

## **THE EFFECT OF NURSE THERAPEUTIC COMMUNICATION AND APPLICATION OF PATIENT SAFETY OBJECTIVES ON THE IMAGE OF MEDICAL WORKS HOSPITAL WITH PATIENT TRUST AS INTERVENING VARIABLE**

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### ***Abstract***

The image is valuable intangible assets from company. Positive image allow a company to get score reputation and excellence competitive. One indicator in formation image something house illness is the existence of good communication and guaranteed patient safety in administering service. In addition to good communication and patient safety during receiving services at the hospital, in the process of assessing the patient's image of the hospital, trust is needed from Patients to Hospitals to be the key main the formation of the image of the hospital

**Research Objectives:** this study aims to analyze influence communication therapeutic and Application Target Patient Safety on Hospital Image with Patient Trust as an intervening variable at Karya Medika Hospital. **Research methods:** quantitative explanative because to know connection among variables based on previous hypotheses that have been put forward by the researcher earlier. The sample in this study is total sampling, namely post-patient patients stay during the period January-March 2022 totaled 193 people. Analysis technique use analysis path (path analysis). **Research results:** (1) There are influence positive Among Communication Therapeutic and Application Target Patient Safety on Hospital Image at Karya Medika Hospital through Patient Trust as an Intervening Variable. (2) There are positive and significant influence Among Patient Trust in Hospital Image at Karya Medika Hospital. (3) There are positive and significant influence Among Communication Therapeutic on Hospital Image at Karya Medika Hospital. (4) There are positive and significant influence Among Application Target Patient Safety on Hospital Image at Karya Medika Hospital. (5) There are positive and significant influence Among Communication Therapeutic on Patient Trust in Karya Medika Hospital. (6) There are positive influence Among Application Target Patient Safety on Trust Patients at Karya Medika Hospital.

**Keyword:** Communication, Therapeutic, Hospital Image

## **Abstrak**

*Gambaran adalah aset tak berwujud yang berharga dari perusahaan. Citra positif memungkinkan perusahaan mendapatkan reputasi dan keunggulan kompetitif. Salah satu indikator dalam pembentukan citra rumah sakit adalah adanya komunikasi yang baik dan terjaminnya keselamatan pasien dalam memberikan pelayanan. Selain komunikasi yang baik dan keselamatan pasien selama menerima layanan di rumah sakit, dalam proses penilaian citra rumah sakit oleh pasien, dibutuhkan kepercayaan dari Pasien kepada Rumah Sakit untuk menjadi kunci utama pembentukan citra rumah sakit. Tujuan Penelitian: penelitian ini bertujuan untuk menganalisis pengaruh komunikasi terapeutik dan Penerapan Sasaran Keselamatan Pasien terhadap Citra Rumah Sakit dengan Kepercayaan Pasien sebagai variabel intervening di Rumah Sakit Karya Medika. Metode Penelitian: kuantitatif eksplanatif karena untuk mengetahui hubungan antar variabel berdasarkan hipotesis sebelumnya yang telah diajukan oleh peneliti sebelumnya. Sampel dalam penelitian ini adalah total sampling, yaitu pasien pasca rawat inap selama periode Januari-Maret 2022 sebanyak 193 orang. Teknik analisis menggunakan analisis jalur (path analysis). Hasil Penelitian: (1) Ada pengaruh positif antara Komunikasi Terapeutik dan Penerapan Sasaran Keselamatan Pasien terhadap Citra Rumah Sakit di Rumah Sakit Karya Medika melalui Kepercayaan Pasien sebagai Variabel Intervening. (2) Ada pengaruh positif dan signifikan antara Kepercayaan Pasien terhadap Citra Rumah Sakit di Rumah Sakit Karya Medika. (3) Ada pengaruh positif dan signifikan antara Komunikasi Terapeutik terhadap Citra Rumah Sakit di Rumah Sakit Karya Medika. (4) Ada pengaruh positif dan signifikan antara Penerapan Sasaran Keselamatan Pasien terhadap Citra Rumah Sakit di Rumah Sakit Karya Medika. (5) Ada pengaruh positif dan signifikan antara Komunikasi Terapeutik terhadap Kepercayaan Pasien di Rumah Sakit Karya Medika. (6) Ada pengaruh positif antara Penerapan Sasaran Keselamatan Pasien terhadap Kepercayaan Pasien di Rumah Sakit Karya Medika.*

**Kata kunci:** *Komunikasi, terapeutik, citra rumah sakit*

## **INTRODUCTION**

The amount of increasing pain becomes a challenge for managers because it can cause enough competition to be tight. Intense competition will influence patients decisions about choosing a hospital and is also greatly influenced by the image of services at the hospital. According to Miati et al. (2020), a strong image can attract consumers to use it as a determining factor in making a purchase decision, while a strong condition is brand image (brand image). Meanwhile, according to Imran & Ramli (2019), the dominant patient perception to the officer medical will make

evaluation The hospital's image becomes positive, so that this good perception will make the patient believe that they can recover from the disease if they receive services from the hospital. Image is a valuable intangible asset for a company. Positive image According to Porter and Claycomb (1997), it is possible for a company to get a good reputation and be competitive. A good image will increase customer satisfaction customer, quality service, loyalty, and intent to repurchase. Bloemer et al . (1998) The image that is good will be capable of increase success something company and vice versa, a bad image will worsen stability for something company. Istijanto (2005) suggests that companies that have a good image or reputation will push consumers consumer buy products offered, enhance their ability to compete, push the spirit of work employees, and improve customer loyalty. One indicator in the formation of an illness is the existence of good communication and guaranteed patient safety in administering service. Communication is the process of sending and receiving messages from someone that are shared with other people. Communicate means to help convey the message so that later we can know and understand it together. Message in communication used in selecting and taking decisions. Communication Among officers, their health with patients or their delivery can be assessed, among others, through their ability to communicate and the available information media. Ability officer in communication, like attitude when speaking, explaining actions to be taken, empathising with the patient, and giving opportunity to ask about things considered by the patient as well as the image of the hospital.

Likewise, with the implementation of patient safety Safety of the patient is the main thing to do and things to do. This is related to quality and image issues in hospitals (Depkes, 2011). Patient safety at home hospital (KPRS) is a service system in a hospital that provides patient care that becomes safer, including inside it measuring risk, identifying and managing risk to the patient through incident analysis, and having the ability to learn from and follow up on incidents and apply solutions to reduce risk (WHO, 2004). In addition to good communication and patient safety during receiving services at the hospital, in the process of assessing the patient's image of the hospital, trust is needed from patients to hospitals to be the key to the formation of the hospital's image. Patient trust is an important element of successful health care delivery (LaVeist, Isaac, & Williams, 2009). Trust is credibility, promise, and kindness that are expected or felt by the customer. If trust is formed, then commitment connections among house sick and customers have the potential to be mutually beneficial (Achrol, 1991). If this is the case, then research is needed at Karya Medika Hospital to evaluate whether communication, therapeutics, and patient safety have been prioritised in service and are factors

that influence patient trust and shape the image of the hospital. Because that writer is interested in taking the title "Influence of communication, therapeutics, and application target patient safety against the Karya Medika hospital image with patient trust as an intervening variable.

## METHOD

This research uses a quantitative approach by using type survey research methods. The survey method aims to see the situation that is the object of research as it is by looking at the existing data and information from the sample without giving it special treatment. Through a cross-sectional study (Priyono, 2016). The data will be analysed using the path analysis method.

## RESULT AND DISCUSSION

Figure 1. Path Analysis Test Results using SEM AMOS

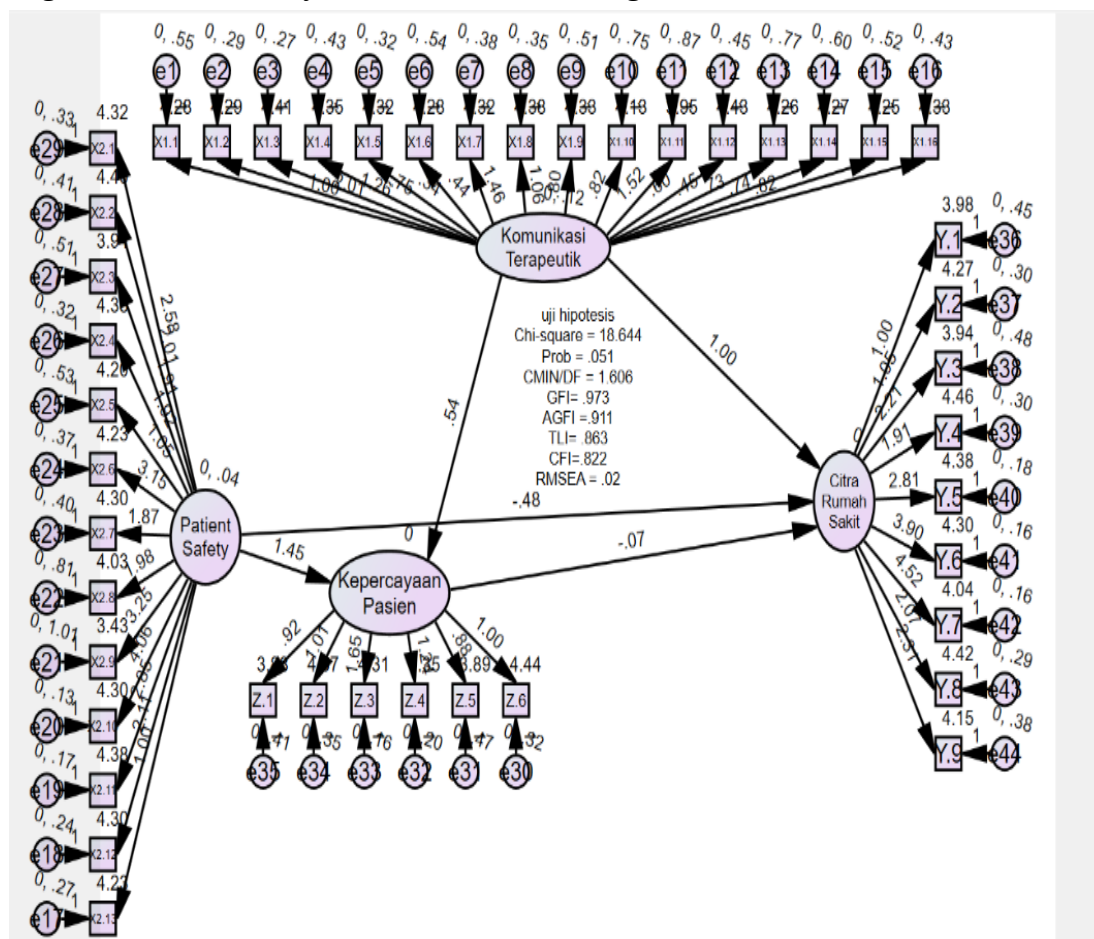


Table 1 . Modified Goodness of Fit Test Results

GOODNESS OF FIT INDEX	CUT-OFF VALUE	DEFAULT MODEL	MODEL EVALUATION
CHI-SQUARE	The smaller, the better	18,644	
PROBABILITY	$\geq 0.05$	0.051	<i>Good Fit</i>
CMIN/DF	$\leq 2.00$	1,606	<i>Good Fit</i>
GFI	$\geq 0.90$	0.973	<i>Good Fit</i>
AGFI	$\geq 0.90$	0.911	<i>Good Fit</i>
TLI	$\geq 0.90$	0.863	<i>Close to fit</i>
CFI	$\geq 0.90$	0.822	<i>Approaching Fit</i>
RMSEA	$\leq 0.08$	0.02	<i>Good Fit</i>

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.275	.829	
	Communication	-.105	.029	-.153
	Therapeutic			
	Application Target	.079	.039	.093
	Patient Safety			
	Patient Trust	1.459	.044	1.013

a. Dependent Variable: Hospital Image

### Significance Test Coefficient by Simultaneous (F Test)

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1595,609	2	797,804	193.086	.000 <sup>b</sup>
	Residual	785,054	190	4.132		
	Total	2380,663	192			

a. Dependent Variable: Patient Trust

b. Predictors: (Constant), Implementation of Patient Safety Goals, Therapeutic Communication

Table 4 Correlation Coefficient Test

		Correlations			
		Communication Therapeutic	Application Target Patient Safety	Patient Trust	Hospital Image
Communication Therapeutic	Pearson Correlation	1	.909 **	.781 **	.722 **
	Sig. (2-tailed)		.000	.000	.000
	N	193	193	193	193
Application Patient Safety	Pearson Correlation	.909 **	1	.812 **	.776 **
	Sig. (2-tailed)	.000		.000	.000
	N	193	193	193	193
Patient Trust	Pearson Correlation	.781 **	.812 **	1	.969 **
	Sig. (2-tailed)	.000	.000		.000
	N	193	193	193	193
Hospital Image	Pearson Correlation	.722 **	.776 **	.969 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	193	193	193	193

\*\* . Correlation is significant at the 0.01 level (2-tailed).

( ource : Data processed by SPSS)

Table 5 Test Sobel

VARIABLE FREE	2ND PATH COEFFICIENT	STD. ERROR	VARIABLE MEDIATION	FIRST PATH COEFFICIENT	STD. ERROR	SOBEL TEST
THERAPEUTIC COMMUNICATION IMPLEMENTATION OF PATIENT SAFETY GOALS	0.243	0.047	Patient Trust	1.013	0.044	5.05
	0.592	0.059				9.20

(Source : Processed data via [quantpsy.org/sobel](http://quantpsy.org/sobel) )

1. Influence Communication Therapeutic and Application Target Patient Safety Affects Hospital Image with Patient Trust as an Intervening Variable at Karya Medika Hospital

Based on the Sobel test explanation, it can be concluded that overall, by looking at score coefficient determination on First Model Path Analysis > Second Model Path Analysis, it can be declared that variable Patient Trust (Z) is able to mediate the influence of variables Communication Therapeutic (X1) and Application Target Patient Safety (X2) on the Hospital Image variable (Y), thus Hypothesis 1 is accepted (Ha1 is accepted).

During the implementation of the research with a long-term timeframe of almost 4 months, it was seen that with good communication from nurses serving inpatients, the implementation of the target patient safety as long as the patient is treated can make the patient being treated feel like they believe in Karya Medika Hospital, which has an impact on the image of the hospital as trustworthy, communicative, and safe for patients who come. From the results of the path analysis research, namely that hypothesis first (H1) is accepted, it means there is an influence of communication, therapeutics, and application of target patient safety on hospital image at Karya Medika Hospital through patient trust. It shows that hospital image at Karya Medika Hospital is influenced by communication, therapeutics, application, patient safety, and patient trust.

This is in line with research conducted by Kim et al. (2008), which states that, based on the review literature, there are three direct variables that affect hospital image, one of which is trust. According to Doney and Cannon (1997), trust is credibility and perceived goodness, which distinguishes customers from party house sick. Trust is important because it becomes the basis for future cooperation (Alrubaiee, 2011).

## **2. Influence Patient Trust in Hospital Image**

From the results of the path analysis research, namely: hypothesis second (Ha2) is accepted where variable The patient's trust in the image of the hospital has a positive and significant influence due to the value of significance. Patient Trust is 0.000, and the value is < 0.05, so that Hypothesis to Two (Ha2) is accepted.

This means that in service at Karya Medika Hospital during the implementation of this research, the patient's trust in the hospital increased, which has an impact on the good or increasing image of Karya Medika Hospital.

This is in line with research conducted by Kim et al. (2008), Amin et al. (2013), and Muchlis & Dewanto (2013), which also support the conclusion above that patient trust matters positively and is significant to hospital or organization image.

### **3. Influence Communication Therapeutic for Hospital Image**

In this study, the results of path analysis research are:

Hypothesis third (H3) is accepted, where variable Communication Therapeutic for Hospital Image has a positive and significant influence due to the value of significance Communication Therapeutic 0.000 and a value of 0.05, so that (Ha3) is accepted.

The results of this study show that the mean value for the variable Communication Therapeutic is included in the high category; however, there is still a valuable indicator, so Communication Therapeutic still needs to be fixed. Meanwhile, the results of the path analysis research are: Hypothesis 3 (H3) is accepted, where variable communication and therapeutics affect the image of the hospital.

From this research, it can be concluded that communication therapeutics by nurses at the Karya Medika Hospital have been carried out well and provide influence on hospital image, which is also in line with the results of research conducted by Gao and Huang (2019), which explain that there is a significant influence on patient satisfaction, which in the end determines the image of the hospital in the eyes of society. Furthermore, research conducted by Manurung (2001) obtained the results that communication between nurses and clients has a meaningful relationship to client satisfaction.

### **4. Influence Application Target Patient Safety on Hospital Image**

The results of this study show that path analysis is hypothesis fourth (Ha4) received where the variable Application Target Safety Hospital Image has a positive and significant influence due to the value of significance Application Target Patient Safety on Hospital Image being 0.014 and the value of 0.05, so (Ha4) is accepted.

The average score for Application Target Patient Safety is included in the High category. Meanwhile, the results of the path analysis research are: Hypothesis 4 (Ha4) is received where the variable Application Target Patient Safety has an effect on the Hospital Image variable.

This shows that in the services provided to patients at Karya Medika Hospital, nurses have implemented patient safety, which has an impact on the image of the hospital. This is in line with research conducted by According to research conducted by Linda Aiken (2012), patient safety affects quality and patient satisfaction, while patient satisfaction results in a good image for the hospital.

### **5. Influence Communication Therapeutic on Patient Trust**



In this study, the results of path analysis research are: Hypothesis fifth (Ha5) received was variable communication therapeutic and variable Patient trust has a significant effect due to the value of significance of communication therapy against patient confidence being 0.000 and the value of 0.05, so that (Ha5) is accepted.

Based on Table 4.18, it is known that the score probability, or sig., from the variable Communication Therapeutic is 0.016. Because the value probability of smaller therapeutic \_ from level significance, which is 0.05, and the value of the coefficient track variable communication therapeutic positive, it was concluded that the occurrence of positive and significant influence Among communication and therapeutic variables, patient trust

This is in line with research conducted by Frittz (1984 in Gillies, 1994), which states several advantages: when nurses use effective communication in giving care nursing, that is, it can cause connection between each other, prevent illegal practice, and cause satisfaction for clients and nurses.

#### **6. Influence Application Target Patient Safety on Patient Trust**

The results of the study show that from the path analysis hypothesis sixth (Ha6) received, the variable patient trust has a significant effect due to the value of significance from Application Target Safety Patient to Trust Patient being 0.045 and the value of 0.05, so that (Ha6) is accepted.

This is in line with the results of research conducted by Alrubaiee (2011), showing that customers are choosing to stay at home when they expect safety and healing. Patient safety and recovery are affected by speedy response from power medical and nursing staff at home, action by power medical staff and nurses in accordance with patient expectations, and good service quality. If that thing is carried out according to the standard procedure for home operations, so patient safety and healing can be achieved, then image house sick will be good.

Recommendation from Influence Patient trust in the image of the hospital is maintained by maintaining the quality of service that currently exists in order to continue increasing patient trust.

## **CONCLUSION**

There is a positive influence among communication, therapeutic, and application targets on patient safety in the hospital image at Karya Medika Hospital through patient trust as an intervening variable. There is a positive

and significant influence among patient trust in the hospital image at Karya Medika Hospital. There is a positive and significant influence of communication therapy on hospital image at Karya Medika Hospital. There is a positive and significant influence. Among Applications: Target Patient Safety on Hospital Image at Karya Medika Hospital There is a positive and significant influence of communication therapy on patient trust at Karya Medika Hospital. There is a positive influence among patients at Karya Medika Hospital on trust.

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