

HUBUNGAN KOMUNIKASI TERAPEUTIK PERAWAT DENGAN MUTU PELAYANAN DI KLINIK PRATAMA BOMBAY MEDIKA KABUPATEN TASIKMALAYA

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ABSTRAK

Latar belakang : Penelitian ini dilatarbelakangi oleh belum optimalnya mutu pelayanan yang diduga berkaitan dengan pelaksanaan komunikasi terapeutik perawat. Tujuan : Penelitian ini bertujuan untuk mengetahui hubungan komunikasi terapeutik perawat dengan peningkatan mutu pelayanan di Klinik Pratama Bombay Medika Kabupaten Tasikmalaya. Metode : Penelitian ini menggunakan desain kuantitatif analitik dengan pendekatan *cross sectional*. Subjek penelitian adalah 25 pasien rawat inap yang diambil menggunakan teknik total sampling. Karakteristik responden sebagian besar berjenis kelamin perempuan (64%), berusia 21–30 tahun (48%), dan berpendidikan perguruan tinggi (56%). Instrumen yang digunakan berupa kuesioner komunikasi terapeutik (19 item) dan kuesioner mutu pelayanan (22 item) yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan uji korelasi Rank Spearman dengan taraf signifikansi 0,05. Hasil penelitian : Hasil penelitian menunjukkan mayoritas komunikasi terapeutik dalam kategori baik (84%) dan mutu pelayanan dalam kategori sangat puas (72%). Uji Spearman menunjukkan koefisien korelasi sebesar 0,700 dengan p-value = 0,000 ($p < 0,05$), yang berarti terdapat hubungan kuat dan signifikan antara komunikasi terapeutik perawat dengan peningkatan mutu pelayanan. Kesimpulan : Disimpulkan bahwa semakin baik komunikasi terapeutik perawat, semakin tinggi persepsi mutu pelayanan. Saran : Disarankan peningkatan pelatihan komunikasi terapeutik secara berkelanjutan.

Kata kunci: komunikasi terapeutik, mutu pelayanan, kepuasan pasien, perawat.

THE RELATIONSHIP BETWEEN NURSES' THERAPEUTIC COMMUNICATION AND IMPROVING THE QUALITY OF SERVICE AT CLINIC PRATAMA BOMBAY MEDIKA TASIKMALAYA REGENCY

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ABSTRACT

Background : This study was motivated by the suboptimal quality of health services suspected to be related to nurses' therapeutic communication. Objective: The study aimed to determine the relationship between nurses' therapeutic communication and service quality improvement at Bombay Medika Primary Clinic, Tasikmalaya Regency. Method: A quantitative analytic design with a cross-sectional approach was used. The subjects were 25 inpatients selected using total sampling. Most respondents were female (64%), aged 21–30 years (48%), and had higher education backgrounds (56%). Data were collected using a 19-item therapeutic communication questionnaire and a 22-item service quality questionnaire, both tested for validity and reliability. Data analysis was conducted using Spearman Rank correlation with a significance level of 0.05. Results: The results showed that 84% of respondents rated therapeutic communication as good, and 72% reported being very satisfied with service quality. Spearman analysis revealed a correlation coefficient of 0.700 with a p-value of 0.000 ($p < 0.05$), indicating a strong and statistically significant relationship between therapeutic communication and service quality improvement. Conclusion: It is concluded that better therapeutic communication is associated with higher perceived service quality. Continuous: Continuous communication training for nurses is recommended.

Keywords: therapeutic communication, service quality, patient satisfaction, nurses