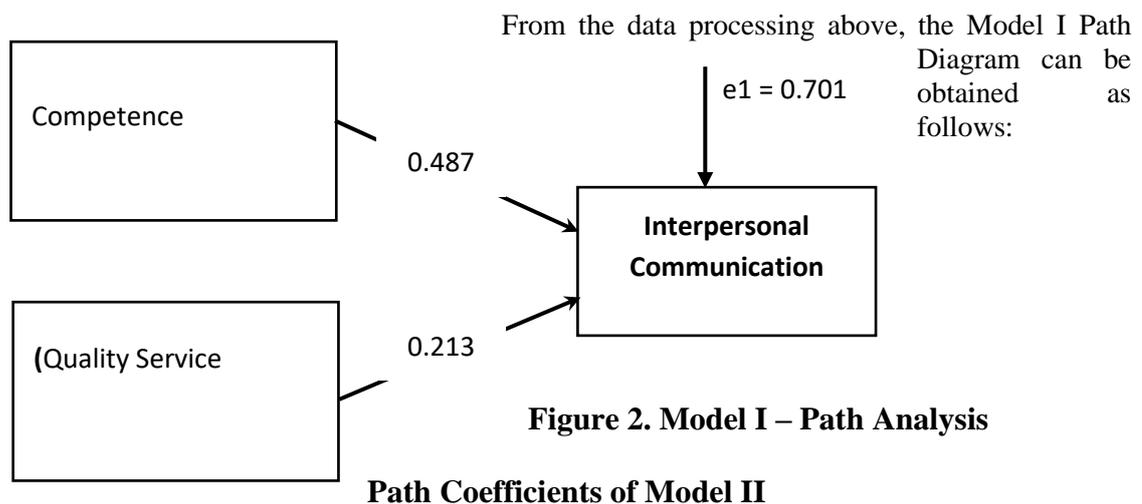
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	56,246	13.975		4.025	.000
	X1	.487	.095	.141	5.115	.000
	X2	.213	.059	.074	3,581	.013

a. Dependent Variable: Interpersonal communication

Source: IBM SPSS 24 is used to process primary data.

The structural equations are derived from the findings mentioned above, namely:

$$Y = 0.487.X1 + 0.213.X2 + 56.246$$



To ascertain whether the independent variables (competence and service quality) and intervention variables (interpersonal communication) have an impact on the dependent variable (patient satisfaction) or not, multiple linear regression analysis is still used in further research to obtain the path coefficients of the two models. The table below illustrates it:

Table 3. Regression of the Effect of X1, X2, Y on Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,982	8.240		3.274	.002
	X1	.509	.089	.617	5,701	.000
	X2	.344	.095	.445	3.614	.001
	Y	.236	.089	.273	2,665	.009

a. Dependent Variable: Patient satisfaction

Source: IBM SPSS 24 is used to process primary data.

Using the previous table, the significant value of the three variables is confirmed: Competence (X1) = 0.000 < 0.05. This shows how competence has a big impact on patient satisfaction. Meanwhile, the variable Service Quality (X2) = 0.001 < 0.05 shows that Service Quality has a big impact on Patient Satisfaction. Furthermore, the variable Interpersonal Communication (Y) = 0.009 < 0.05 shows that Interpersonal Communication significantly affects patient satisfaction.

Table 4. R Square Z Results (Patient Satisfaction)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864	.746	.637	5,637

a. Predictors: (Constant), Interpersonal communication, Service quality, Competence

b. Dependent Variable: Patient satisfaction

Source: IBM SPSS 24 is used to process primary data.

According to Table 4, the R² (R Square) value is 0.746, which means that the variables X1, X2, and Y are 74.6% against Z, with other variables not included in the study 25.4%. In addition, from the R² (R Square) value, e² is calculated as follows: $e^2 = \sqrt{(1 - 0.746)} = \sqrt{0.254} = 0.504$

The R² value for X1, X2, and Y against Z is 74.6%, with the remaining 25.4% coming from other variables not included in this study. In addition, the R² (R Square) value using e² is calculated as follows: $e^2 = \sqrt{(1 - 0.746)} = \sqrt{0.254} = 0.504$

The structural equations are derived from the findings mentioned above, namely:

$$Z = 0.509.X1 + 0.344.X2 + 0.236.Y + 26.982$$

From the data processing above, the Model II Path Diagram can be obtained, as follows:

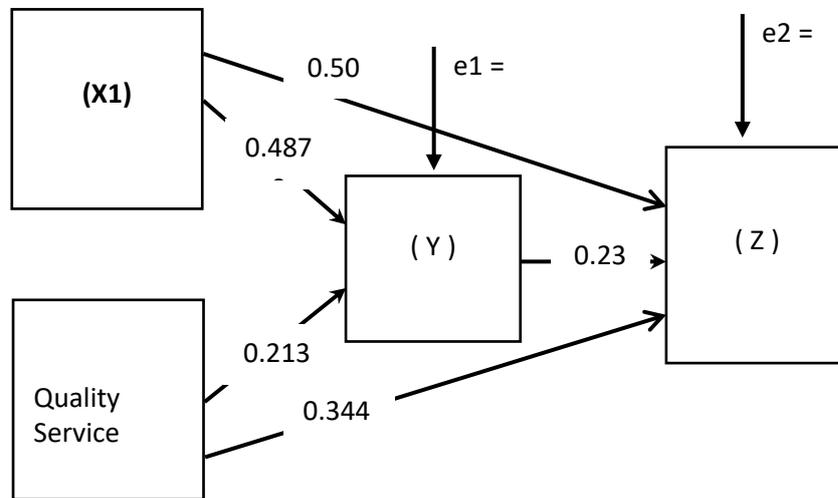


Figure 3. Model II – Path Analysis

Hypothesis Test Results

The author obtained the analysis of the results of this research hypothesis from two path analysis models, namely: Analysis of the influence of competence (X1) on interpersonal communication (Y); Competence variable (X1) = 0.000 < 0.05 is determined by analyzing the variables mentioned above. This shows that interpersonal communication is significantly influenced by Competence. Analysis of the influence of service quality (X2) on interpersonal communication (Y). The value of service quality (X2) = 0.013 < 0.05. This shows that interpersonal communication is significantly influenced by service quality. Analysis of the influence of interpersonal communication variables (Y) on patient satisfaction (Z). The value of interpersonal communication (Y) = 0.009 < 0.05. This shows that Patient Satisfaction is significantly influenced by Interpersonal Communication. Analysis of the influence of competence (X1) on patient satisfaction (Z).

The competency variable (X1) = 0.000 < 0.05 is determined by analyzing the variables mentioned above. This shows that patient satisfaction is significantly influenced by competence. Analysis of the influence of the service quality variable (X2) on patient satisfaction (Z). The value of the service quality variable (X2) = 0.001 < 0.05 is determined by analyzing the variables mentioned above. This shows that patient satisfaction is significantly influenced by service quality.

1. Analysis of the influence of competence (X1) through interpersonal communication (Y) on patient satisfaction (Z).

The competence variable (X1) has a direct impact of 0.509 on patient satisfaction (Z), according to the study of the factors above. The multiplication of the beta value of X1 on Y and Y on Z, which is = $0.487 \times 0.236 = 0.115$, represents the indirect influence that X1 to Y has on Z. Competence (X1) has a total impact of $0.509 + 0.115 = 0.624$ on patient satisfaction (Z). The calculation findings show that the indirect impact value is greater than the direct influence value, with the direct influence value being 0.509 and the indirect influence value being 0.624. These findings indicate that patient satisfaction (Z) is significantly influenced by competence (X1) indirectly through interpersonal communication (Y). 7. Analysis of the influence of service quality (X2) through interpersonal communication (Y) on patient satisfaction (Z).

The service quality variable (X2) has a direct impact of 0.344 on patient satisfaction (Z), according to the study of the variables above. The multiplication of the beta values of X2 to Y and Y to Z, which is $= 0.213 \times 0.236 = 0.050$, represents the indirect influence given by X2 to Y to Z. Therefore, the overall impact of the compensator (X2) on patient satisfaction (Z) is $= 0.344 + 0.050 = 0.394$. The calculation findings show that the indirect impact value is smaller than the direct influence value, with the direct influence value being 0.344 and the indirect influence value being 0.394. This finding indicates that patient satisfaction (Z) is not significantly influenced by service quality (X2), which is indirectly influenced by interpersonal communication (Y).

DISCUSSION

Direct and Indirect Effect Test

This study uses Intervening Variables in addition to Independent Variables (X) and many variables. The role of the intervening variable is to mediate the relationship between the independent variable and the dependent variable. This is an intermediary, or mediating, variable. The Path Analysis approach is used to evaluate the impact of the intervening variable. To assess the causal relationship between variables that have been theoretically established, path analysis is an extension of regression analysis (Ghozali, 2022).

To determine whether interpersonal communication mediates the relationship between competence and service quality on patient satisfaction, the following Path Analysis examined the relationship between duration of competence and service quality on patient satisfaction (Figure 3).

1. Approach Path Analysis built on the idea that patient satisfaction and competence are directly related.
2. Model Analysis The pathway is based on the idea that patient satisfaction and service quality are directly related.
3. However, Competence and Quality of Service also have an indirect relationship to Patient Satisfaction through Interpersonal Communication.

Partial Hypothesis Testing (t-Test)

T-test to determine the influence of one Independent variable (Competence, Service Quality, and Interpersonal Communication) individually in explaining the dependent variable (Patient Satisfaction). The results of the t-test in this study can be seen in Table 4.

The Influence of Competence on Interpersonal Communication

The partial influence between competence and interpersonal communication has a positive and significant effect. This means that the higher the influence of competence, the greater the influence on interpersonal communication. Patient.

The Influence of Service Quality on Interpersonal Communication.

Service quality has a positive and significant partial effect on interpersonal communication; The higher the Service Quality affects Interpersonal Communication, the higher the Interpersonal Communication will be affected.

The Influence of Competence on Patient Satisfaction.

The partial relationship between competence and patient satisfaction is positive and significant; that is, the more competent a person is, the more patient satisfaction will be affected.

The influence of service quality on patient satisfaction

Patient satisfaction and competence have a positive and significant partial relationship; This implies that a person's level of competence will have a greater impact on patient satisfaction.

This shows that when service quality has a greater impact, patient satisfaction will be more affected.

The influence of interpersonal communication on patient satisfaction

It is said that patient satisfaction is positively and significantly influenced by interpersonal communication, indicating that the more influential interpersonal communication is, the higher the patient satisfaction that is met.

CONCLUSION

Interpersonal communication, competence, and service quality all have a major impact on patient satisfaction. Expertise and Service Quality However, patient satisfaction is also indirectly correlated with competence and service quality through interpersonal contact. By increasing the capacity of staff members to provide services and respond promptly to patient needs, this study is recommended for competence. The physical facilities of the Mayjen HA Thalib Hospital in Sungai Penuh City need to be improved. This includes adding more inpatient rooms, making the rooms cleaner and more organized, and making staff members look good so that patients are satisfied and comfortable when receiving treatment. Employee empathy at the Mayjen HA Thalib Hospital Sungai Penuh City needs to be further improved by listening to patient complaints.

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