

ASSERTIVE BEHAVIOR NURSES AND PATIENT SATISFACTION IN KLINIK PRATAMA

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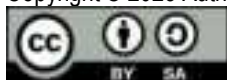
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ABSTRACT

People now understand the value of health and the complexity of health issues, which motivates them to select high-quality medical facilities. One of the elements that influences the degree of patient satisfaction is assertive behavior. Ineffective assertiveness will have a negative impact on patient satisfaction, leading to patients searching for other service clinics. Finding the connection between assertive behavior and patient satisfaction was the aim of this study. This study employed a cross-sectional methodology. Purposive sampling was the technique employed, and the sample size consisted of 107 respondents in total. Inclusion criteria was in patients minimum 24 hours treatment, out patients with minimum 2 times visit, age 17 up to 50 years old. The research instrument used was a questionnaire of assertive from Galassi & Galassi, and questionnaire servqual (Service Quality) from Berry. Data were analyzed using chi-square test with significant p-value <0.05. This study shows that there is a significant relationship between assertive behavior and patient satisfaction. Data were analyzed using chi-square test with significant p-value= 0.009 <0.05. Based on the research findings, nurses need to improve their skills to act with assertive when providing services to patients. There is a relationship between assertive behavior and patient satisfaction.

Keywords: Nurses Assertive Behavior, Patient Satisfaction Level

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INTRODUCTION

People's priorities in the current era are not only food or shelter but also health service facilities. This condition occurs because people are aware of the meaning of health and the complexity of health problems which encourages people to choose quality health services. Of course, this is to create optimal levels of public health. Health services are the main factor in assessing whether a hospital or Klinik Pratama (First Clinical Health Facility) is of high quality or not. Nurses has primary role in that facility. (Arahanthabailu et al., 2023).

Nurses are focus on holistic human care whether in family groups or communities to achieve optimal health. To obtain this requires nursing skills. Assertive behavior is one of them. Assertive behavior is behavior that has self-affirming behavior, namely having opinions according to orientation, having good self-confidence, being able to express positive and negative feelings, expressing truth without fear and being able to

communicate with patients smoothly to help overcome the patient's health problems. Nurses who have a good assertive attitude must be able to overcome problems that arise both physically and psychologically. (Lee et al., 2023).

There are still many cases found with patients complaining about inadequate health services in clinics; doctors arriving late, nurses not caring about patient complaints, patients feel bad services, therefore patients will look for better health services. Assertive behavior must be applied to nurses to maintain the quality of health services for patients. (Catalano et al., 2022).

Patient satisfaction depends on how they get health services that meet their expectations, If a patient is satisfied, it is a valuable asset for health service providers for market promotion. To create this result, hospitals or other health institutions must create excellent conditions and manage procedures to obtain good satisfaction scores and management to maintain patient satisfaction. Indicators of patient

satisfaction include: reliability, responsiveness, assurance, empathy and reality.(Wu et al., 2023).

A positive and assertive nurse attitude will get a positive response from patients and will influence the level of patient satisfaction. This can also generate profits for clinics or related health agencies. Alberti & Emmons (2002) Based on the description above, the author obtained the research objective to find the relationship between the assertive behavior of nurses and the level of patient satisfaction.

METHOD

The design used in this research is a correlative descriptive design with a quantitative research type that uses a cross sectional research approach. The population in this study were all inpatients and outpatients at the Pratama Clinic Semarang from December to January 2023 with an average number of around 120 patients. Sampling in this research used the Purposive Sampling technique, which is a sampling technique that can represent the population and produce a logical sample and a non-probability sampling method where researchers can choose samples according to the research objectives (Sugiyono, 2012). The sample taken must meet the inclusion and exclusion criteria of 107 people. Inclusion criteria was in patients minimum 24 hours treatment, out patients with minimum 2 times visit, age 17 up to 50 years old. The research instrument used was a questionnaire of assertive from Galassi & Galassi, and questionnaire servqual (Service Quality) from Berry. Data collection in this study used primary data obtained from interviews and distributing questionnaires to inpatients and outpatients at the Pratama Clinic Semarang Regency. Data analysis was carried out univariate (assertive and satisfaction) and bivariate with Chi-Square test using spss 20 for window.

RESULTS

Table 1 Nurses Assertive Behavior (n-107)

Nurses Assertive Behavior	n	%
Bad	22	20,6
Moderate	35	32,7

Good	50	46,7
Total	107	100

Based on the table 1, it can be seen that a small percentage of respondents considered bad nurses assertive behavior 22 patients (20.6%). The majority Nurses assertive behavior as moderate and good with a total of 85 patients (79.4%).

Table 2 Patients Satisfaction (n-107)

Nurses Satisfaction	n	%
Not Satisfied	17	15,9
Satisfied	90	84,1
Total	107	100

Based on table 2, it can be seen that the majority of patients said they were satisfied with the services provided, around 90 patients (84.1%). Meanwhile, a small portion of the patients said they were dissatisfied with the number of 17 patients (15.9%).

Table 3 Nurses Assertive Behavior & Patients Satisfaction (n-107)

From tabel 3 show that of patients undergoing treatment at Pratama Clinic, there were 22 respondents who considered assertiveness to be

Nurses Assertive Behavior	Patients Satisfaction				Total		Chi Squa re
	Not Satisfied		Satisfied				
	f	%	f	%	f	%	
Good/Moderate	5	8,5	81	63,75	85	100	<0,005
Bad	12	21,5	9	6,25	22	100	0,009
Total	17	30,0	90	70	107	100	

less good, most of whom fell into the dissatisfied category, 15 respondents (68.2%) and 7 (31.8%) satisfied.

There were 35 patients undergoing treatment at the Pratama Clinic who rated the nurses' assertive attitude as moderate were in the satisfied category

with 26 respondents (74.3%) and 9 respondents (25.7%) were dissatisfied. And as many as 50 respondents rated the assertive attitude of nurses at Pratama Clinic as good, most of whom were satisfied with the services provided with 49 respondents (98%).

DISCUSSION

Assertive behavior allows someone to convey what is on their mind in order to get the desired results, while still being able to maintain self-esteem, which means that in conveying this opinion the individual will not feel inferior or feel they have no right to express their opinion. Behaving assertively must also be able to respect other people's opinions (Park & Kim, 2023).

Assertive behavior has opinionated behavior from an internal orientation, has good self-confidence, can express true opinions and expressions without fear and communicates with patients smoothly in helping to overcome patient problems. Nurses can listen to patients' feelings and explain nursing procedures clearly (Grilo et al., 2023).

In carrying out their duties, it is preferred to have assertive behavior such as behavior that has opinions from an internal orientation, good self-confidence, express true opinions and expressions without fear and communicates openly with patients, smoothly in helping to overcome patient problems. Nurses can listen to patients' feelings and explain nursing procedures clearly, so the service provided by nurses to patients will influence the level of patient satisfaction (Labrague, 2023).

Majority Patients, 85 (72.25%) stated that nurses at the Semarang Pratama Clinic had moderate and good assertive behavior. This means that almost all nurses have an attitude or behavior assertive, this condition is very good in providing nursing services. On the other hand, it will be a challenge for nurses, managers or management to maintain good conditions with various approaches. In this way, good service can continue to be maintained and developed.

According to (Cai et al., 2016), assertiveness is the ability to communicate what one wants, feels and thinks to other people while still maintaining and respecting the rights and feelings of others.

Relationships without rejection of yourself or others is something that is difficult to do. If someone wants to give an idea to someone else, they tend to encourage them to do what they want and because they are sometimes afraid of conflict. When someone behaves assertively, they can recognize someone's thoughts and hopes honestly without expecting that other people will immediately fulfill their expectations. A nurse can respect the feelings and opinions of other parties without needing to adopt other people's thoughts. No one feels hurt and no one feels like hurting the person they are talking to. Mutual understanding is created which makes decision making easier and feels fair for both. Therefore, a nurse must be able to be assertive when providing nursing services. Being assertive is one option that can be used in communicating with patients or other colleagues.

According to (Turan & Oral, 2023), assertiveness divided into 2 elements, 1) verbal assertiveness, and 2) non-verbal assertiveness. Verbal assertiveness occurs with the help of spoken or written words. Non-verbal assertiveness primarily consists of body language. The verbal and non-verbal aspects of communication often work together and support each other. However, sometimes there is a conflict between these two aspects, someone means something, but uses non-verbal language that is not in accordance with what is meant.

In this study, it was found that the majority of patients at the Pratama Clinic thought that almost all nurses behaved assertively. Every health service agency always tries to provide good service and one of them is through health service officers, because it will affect customer satisfaction. In carrying out their activities, nurses must always pay attention to the factors that exist in the health service location, apart from that they must also pay attention factors that exist outside or the surrounding environment. Of the several factors mentioned, patients thought that loudness of voice and fluency of words were the factors that had the most influence on patient satisfaction. From these factors, if the loudness of the voice and the fluency of the words expressed by the nurse are good, of course in general the patient will feel satisfied with the services provided. (Barati et al., 2020).

From the research results listed in table 2, it was found that more than half of the patients, 90 (84.1%) patients at the Pratama Clinic stated that they were satisfied with the services provided by the nurses. And a small percentage of patients stated that they were not satisfied with nurses services, 17 patients (15.9%). This was obtained from the distribution of respondents' answers through questions about nurses satisfaction: reability aspec (91.5%), (terms of facilities and cleanliness in the room), the relationship between nurses and patients (97.8%) (terms of the friendliness of nurses in providing information and responsiveness of nurses in responding to patient complaints), competence (95.25%) (terms of the courage of nurses in taking action and the experience of nurses in providing services).

According to (Siawsh et al., 2023), customer satisfaction is the result achieved when the product is unique and responds to customer needs. Customer satisfaction with hospitals or health care institutions is influenced by many factors, including those related to the approach or behavior of staff, the patient's feelings, especially when they first arrive, the quality of the information received, what is done, what can be expected, and appointment procedures. It can also relate to waiting times, available public facilities, hospitality facilities for patients such as eating, drinking, privacy and visit arrangements, as well as the outcome of therapy and care received.

Hospital customer satisfaction or other health care organizations or patient satisfaction is influenced by many factors, including: the approach and behavior of staff, the patient's feelings, especially when they first arrive, the quality of information received, what is done, what can be expected, appointment procedures. waiting time, available public facilities, hospitality facilities for patients such as food quality, privacy and visit arrangements, therapy outcomes and care received(Özer et al., 2023).

Patient satisfaction is a level of patient feeling that arises as a result of the performance of the health services they receive after the patient compares them with what they expected(Clarke & Leh, 2023). Professional nursing services will not be achieved without support from all the team. The will,

ability as well as management can influence the success of achieving improvements in professional nursing services. An assertive attitude is one component in the application of nursing management to improve the quality of nursing services.

The results obtained p-value of $0.000 < \alpha$ (0.05), it can be concluded that there is a relationship between the assertive attitude of nurses and the level of patient satisfaction at the Pratama Clinic. According to(Saban et al., 2021), there are 4 components that determine the assessment of a person's assertive attitude: the self-affirmation factor, the nurse's body language, the communication techniques used, and how to express negative/positive feelings.

The results (Øvrebø et al., 2022) showed that 34 nurses (85%) had assertive behavior in the inpatient room at the Royal Queen Bali Royal Hospital (BROS) Denpasar, and 6 people (15%) did not behave assertively. The satisfaction of inpatients showed that 22 people (55%) said they were very satisfied, 13 people (33%) were satisfied, and 5 people (12%) were quite satisfied.

Patients who underwent treatment at the Pratama Clinic, showed that patients rated the nurse's assertive attitude as less good but felt satisfied as many as 7 respondents. This happened due to several factors, according to (Lee et al., 2023), factors that can influence patient satisfaction are nurse behavior factors. and other officers, admission and administrative services while the patient is being treated, nursing services, the condition of the treatment room, as well as the cleanliness, comfort and safety of the hospital environment. An explanation of the cause of the disease is needed, as according to (Labrague, 2023)one of the factors that needs to be studied in discharge planning is the patient's and family's knowledge about the disease, the therapy and care required. This shows that nurses do not carry out their duties as stated in the SOP, where the SOP is made as a guide in carrying out a medical process/action and to protect patients, nurses and service agencies.(Edo et al., 2020)

Based on the results of statistical tests where the chi square value obtained was $p = 0.009$ with a significance level < 0.05 , which means the p value

= 0.009, meaning that H0 was rejected and Ha was accepted or there was a relationship between assertive behavior and the level of satisfaction at Pratama Clinic. Research by (Sapar & Oducado, 2021) shows that there is a significant relationship between assertive behavior and satisfaction levels. The results of this research are in line with this research.

CONCLUSION

Nurses' assertive behavior majority as good. Patient satisfaction with the services provided majority were satisfied. There is a relationship between assertive behavior and the level of satisfaction at Pratama Clinic.

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