



The Relationship of Doctor's Nonverbal Communication with Patients' Satisfaction in the Inpatient Hasanuddin University Hospital Makassar, South Sulawesi, Indonesia 2014

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ABSTRACT

Communication is a basic element of human interaction that enables anyone to determine, maintain and increase relationship among people. One of the factors affecting satisfaction for inpatient is a good intertwined communication between doctor and patient. This study was aimed to determine the (1) Artifact, (2) Haptic, (3) Kinesic, (4) Kronemic, (5) Proxemic, (6) Vocalic relationship in nonverbal communication of doctors in relation with patient satisfaction. This research was conducted in patient wards in Hasanuddin University Hospital. This research is a quantitative method of analytical survey with a cross-sectional study using a questionnaire as the main instrument for collecting data. Population was 3.945 patients during the year 2013, the sampling technique was incidental sampling. Data were analyzed by chi square test on $\rho = 0,05$. The results indicated that there was no significant correlation between artifact relationship in doctor's nonverbal communication with the patients' satisfaction ($\rho = 0,763$), there was significant relationship between haptic doctor's nonverbal communication with the patients' satisfaction ($\rho = 0,022$), there was no significant relationship between kinesic in doctor's nonverbal communication with the patients' satisfaction ($\rho = 0,862$), there was no significant relationship between kronemic in doctor's nonverbal communication with the patients' satisfaction ($\rho = 0,361$). In addition was no significant relationship between proxemic in doctor's nonverbal communication with the patients' satisfaction ($\rho = 0,806$), there was no significant relationship between vocalic in doctor's nonverbal communication with the patients' satisfaction ($\rho = 0,642$) at inpatients wards of Hasanuddin University Hospital.

Keywords: Interpersonal communication, Doctor-patient communication, Nonverbal communication, Patients' satisfaction

1. Introduction

Patients' satisfaction is a positive evaluation of the dimensions of health care services. Evaluated service issues, could be one part of the whole service, for example one type of service outpatient or inpatient services provided to patient reflected whole service system in the hospital (Suryawati, 2004).

Patients' satisfaction is a very subjective thing, unmeasurable, fickle, and as many factors that influence as dimensions of human life. According to Tokunaga (2002), patients' satisfaction affected by improvement of health status, attitudes and Human Resources performance of hospitals, emotional communication, provision of care, medical information and living arrangements. Meanwhile, according to

Moison, Walter, & White, basic factors that influence to satisfaction was the characteristic of the product, price, service, location, facilities, image, visual design, atmosphere and communication (Haryanti, 2000).

The communication between doctor and patient is a very important factor in the therapeutic process in the hospital. The quality of communication occurred between both parties will affect the patients' satisfaction, because patients will feel satisfy and will have commitment to return to the same doctor if doctors have a good and effective communication (Wahyu et al., 2013).

Verbal communication is the most common type of communication used in nursing care in hospitals. Verbal communication is usually more accurate and timely. Words or symbols are used to express the idea of the feelings, to evoke an emotional response or object outlines, observation and memory. The advantage in face-to-face verbal communication is that each individual could respond directly. While, nonverbal communication is the transfer of a message without using words. Nonverbal communication is the best way to convey the message to others (Purba, 2003 in Grace et al., 2011).

Nonverbal communication has special relevance in health care, because of serious attention of patient to the nonverbal communication skill of health care professionals. The patient and family members are very sensitive to nonverbal communication by provider for a variety of reasons, including a great fear and uncertainty feelings, sometimes patients believed that health professionals were not completely honest with them; patients and family members will sometimes rely on the observation of nonverbal as a quick tool to obtain information, even before the occurrence of verbal interaction (Friedman, 1979).

Ambady et al. (2002) suggests that actor of nonverbal behavior including doctor, were related to the level of satisfaction or results their patients obtained. Griffith et al. (2003) also concluded the same thing that the doctor's nonverbal communication significantly associated with the level of patients' satisfaction in a variety of different clinics (Ambady et al., 2002).

The number of patient visits Hasanuddin University Hospital required optimum services. Patients' satisfaction survey at inpatient wards in Hasanuddin University hospital was appropriated with National policy no. 129/2008 on minimum service standards of hospital must be $\geq 90\%$, but there were a lot of patients who still complained about hospital services. Based on patients survey of Hasanuddin University Hospital, patients' dissatisfaction was most often expressed in terms of attitude and behavior of hospital staffs, such as: the tardiness of service of doctors, difficulty of finding doctor, less communication and information skill of doctors, duration of admission process, aspects of the "hotel " service in the hospital, as well as cleanliness of the hospital, attitude, behavior, speech, ignorance, hospitality staffs' friendliness, and the easiness of getting information and communications were on the top rank of satisfaction perception of the hospital (Suryawati et al., 2006).

Based on these mentioned above, in this study, the authors will examine the relationship of doctor's nonverbal communication with the patients' satisfaction of the Inpatient Hasanuddin University Hospital Makassar 2014 with nonverbal communication consist of artifacts, haptic, kinesik, kronemik, proxemik, and vokalik and loyalty as an independent variable, and satisfaction which consists of loyalty, using new Hospital products, less sensitive to hospital rates, gives positive comment and not affected by other hospital products as the dependent variable. This study aims to determine the Doctor's Nonverbal Communication Relationship with Patients' Satisfaction in The Inpatient Hasanuddin University Hospital of Makassar, South Sulawesi, Indonesia.

2. Materials and Methods

2.1. Location and Research Design

The research was conducted at Inpatient wards in Hospital Hasanuddin University, Makassar. The observational research designed with cross sectional study plan.

2.2. Population and Sample

The populations in this study were all inpatients at inpatient wards in Hasanuddin University Hospital in 2013. The samples were 134 respondents.

2.3. Methods of Data Collection

Primary Data: Primary data were obtained through questionnaire data collection techniques.
Secondary Data: Secondary data in this study was obtained from the medical and the data report from Complain Centre Hasanuddin University Hospital and other data related to the purpose of research.

2.4. Data Analysis Methods

Editing the data to re-examine the data collected to determine whether the data collected was good enough so that it can improve the quality of data to be processed and analyzed. Coding was done by giving the code on all the variables that exist in the questionnaire, and Data Entry Computer to complete inputted and processed by SPSS. By tabulating the data, data classification was proposed based on the research objectives.

3. Results

3.1. The relationship between respondent characteristics with the patients satisfaction in Inpatient Hasanuddin University Hospital

Most of the respondents involved in this research was elderly respondents age >65 years as many as 82 people with 98.8% felt satisfied with the service of the doctors followed by the end of the elderly period namely 55-65 years, as many as 14 elderly (100%) were satisfied, early adult respondents are 26-35 years as many as 11 people (100%) are satisfied, the end of the adult age group, namely 36-45 years and <25 years as many as 10 people (100%) were satisfied, and the beginning age of elderly, ie 46-55 years as 6 people (100%) were satisfied with the hospital services. Most of the respondents in this study were men of 70 people with 98.6% of respondents were satisfied with the hospital services. Most of the respondents in this study was the Buginese of 68 people (100%) were satisfied with the service of doctors as many as 29 people in Makassar rate (100%), Javanese, as many as 16 people with 83.3% who were satisfied, other tribes as 14 people with 92.9% who were satisfied, the Torajanese many as 12 people (100%), and the least is the Mandar tribe as much as 5 people (100%). Most education respondents in this study was graduated from Junior high school were 45 person with 97.8% who were satisfied with the hospital services, followed by Bachelor degree of 40 people (100%) were satisfied, Diploma, as many as 18 people with the 94.4% satisfied, Graduate from elementary school 8 with 100%, and the least was not the school as much as 6 people (100%) were satisfied with the hospital services.

3.2. Artifacts Relationship (Personal Appearance) in Doctor's Nonverbal Communication with the Patients' Satisfaction in the Inpatient Hasanuddin University Hospital

The results of the analysis of the statistical test *Chi Square Test* by seeing the value of *Fisher's Exact Test*, about the relationship artifacts in doctor nonverbal communication with the physician satisfaction of respondents at Inpatient wards in Hasanuddin University Hospital, the value of $\rho (0.763) > \alpha (0.05)$. This indicated that there was no relationship between doctor's artifacts with respondents' satisfaction in the Inpatient wards in Hasanuddin University Hospital, Makassar in 2014. The results of the correlation artifacts in doctor's nonverbal communication with the patients' satisfaction in the Inpatient Hasanuddin University Hospital were in Table 1.

3.3. Haptic Relationship (Touch) in Doctor's Nonverbal Communication with the Patients' Satisfaction in the Inpatient Hasanuddin University Hospital

The results of the analysis of the statistical test *Chi Square Test* by seeing the value of *Fisher's Exact Test*, about nonverbal communication haptic relationship with satisfaction physician respondents in the Inpatient Hasanuddin University Hospital, the value of $\rho (0.022) < \alpha (0.05)$. This showed that there was a relationship between the doctor's haptic with respondents' satisfaction in the Inpatient Hasanuddin University Hospital, Makassar in 2014. The results of research on doctor's nonverbal communication haptic relationship with the patients' satisfaction in the Inpatient Hasanuddin University hospital were in Table 1.

3.4. Kinesik Relationship (Movement/Gesture) in Doctor's Nonverbal Communication with the Patients' Satisfaction in the Inpatient Hasanuddin University Hospital

The results of the analysis of the statistical test *Chi Square Test* by seeing the value of *Fisher's Exact Test*, about the relationship kinesik in nonverbal communication with the physician satisfaction of respondents in the Inpatient Hasanuddin University Hospital, the value of $\rho (0.862) > \alpha (0.05)$. This indicated that there was no relationship between the doctor's kinesik with respondents' satisfactions in the Inpatient Hasanuddin University Hospital, Makassar in 2014. The results of the relationship kinesik in doctor's nonverbal communication with the patients' satisfaction in the Inpatient Hasanuddin University Hospital were in Table 1.

3.5. Kronemik Relationship (Time Usage) in Doctor's Nonverbal Communication with Patients' Satisfaction in the Inpatient Hasanuddin University Hospital

The results of the analysis of the statistical test *Chi Square Test* by seeing the value of *Fisher's Exact Test*, about the kronemik relationship in nonverbal communication with the physician satisfaction of respondents at the Inpatient wards in Hasanuddin University Hospital, the value of $\rho (0,361) > \alpha (0.05)$. This indicated that there was no relationship between the doctor's kronemik and respondents' satisfaction in the Inpatient Hasanuddin University Hospital, Makassar in 2014. The results of the kronemik relationship in doctor's nonverbal communication with the patients' satisfaction in the Inpatient Hasanuddin University Hospital were in Table 1.

3.6. Proxemik Relationship (Language Space/Distance) in Doctor's Nonverbal Communication with the Patients' Satisfaction in the Inpatient Hasanuddin University Hospital

The results of the analysis of the statistical test *Chi Square Test* by seeing the value of *Fisher's Exact Test*, about the proxemik relationship in nonverbal communication with the physician satisfaction of respondents at the Inpatient wards Hasanuddin University Hospital, the value of $\rho (0,806) > \alpha (0.05)$. This indicated that there was no relationship between the doctor's proxemik with the respondents' satisfaction in the Inpatient Hasanuddin University Hospital, Makassar in 2014. The results of the proxemik relationship in doctor's nonverbal communication with the patients' satisfaction in the Inpatient Hasanuddin University Hospital are in Table 1.

3.7. Vokalik Relationship (Manner of Speaking) in Doctor's Nonverbal Communication with the Patients' Satisfaction in the Inpatient Hasanuddin University Hospital

The results of the analysis of the statistical test *Chi Square Test* by seeing the value of *Fisher's Exact Test*, about the vokalik relationship in nonverbal communication with the physician satisfaction of respondents at the Inpatient wards Hasanuddin University Hospital, the value of $\rho (0.642) > \alpha (0.05)$. This indicated that there was no relationship between the doctor's vokalik with the respondent's satisfaction at the Inpatient wards in Hasanuddin University Hospital, Makassar in 2014. The results of the vokalik relationship in doctor's nonverbal communication with the patients' satisfaction in the Inpatient Hasanuddin University Hospital were in Table 1.

4. Discussion

The results showed that six dimensions of the doctor who examined nonverbal communication, factor there was only one dimension that had a significant relationship with patient satisfaction, that is haptic (touch) with the value $\rho = 0.022$. While the five other nonverbal communication dimensions, artifacts, kinesik, kronemik, proxemik, and vokalik did not have a relationship with patients' satisfaction in Hasanuddin University Hospital. This was in contrast with previous studies that was researched by Gorawara et al, (2007) which showed that there was a relationship between nonverbal personal communications with patients' satisfaction, included eye contact, facial expressions, posture, distance, and touch. Similarly, the research results were found by Montague et al, (2013). Research conducted by Hall et al, (1995) which proved that the satisfaction of patients was associated with the expression of doctor where doctor expression could be influenced by attitude towards patients, closeness to the patient and the eye contact between doctor and patient. The same research conducted by Hall and Dornan, (1988) which stated that the patient satisfaction associated with nonverbal doctors such as eye contact, posture, distance to the patient, and the attention of a doctor. In addition, research conducted by Griffith et al, (2003) which states that there are the relationship between intonation and patient satisfaction.

Although those five dimensions were not having a significant relationship with patients' satisfaction, but based on satisfaction surveys conducted by this study, most patients were satisfied with the hospital services. This suggests that besides communication, patients' satisfaction was influenced by several other factors also, such as the characteristics of service, price, service itself, location, facilities, image, visual design, and atmosphere (Moison, Walter & White in Haryanti, 2000).

5. Conclusions and Recommendations

From the results of research on doctor's nonverbal communication relationship with the patients' satisfaction inpatient wards in Hasanuddin University Hospital, there was a significant relationship between haptic in doctor's nonverbal communication with patients' satisfaction at inpatient wards in

Hasanuddin University hospital ($p = 0.022$). While other five dimensions namely artifacts, kinesik, kronemik, proxemik, and vokalik did not have a significant relationship with patients' satisfaction at inpatient wards in Hasanuddin University hospital. From this study, it was expected that management of the hospital had to pay attention to the independent variables that were related to patient satisfaction in this study such as haptic / touch as a form of empathy for the patient. In addition to haptic dimension, the hospital also should pay attention to the kronemik dimension in providing services in hospitals, that was the use of time includes the time spent for the patient or the patient's family to find out information about the disease.

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Table-1. The Relationship Of Doctor's Nonverbal Communication With Patients' Satisfaction at Inpatient Wards Hasanuddin University Hospital Makassar, South Sulawesi, Indonesia 2014

Nonverbal Communication	Nonverbal Communication Assessment	Patients' Satisfaction				Total		P value
		Not satisfied		satisfied		n	%	
		n	%	n	%			
Artifacts	Not Good	0	0	3	100	3	100	0,763
	Good	2	1,5	129	98,5	131	100	
	Total	2	1,5	132	98,5	134	100	
Haptik	Not Good	1	33,3	2	66,7	3	100	0,022
	Good	1	0,8	130	99,2	131	100	
	Total	2	1,5	132	98,5	134	100	
Kinesik	Not Good	0	0,0	1	100	1	100	0,862
	Good	2	1,5	131	98,5	133	100	
	Total	2	1,5	132	98,5	134	100	
Kronemik	Not Good	0	0	25	100	25	100	0,361
	Good	2	1,8	107	98,2	109	100	
	Total	2	1,5	132	98,5	134	100	
Proxemik	Not Good	0	0	2	100	2	100	0,806
	Good	2	1,5	130	98,5	132	100	
	Total	2	1,5	132	98,5	134	100	
Vokalik	Not Good	0	0	7	100	7	100	0,642
	Good	2	1,6	125	98,4	127	100	
	Total	2	1,5	132	98,5	134	100	

Sumber : Primery data 2014