

The Correlation between Effective Communication and Patient Satisfaction in the Emergency Department

Abdul Aziz Hafifi¹, Suhari², Rizka Yunita³

¹ Bachelor of Nursing Student, Faculty of Health Sciences,
Hafshawaty Zainul Hasan University, Indonesia

² Faculty of Nursing, University of Jember, Lumajang, Indonesia

³ Faculty of Health Sciences, Hafshawaty Zainul Hasan
University, Indonesia

Correspondence should be addressed to:
Abdul Aziz Hafifi
abdulazizhafifi28@gmail.com

Abstract:

Communication is a determinant of success in achieving goals. Every nurse must have skills in communicating with patients to build good relationships. This is very important to determine patient satisfaction and improve the quality of patient service. This research uses the cross-sectional study method. The population was 283 people, with 166 samples collected using the Slovin formula using an accidental sampling technique with two variables: effective communication and patient satisfaction. The data collection instrument in this research was a questionnaire (using a checklist). Then, the data was analyzed using the Spearman rank test. The results obtained were 155 people (93.37%) effective communication and 11 (6.62%) ineffective communication. One hundred sixty-two patients (97.53%) were satisfied, and four people were dissatisfied (2.47%), and the results were at a significant level $p=0.000$. A strong positive correlation was found between effective communication and patient satisfaction, meaning improved communication leads to higher patient satisfaction. Effective communication ensures that patients feel valued and comfortable, ultimately contributing to better healthcare experiences and outcomes.

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INTRODUCTION

Hospitals are business entities with the mission of providing quality and affordable healthcare services to the community, aiming to improve the highest possible level of public health. Hospitals serve as institutions for community health services (Rajaei et al., 2024; Iserson et al., 2024; Shin et al., 2024). Their functions include delivering medical services, outpatient care, inpatient care, and preventive (disease prevention), promotive (health promotion), curative (treatment), and rehabilitative (recovery) services. Hospitals are essential to the healthcare system, offering various services to support public health. However, not all hospitals provide high-quality services. The quality of healthcare services is crucial in measuring how well hospitals serve their patients (Park et al., 2025; Riyapan et al., 2024; KhanMohammadi et al., 2023).

In hospitals, nurses are among the most significant resources contributing to patient satisfaction. Nurses play a pivotal role in determining the quality of services. Therefore, the quality of healthcare services greatly influences and often determines the public perception of healthcare institutions. Nurses are expected to be skilled in performing nursing procedures, as their success in delivering physical and psychological care is closely linked to effective communication (Van Hooft et al., 2025; Bowler & Brown, 2024).

Communication is a key determinant of success in achieving organizational goals. Through communication, reciprocal relationships are established within an organization, encompassing commands, suggestions, opinions, and criticisms (Lee & Yoo, 2024; LeSeure, 2024). Effective communication is essential within an organization to foster good relationships among colleagues and with leadership, ensuring the organization's objectives are met. Communication must be carried out effectively to ensure the recipient quickly understands it. Effective communication can be achieved when the communicator understands the process and elements of effective communication. Effective communication produces attitude change among those involved in the interaction (Korber, 2024; Brockway, 2024). Awareness of the importance of communication, particularly effective communication, is crucial to ensure that all actions and messages convey the intended purpose. Every nurse must possess communication skills to establish good relationships with patients, which is vital for determining patient satisfaction. If communication is inappropriate, it can lead to issues for patients and nurses. Communication plays a significant role because healthcare services are high personnel-contact activities (Nur et al., 2023; Deviantony et al., 2024; Kurniyawan et al., 2024).

As outlined in the Strategic Business Plan of Healthcare Service Units, the development of customer satisfaction levels includes patient satisfaction with medical and nursing services, supporting services, and facilities within the Healthcare Service Unit. This is measured through customer satisfaction surveys. Patient satisfaction is an outcome of quality healthcare services. It is one of the primary goals of improving the quality of healthcare services. Evidence shows that satisfied patients or community members who experience good healthcare services are likelier to adhere to advice, remain loyal, or comply with agreed-upon treatment plans. Conversely, patients dissatisfied or disappointed with the healthcare services they receive are less likely to follow treatment plans, heed the advice, or comply with recommendations. They may also switch doctors or move to other healthcare facilities (Schultz et al., 2025; Ozbek et al., 2024). When ineffective communication occurs between even a single healthcare worker and a patient, it can lead to misunderstandings, often catalyzing conflict or disputes. Several fundamental factors influence the implementation of effective communication, including language barriers, educational levels, and diverse cultural or background differences (Dodson et al., 2023).

Healthcare services demonstrate a strong correlation between effective communication and client satisfaction levels. Effective communication in quality healthcare services can build trust in healthcare workers and assist nurses in providing better care. Patients' satisfaction with the services they receive significantly enhances their trust and contributes to the positive reputation of hospital services (Jayaprakash et al., 2023; Hill et al., 2024). Healthcare workers should implement effective communication practices to improve patients' perceptions of healthcare services and create a positive experience. This approach yields positive outcomes, such as patients' willingness to return for repeat visits and continued use of the healthcare services they value (White et al., 2023; Schraeder, 2023).

METHOD

This study employs a quantitative bivariate research design with a correlational analytic method and a cross-sectional approach, emphasizing data collection of independent and dependent variables at a single point in time without follow-up. The design aims to investigate the relationship between effective communication and patient satisfaction in the Emergency Department (ED) of Bhayangkara Lumajang Hospital in 2024. The population consists of all adult patients visiting the ED, averaging 283 individuals per month. Using Slovin's formula with a 5% margin of error, the

sample size is determined to be 166 respondents, selected using an accidental sampling technique. The study was conducted at Bhayangkara Lumajang Hospital in July 2024.

Data collection utilized a questionnaire to measure effective communication and patient satisfaction, with responses scored on a Likert scale. The process included editing, coding, scoring, and tabulating data, and analysis was carried out using the Spearman Rank correlation test to determine relationship strength and significance. Statistical significance was set at $p \leq 0.05$. Ethical approval was granted under letter No. 301/KEPK-UNHASA/VIII/2024, with informed consent ensuring confidentiality and voluntary participation in line with ethical research standards.

RESULT

Table 1. Characteristics of Respondents (n=166)

Characteristics	Frequency	Percentage (%)
Age		
20 - 30 years	24	14.45
31 – 40 years	53	31.92
41 - 50 years	39	23.49
51 – 60 years	25	15.07
61 – 70 years	17	10.24
71 – 80 years	8	4.81
Gender		
Male	106	63.85
Female	60	36.14
Occupation		
Civil Servant	57	34.33
Entrepreneur	63	37.95
Housewife	25	15.06
Farmer	5	3.01
Unemployed	16	9.63
Education		
No Schooling	15	9.03
Elementary School	66	39.75
Junior High School	64	38.55
High School	16	9.63
Academy / Higher Education	5	3.01

The sample's demographic characteristics show a diverse distribution in age, gender, occupation, and education level. Most participants were between 31 and 40 (31.92%), followed by those aged 41-50 (23.49%). A significant proportion of the sample was male (63.85%) compared to female (36.14%). Regarding occupation, most participants were entrepreneurs (37.95%) and civil servants (34.33%), while fewer were housewives (15.06%), farmers (3.01%), or unemployed (9.63%). In terms of education, the largest group had completed elementary school (39.75%), followed by junior high school (38.55%), with smaller numbers having no schooling (9.03%), high school education (9.63%), or higher education (3.01%).

Table 2. Distribution of Effective Communication and Patient Satisfaction in the Emergency Department

Variable	Category	Frequency (f)	Percentage (%)
Effective Communication	Effective	155	93.37
	Not Effective	11	6.62
Patient Satisfaction	Satisfied	162	97.53
	Not Satisfied	4	2.47

Based on the data presented in Table 2, most patients in the Emergency Department at Bhayangkara Hospital Lumajang reported effective communication, with 93.37% (155 patients) experiencing effective communication. Regarding patient satisfaction, 97.53% (162 patients) were satisfied with the service, while only 2.47% (4) were unsatisfied. These results suggest highly effective communication and patient satisfaction in the Emergency Department.

Table 3. Distribution of Effective Communication and Patient Satisfaction in the Emergency Department

Effective Communication	Patient Satisfaction		Total
	Not Satisfied	Satisfied	
Not Effective	3	8	11
Effective	1	154	155
Total	4	162	166
Nilai p-value=0.000; r=0.727			

Based on the data presented in Table 3, most patients in the Emergency Department at Bhayangkara Hospital Lumajang reported effective communication, with 93.37% (154 patients) being satisfied. A small portion of patients (3 out of 11) reported dissatisfaction despite ineffective communication. The P-value of 0.000 and a correlation coefficient (r) of 0.727 indicate a significant positive relationship between effective communication and patient satisfaction. This suggests that better communication is strongly associated with higher patient satisfaction levels.

DISCUSSION

Effective Communication in the Emergency Department at Bhayangkara Hospital Lumajang

Based on the results of the study presented in Table 2, the level of effective communication in the Emergency Department at Bhayangkara Hospital Lumajang shows that most patients, 155 people (93.37%), experienced effective communication. Most of these patients were entrepreneurs and civil servants. On the other hand, 11 individuals (6.62%) who worked as farmers reported ineffective communication. Communication is a fundamental aspect that plays a key role in patient safety and customer satisfaction. It differs from communication in other fields like education and business (Suntari et al., 2022). In hospital services, effective communication is highly complex due to the large amount of information involved and the emotional stakes for both patients/families and healthcare professionals. Communication is a process where human interaction takes place to convey messages and achieve communication goals. Another definition of communication is a transaction in which components are interrelated, and communicators act and react as a whole (Kurniawan et al., 2024; Nurprastiwi et al., 2024).

The data revealed that effective communication in the Emergency Department (ED) is mainly successful. Communication based on effectiveness, awareness, and a positive attitude leads to lasting behaviors. Conversely, it is unlikely to last if the communication is not grounded in satisfaction and awareness. The research provides evidence that effective communication plays a significant role in enhancing service quality and patient satisfaction. The data shows that respondents who experienced less effective communication had lower satisfaction levels than those who engaged in effective communication. The study's findings indicate that all respondents communicated effectively, maximizing patient satisfaction.

Patient Satisfaction in the Emergency Department at Bhayangkara Hospital Lumajang

Based on Table 2, the patient satisfaction level in the Emergency Department at Bhayangkara Hospital Lumajang shows that the majority, 162 people (97.53%), were satisfied. The highest satisfaction rate was observed among patients aged 31-40, with 53 individuals (31.92%) reporting satisfaction. On the other hand, the lowest satisfaction was observed in the 71-80 years age group, where only eight people (4.81%) reported lower satisfaction. Satisfaction is a feeling of contentment that arises from comparing one's pleasure with the expectations of an activity or product. The level of satisfaction varies among individuals, depending on their circumstances. Some people experience quick satisfaction, while others have higher expectations, making it harder for them to feel satisfied. Patient satisfaction is contentment that arises from comparing healthcare services received with what the patient expected (McCauley et al., 2024). It can be defined as happiness or disappointment that emerges after comparing one's perception or impression of a product's performance or results with their expectations.

Patient satisfaction, or dissatisfaction, is the conclusion drawn from the interaction between expectations and experiences after using a service or product (Griffey et al., 2025; Mosleh et al., 2025). Patient satisfaction refers to the response or feedback given by the patient after comparing their expectations with the service quality they received from healthcare professionals. If the patient's experience meets their expectations, they will feel delighted. However, if the outcome does not meet their expectations, they will feel disappointed and dissatisfied, which may deter them from using the same hospital's services (Alemu et al., 2023). The researcher assumes that patient satisfaction results from the interaction between expectations and experiences after using the provided services. In the Emergency Department, nurses prioritize patient satisfaction, which is greatly influenced by the friendly attitude of the nursing staff when assisting patients. Of the respondents, 162 (97.53%) reported satisfaction with their care, indicating that the average patient is satisfied with the services provided by the nursing staff in the Emergency Department at Bhayangkara Hospital Lumajang.

The Correlation Between Effective Communication and Patient Satisfaction in the Emergency Department at Bhayangkara Hospital Lumajang

Based on the results in Table 3, there is a significant relationship between effective communication and patient satisfaction in the Emergency Department (IGD) at Bhayangkara Hospital Lumajang. The research data analysis shows a significance value (Sig 2-tailed) of 0.000. Since the Sig value (2-tailed) is less than 0.05, it indicates a significant relationship between the variables of effective communication and patient satisfaction.

Looking at the strength (Correlation) of the relationship between effective communication and patient satisfaction from the SPSS output, a correlation coefficient of 0.727 is found. This indicates a strong correlation between the two variables. Furthermore, the positive value of the correlation coefficient (+0.701) suggests that the relationship between effective communication and patient satisfaction is direct, meaning that as effective communication increases, patient satisfaction also improves.

One of the key successes in personal healthcare service is patient satisfaction. Patient satisfaction reflects the patient's feelings arising from healthcare service performance. In line with this, patient satisfaction must be supported by exemplary service because satisfied patients are likely to share their positive experiences with others. Therefore, the attitude of healthcare staff plays a crucial role in ensuring patient satisfaction (Khorsandi et al., 2024). The researcher assumes that most nurses in the Emergency Department at Bhayangkara Hospital Lumajang communicate effectively, significantly influencing patient satisfaction. Effective communication is central to patient

satisfaction, as patients feel valued and comfortable with fast and attentive care. On the other hand, patients who felt less satisfied often reported poor communication from healthcare providers.

CONCLUSION

The study shows that before health promotion, the students at Roudlotul Falah Islamic Boarding School exhibited poor health behaviors, such as smoking and improper handwashing. After the intervention, improvements were observed, with many students adopting healthier habits, like better eating and cleanliness practices. Although some still showed poor health behaviors, the promotion significantly impacted their health behaviors, enhancing knowledge, attitudes, and actions. The conclusion is that health promotion effectively improves students' health behaviors, prevents unhealthy practices, and promotes better hygiene and health habits. It is recommended that health promotion programs continue to be strengthened for sustained improvements.

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The study highlights the significant role of effective communication in the Emergency Department at Bhayangkara Hospital Lumajang in enhancing patient satisfaction. Most patients reported experiencing effective communication, with most being entrepreneurs and civil servants. The data also showed that most patients were satisfied with the services, with the highest satisfaction rate among those aged 31-40. A strong positive correlation was found between effective communication and patient satisfaction, meaning improved communication leads to higher patient satisfaction. Effective communication ensures patients feel valued and comfortable, ultimately contributing to better healthcare experiences and outcomes.

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CONFLICT OF INTEREST

The author declares that there is no conflict of interest regarding the publication of this research. All findings and conclusions are based solely on the data collected and analysis conducted during the study.

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