

An Overview of Effective Communication in Patient Care Services at Madina Hospital, Bukittinggi, 2025

Sonia Pratiwi ¹⁾, Silvia Adi Putri ²⁾, Iffa Setiana ³⁾

^{1),2),3)} Program Studi D-III Administrasi Rumah Sakit, Universitas Muhammadiyah Sumatera Barat, Indonesia

Email : soniapratiwi20@gmail.com, silviaadiputri86@gmail.com, iffasetiana1916@gmail.com

DOI: <https://doi.org/10.52060/ymsfpt43>

ABSTRAK

Komunikasi efektif pada unit pendaftaran pasien di Rumah Sakit Madina Bukittinggi belum sepenuhnya diterapkan secara optimal. Petugas pendaftaran masih sering tidak menyampaikan informasi penting, seperti perubahan jadwal dokter, yang menyebabkan pasien menunggu lama tanpa mendapatkan pelayanan. Penelitian ini bertujuan untuk menggambarkan komunikasi efektif dalam pemberian pelayanan kepada pasien di Rumah Sakit Madina Bukittinggi tahun 2025. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan sampel sebanyak 40 pasien. Instrumen penelitian berupa kuesioner terstruktur. Hasil penelitian menunjukkan bahwa 55,0% responden memiliki tingkat pemahaman yang tinggi dan 45,0% rendah. Tingkat kepuasan pasien tergolong baik pada 62,5% responden, sementara 37,5% menunjukkan kepuasan rendah. Sebanyak 67,5% responden memiliki sikap positif, 57,5% menjalin hubungan yang baik, dan 75,0% menunjukkan tindakan komunikasi yang positif. Kesimpulannya, komunikasi petugas pendaftaran perlu dievaluasi dan ditingkatkan secara berkelanjutan sebagai upaya peningkatan mutu pelayanan pasien.

Kata kunci: Komunikasi efektif; pelayanan pada pasien; Rumah Sakit Umum Madina.

ABSTRACT

Effective communication at the patient registration unit of Madina Hospital, Bukittinggi, has not been fully implemented. Registration officers often fail to convey important information, such as changes in doctors' schedules, resulting in patients waiting for long periods without receiving services. This study aimed to describe effective communication in patient service delivery at Madina Hospital, Bukittinggi, in 2025. A descriptive quantitative approach was employed, involving 40 patients as respondents. Data were collected using a structured questionnaire. The results showed that 22 respondents (55.0%) had a high level of understanding, while 18 respondents (45.0%) had a low level. Regarding patient satisfaction, 25 respondents (62.5%) reported good satisfaction and 15 respondents (37.5%) reported low satisfaction. Positive attitudes were found in 27 respondents (67.5%), while 13 respondents (32.5%) showed negative attitudes. Good interpersonal relationships were reported by 23 respondents (57.5%), and 30 respondents (75.0%) demonstrated positive actions. In conclusion, communication practices at the registration unit require continuous evaluation and improvement to enhance the quality of patient services.

Keywords: Effective communication; patient services; Madina General Hospital

BACKGROUND

Communication is a fundamental process that involves the exchange of information, ideas, and meanings to obtain responses and influence attitudes and behaviors. In healthcare settings, effective communication is essential to ensure mutual understanding between healthcare providers and patients, support emotional needs, and build positive interpersonal relationships. Patients expect healthcare staff to communicate clearly, politely, patiently, and empathetically in order to enhance their comfort and trust in healthcare services.

Effective communication is also closely related to patient safety and service quality. The Indonesian Ministry of Health Regulation No. 11 of 2017 emphasizes patient safety as a key component of healthcare services, highlighting communication as a critical strategy to prevent adverse events. International reports have shown that communication failures are a major cause of preventable medical errors and sentinel events, leading to serious patient harm and decreased public trust in healthcare systems.

Patient satisfaction is strongly influenced by the quality of communication, particularly in the patient registration unit, which serves as the first point of contact in healthcare facilities. Clear and effective communication at this stage is essential for providing accurate information, guiding patients through service procedures, and ensuring efficient service flow. However, ineffective communication may result in misinformation, long waiting times, service delays, and patient dissatisfaction.

Preliminary observations at Madina Hospital Bukittinggi revealed that effective communication has not been fully implemented by registration officers. Important information, such as changes in doctors' schedules, is often not clearly communicated, causing patient confusion and prolonged waiting times. Additionally, unclear language use and limited interpersonal interaction create a rigid communication atmosphere, reducing patient understanding and trust. Based on these issues, this study aims to describe the effectiveness of communication among patient registration officers in delivering patient services at Madina Hospital Bukittinggi in 2025.

METHOD

A descriptive quantitative method was used in this study to describe the implementation of effective communication in patient services at Madina General Hospital, Bukittinggi, in 2025. The descriptive approach was applied to systematically and accurately portray the characteristics of the study population. This research was conducted in April 2025 at the patient registration unit of Madina General Hospital, Bukittinggi.

All patients present during the data collection period constituted the study population. The sample size was determined using the Slovin formula, resulting in a total of 40 respondents. Data were analyzed using univariate analysis to describe the distribution of each research variable.

RESULTS

1. Respondent Characteristics

Tabel 1. The Frequency Distribution of Respondents' Characteristics at Madina Hospital, Bukittinggi, 2024

Sex	Frequency	Percent (%)
Male	20	50
Female	20	50
Total	40	100
Age	Frequency	Percent (%)
20-40	9	22,5
41-60	14	35,0
>60	17	42,5
Total	40	100

Based on Table 1. the frequency distribution of respondents' characteristics at Madina General Hospital Bukittinggi shows that the total number of respondents was 40. In terms of gender, the respondents were equally distributed, consisting of 20 males (50.0%) and 20 females (50.0%). Regarding age, 9 respondents (22.5%) were aged 20–40 years, 14 respondents (35.0%) were aged 41–60 years, and 17 respondents (42.5%) were over 60 years old.

2. Understanding Indicator

Table 2. Frequency Distribution of Understanding of Communication by Registration Officers in Providing Patient Services at Madina Hospital, Bukittinggi, 2024

Understanding level	Frequency	Percent (%)
Low	18	45,0
High	22	55,0
Total	40	100

Table 2 indicates that out of 40 respondents, 22 respondents (55.0%) had a high level of understanding regarding the communication delivered by registration officers, while 18 respondents (45.0%) demonstrated a low level of understanding.

3. Communication Enjoyment

Table 3. Frequency Distribution of Communication Enjoyment by Registration Officers in Providing Patient Services at Madina Hospital, Bukittinggi, 2024

Enjoyment level	Frequency	Percent (%)
Low	15	37,5
High	25	62,5
Total	40	100

As shown in Table 3. 25 respondents (62.5%) perceived communication with registration officers as enjoyable, whereas 15 respondents (37.5%) reported a low level of enjoyment during communication.

4. Influence on Attitude

Table 4. Frequency Distribution of Attitudinal Influence of Communication by Registration Officers in Providing Patient Services at Madina Hospital, Bukittinggi, 2024

Attitude	Frequency	Percent (%)
Negative	13	32,5
Positive	27	67,5
Total	40	100

Based on Table 4, the results reveal that 27 respondents (67.5%) experienced a positive influence on their attitudes as a result of communication with registration officers, while 13 respondents (32.5%) experienced a negative influence.

5. Relationship

Table 5. Improved Interpersonal Relationships in Communication by Registration Officers in Providing Patient Services at Madina Hospital, Bukittinggi, 2024

Relationship level	Frequency	Percent (%)
Low	17	42,5
High	23	57,5
Total	40	100

Table 5 shows that 23 respondents (57.5%) perceived a good interpersonal relationship with registration officers, whereas 17 respondents (42.5%) perceived the relationship as inadequate.

6. Action

Table 6. Frequency Distribution of Communication Actions by Registration Officers

Action	Frequency	Percent (%)
Negatif	10	25,0
Positif	30	75,0
Total	40	100

According to Table 6, the majority of respondents demonstrated positive actions after receiving information, with 30 respondents (75.0%) reporting positive actions and 10 respondents (25.0%) reporting negative actions.

DISCUSSION

1. Understanding of Communication by Registration Officers in Patient Service Delivery

The results showed that out of 40 respondents, 22 respondents (55.0%) perceived a high level of understanding of communication by registration officers in providing patient services, while 18 respondents (45.0%) perceived a low level of understanding. These findings are supported by the theory proposed by Chandra et al. (2023), which states that effective communication requires the receiver to accurately understand the message according to the communicator's intent, with both parties understanding their respective roles.

This finding is consistent with previous research by Sulistyarini et al. (2024), which reported that effective communication by registration officers at RS Baptis Kediri contributed more than 50% to patient satisfaction. Similarly, Budiarti et al. (2022) found that 60% of patients at RSUD Dr. M. Yunus Bengkulu were moderately satisfied with outpatient registration communication, indicating that concise and clear information delivery plays a significant role.

According to the researchers' assumption, the high level of understanding among most respondents indicates that communication at the registration desk is increasingly recognized as a crucial component of service quality. Effective communication, including clear information delivery, responsiveness, and a friendly attitude, shapes patients' first impressions of healthcare services. However, respondents with low levels of understanding may reflect limited public awareness of patient rights, inconsistent communication standards, or discrepancies between patient expectations and actual service experiences.

2. Communication Enjoyment by Registration Officers in Patient Service Delivery

The results indicated that 15 respondents (37.5%) perceived communication enjoyment as low, while 25 respondents (62.5%) perceived it as good. According to Chandra et al. (2023), successful communication creates a more relaxed and enjoyable interaction, supporting the findings of this study. This result aligns with Fanny (2022), who found that most patients were either satisfied or moderately satisfied with registration services, indicating acceptable service quality. Additionally, Angelia (2023) reported that registration officers at Matsum City Health Center communicated according to Standard Operating Procedures, making patients feel acknowledged and valued.

Based on the researchers' perspective, pleasant communication characterized by friendliness, attentiveness, and politeness has become part of the service culture at the registration unit. Given that initial interactions strongly influence patient perceptions, enjoyable communication not only enhances emotional satisfaction but also fosters a more humane and open service environment.

3. Attitudinal Influence of Communication by Registration Officers

The findings revealed that 27 respondents (67.5%) experienced a positive attitudinal influence, while 13 respondents (32.5%) experienced a negative influence. This result supports Chandra et al. (2023), who stated that communication is considered effective when it leads to behavioral or attitudinal change. This study is consistent with research by Syamsudin et al. (2019), which reported a patient satisfaction level of 57.8% related to staff attitudes, and Rahmatiqa (2023), who found that over half of respondents rated registration officer behavior as good. According to the researchers' assumption, there is a strong relationship between the attitudes and communication skills of registration officers and the quality of services delivered. Positive attitudes enhance patient satisfaction and overall service experience, whereas negative attitudes may lead to dissatisfaction and service-related issues.

4. Improved Interpersonal Relationships through Communication

The results showed that 23 respondents (57.5%) perceived a good interpersonal relationship with registration officers, while 17 respondents (42.5%) perceived it as inadequate. Chandra (2023) stated that effective communication naturally strengthens interpersonal relationships, particularly when individuals share similar perceptions and characteristics (Nuzulia, 2020). These findings are supported by Fanny (2022), who reported that most patients felt satisfied or moderately satisfied with registration services, and Anisa (2022), who found a significant correlation between patient satisfaction and

service quality at Aikmel Health Center. The researchers conclude that improved communication between registration officers and patients positively impacts the overall healthcare experience. Open, friendly, and professional communication from the initial registration stage fosters trust, comfort, and satisfaction, thereby improving overall service quality.

5. Communication Actions by Registration Officers in Patient Service Delivery

The study found that 30 respondents (75.0%) demonstrated positive actions following communication, while 10 respondents (25.0%) demonstrated negative actions. According to Nuzulia (2020), communication actions are essential because registration officers serve as the first point of contact, and effective communication facilitates smoother registration processes and reduces misunderstandings. This finding aligns with Tri (2024), who reported that more than 50% of communication practices at hospital registration units were categorized as good. Similarly, Putriana (2023) highlighted that empathetic and informative interpersonal communication at registration desks positively influences patient understanding and response. Based on the researchers' assumption, communication actions play a crucial role in shaping patients' initial perceptions of healthcare quality. Clear, polite, and responsive communication fosters trust and understanding, whereas rushed or unclear communication may lead to confusion and dissatisfaction. Therefore, improving communication actions is essential for strengthening patient–staff relationships and enhancing service quality overall.

The study concludes that effective communication by registration officers at Madina General Hospital is generally perceived positively by patients. Most respondents reported high levels of understanding, positive attitudes, good interpersonal relationships, and constructive actions during service interactions. However, a proportion of respondents still experienced low understanding, negative attitudes, weaker relationships, and unfavorable actions, indicating areas that require improvement. These findings highlight the need for continuous evaluation and strengthening of communication skills among registration officers to enhance patient satisfaction and service quality.

AUTHOR CONTRIBUTION

Sonia Pratiwi contributed to the conceptualization and design of the study, data collection, data analysis, and interpretation of the results. Silvia Adi Putri contributed to the literature review, data collection, and manuscript drafting. Iffa Setiana contributed to data analysis, manuscript revision, and final editing. All authors reviewed and approved the final manuscript.

CONFLICT OF INTEREST

There is no conflict of interest in this research.

ACKNOWLEDGEMENT

We would like to their sincere gratitude to the management and staff of Madina General Hospital, Bukittinggi, for their cooperation and support during the data collection process. Special appreciation is extended to all respondents who willingly participated in this study. The authors also thank colleagues and academic supervisors for their valuable guidance, suggestions, and constructive feedback, which greatly contributed to the completion of this research.

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