

# **THE INFLUENCE OF INTERPERSONAL COMMUNICATION CUSTOMER CARE ON PATIENT SATISFACTION AT ORTHOPAEDIC HOSPITAL PURWOKERTO**

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**Abstract**— *This research discusses the influence of interpersonal communication customer care to patient satisfaction Orthopedic Hospital Purwokerto. The purpose of this study was to determine how much influence interpersonal communication customer care to patient satisfaction Orthopedic Hospital Purwokerto. The study involved two variables, variables interpersonal communication customer care (X) and variable patient satisfaction (Y). This study uses some relevant theories such as communication, interpersonal communication customer care, and patient satisfaction. The method used in this research is quantitative research with a causal approach. The population in this study is that patients, Orthopedic Hospital Purwokerto by respondents as many as 357 people. In determining the sample used simple random sampling method. While the analysis method used is quantitative methods, sample linear regression analysis, partial hypothesis test (Test T) and the coefficient of determination. The results of this research is interpersonal communication customer care has a significant influence on patient satisfaction by 51.30%, while the remaining 48.70% influenced by other factors not examined in this study.*

(Abstract)

**Keywords**— *Interpersonal Communication Customer Care; Patient Satisfaction*

## I. INTRODUCTION

Communication in service companies has very important meaning in effort to provide a good service for customers (patients). As Joseph A. Devito pointed out "*One of our most powerful motivations is dealing with others-fostering and maintaining relationships with others.*" [3]. The quote is part of fostering relationships with other people, especially customers. The main customer of service company is patient and patient's family. customer care to provide good service

and feasible to patients. As quoted from a web consulting services company in Jakarta. "*The plurality of customers is like a double-edged sword with its multiplier effect, if the service feels positive, then the potential for word of mouth is high, and vice versa. Especially considering that the patient segment above tends to be critical, understand the service standards, and will move if necessary. Especially for the level of hospitality, quality will speed service, medical expertise, support facilities, and nursing.*" [7]

Assumptions of some patients of Orthopedic Hospital Purwokerto, First 69-year-old patient from Cilacap Central Java "*Customer care service is very friendly and empathetic and understand the needs of patients, even though my condition have family problems, but customer care is very friendly and provide the best service.*" Both patients aged 34 years from Patikraja-Banyumas Central Java "*Customer care helps the administration process quickly, so I believe in customer care at orthopedic hospital purwokerto*"

Improving long-term relationships with new and old customers require good and qualified human resources, which can communicate professionally and provide excellent service. As quoted by De Vito "*a relationship is a partnership in which rewards and fees are interchangeable.*" [3]. the quote is an interpersonal communication in the company. Direct survey results during the internship activities, researchers took the location of research at the Orthopedic Hospital Purwokerto because the hospital has a customer care unit that deals directly with customers. Researcher will measure the interpersonal communication performed by the customer care unit in a professional way of providing superior service. Researcher took the title "*The Influence of Interpersonal Communication Customer Care Against Patient Satisfaction Orthopedic Hospital Purwokerto*"

This research has focused to know the level of patient satisfaction toward interpersonal customer care

communication at Orthopedic Hospital of Purwokerto. then know the customer care service to patients Orthopaedi Hospital Purwokerto and know how much influence interpersonal communication customer care to patient satisfaction Orthopaedi Hospital Purwokerto.

**II. RESEARCH AND METHODE**

In theory social exchange (social exchange theory) see interpersonal relations as a deal trade. People have with everyone else because that fullfill their needs. [1]

Interpersonal Communication is the communication between a communicator with communicant. This type of communication they think is the most effective in terms of change attitude, opinion, or a person behavior, because it is the form of conversation dialogis and returning to receive direct. A communicator know communicant is launched. Communicant to kow exactly whether communication is positive or negative, to work or not. If he is able to give opportunity to communicant to ask as large as possible. [4]

Satisfaction services that was felt to be customers is essentially equivalent to the level of satisfaction pelanggan (customer sartsifaction). Therefore are of the customer satisfaction of determining the quality of services offered by companies. [2]

This research method is quantitative research method. According Sugiyono *“quantitative research methods is a research method based on the philosophy of positivism, used to examine the population and specific samples, data collection using research instruments and data analysis is quantitative with the purpose set.”* [6]

**III. RESULT AND DISCUCTION**

Simple linear regression analysis is used to know the influence of Interpersonal Communication Customer Care to Patient Satisfaction of Orthopedic Hospital of Purwokerto. the analysis using SPSS version 17.0 for windows obtained the following results.

**Coeffi ci ents<sup>a</sup>**

Model	Unstandardized Coef f icients		St andardized Coef f icients	t	Sig.	
	B	St d. Error	Beta			
1	(Constant)	-50.288	7.023		-7.160	.000
	X	.653	.073	.716	8.940	.000

a. Dependent Variable: Y

The value of constant a has the meaning that when the variable of interpersonal communication customer care (X) is zero then patient satisfaction (Y) is influenced by interpersonal communication customer care (X), then patient satisfaction is 0.653.

$$Y = a + bx$$

$$Y = - 50.288 + 0.653 X$$

The regression coefficient X is 0.653 this means that there is influence of interpersonal communication of Customer Care to Patient satisfaction of Orthopedic Hospital of Purwokerto. This influence indicates that the more effective interpersonal communication customer care then the patient satisfaction will also increase the regression coefficient X of 0.653, meaning that the increase of 1 unit of interpersonal

Communication customer care will increase patient satisfaction of 0653.

To know the strength of the relationship between variables X and Y then the calculation of Pearson correlation. The correlation coefficient indicates the weakness of the

relationship between variables X and Y.

From the calculation results using SPSS 17.0 for window then obtained the following.

**Model Summary**

Model	R	R Square	Adjusted R Square	St d. Error of the Estimate
1	.716 <sup>a</sup>	.513	.506	1.25474

a. Predictors: (Constant), X

Based on the above table, the correlation coefficient obtained for 0.716. based on tables strong criteria of

relationship can be known that the correlation coefficient of 0.716 included in the strong category. This means that there is a strong relationship between interpersonal communication customer care (X) with patient satisfaction (Y).

After knowing the relationship between interpersonal communication of customer care with patient satisfaction hence the influence of interpersonal communication customer care (X) to patient satisfaction (Y) can be known through coefficient of determination. The coefficient of determination can be calculated by the following formula:

$$KD = r_{xy}^2 \times 100\%$$

Based on the calculation results obtained coefficient of determination is 51.30% and included in the category of influence enough. This value indicates that 51.30% of the changes that occur in patient satisfaction caused by interpersonal communication customer care while the remaining 48.70% changes that occur in patient satisfaction caused by other factors.

If the relationship between Social Exchange Theory, Interpersonal Communication, and Customer Satisfaction, then Interpersonal Communication Relations (X) with Patient Satisfaction (Y), with the calculation of simple regression analysis equal to 0,653, that is increase of 1 unit of interpersonal communication of customer care will increase patient satisfaction of 0.653. Calculation correlation of 0.716 based on tables strong criteria of relationship can be known that the correlation coefficient of 0.716 included in the strong category. This means that there is a strong relationship between interpersonal communication customer care (X) with patient satisfaction (Y).

Calculation coefficient of determination obtained is 51.30% and included the category of influence enough. This value indicates that 51.30% of the changes that occur in patient satisfaction caused by interpersonal communication customer care while the remaining 48.70% changes that occur in patient satisfaction caused by other factors. Thus the relationship between interpersonal communication and satisfaction affects patient satisfaction of Orthopedic Hospital of Purwokerto, according to the Social Exchange Theory assumption, *“every individual voluntarily enters and stays in social relations only as long as the relationship is satisfactory in terms of rewards and costs”* [2].

Reward and cost in this research that is between customer care with patient, what is meant by individual is patient entering area of Orthopedic Hospital of Purwokerto will feel satisfied or dissatisfied by customer care service which is one of service unit that given by Orthopedic Hospital of Purwokerto about service administration to the patient, reviewed from the customercare officer treats the patient in accordance with the desired and needed by the patient while at the Orthopedic Hospital of Purwokerto.

**IV. CONCLUSION AND RECOMENDATION**

Patient satisfaction level of Orthopedic Hospital of Purwokerto seen from result of coefficient of regresi X that is equal to 0653 this mean there is influence of interpersonal

communication of customer care to Patient satisfaction of Orthopedic Hospital of Purwokerto. This influence shows the more effective communication interpersonal customer care then the patient satisfaction will also increase the regression coefficient X of 0.653, meaning that the increase of 1 unit of interpersonal communication customer care will increase patient satisfaction of 0.653. This research proves that there is influence between interpersonal communication of customer care to patient satisfaction at Orthopedic Hospital of Purwokerto. The better interpersonal communication with customer care patient then the patient's satisfaction will be better.

Customer care service to patients of Orthopedic Hospital Purwokerto proven from patient assessment to interpersonal communication of customer care at Orthopedic Hospital of Purwokerto in outline is positive. Recapitulation of patient care interpersonal communications obtained, based on research data showed excellent results. Recapitulation of patient care interpersonal communications obtained, based on research data showed excellent results. Based on research the highest score on interpersonal communication customer care variable is sub variable empathy with score equal to 2131. Based on research, the lowest score on interpersonal communication customer care variable is sub variable equality with score of 1057. Based on the research, the highest score on patient satisfaction variable is sub variable of service comparison (interpersonal customer care communication expected with service received by patient) with score of 974. So the highest score in interpersonal communication of empathy component, then the patient get satisfaction lies in customer care officer who has an empathetic attitude.

Proven results of Pearson correlation data analysis, the result is there is a strong relationship between interpersonal communication customer care to patient satisfaction at Orthopedic Hospital Purwokerto. Coefficient of determination shows a strong influence that is 51.30% change in patient satisfaction caused by interpersonal communication customer care.

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