

Original Research

# The Role of Empathy, Communication, and Emotional Intelligence in Nursing Service Quality at RSIA Bunda Denpasar



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Article Info	Abstract
Article history: Received: 29 April 2024 Accepted: 18 July 2024	<i>Introduction:</i> Nursing services are an integral part of hospital health services, and they have a very strategic position in efforts to improve the quality of consumer services coming to the hospital. The delivery of quality health services highlights the need for multi-stakeholder action at all health system levels. The hospital can maintain patient loyalty and gain public trust by providing efficient and quality services by providing good service. This study examined the effect of empathy, communication, and emotional intelligence on the quality of nursing services at RSIA Bunda Denpasar.
Keywords: communication, emotional intelligence, empathy, quality of service	<i>Methods:</i> The design of this study was cross-sectional, using a multivariate test and purposive sampling technique. The independent variables in this study were empathy, communication, and emotional intelligence. Meanwhile, the dependent variable in this study is the quality of nursing services at RSIA Bunda Denpasar. The timing of this study is in May 2024. This study used a sampling of 38 respondents. The instruments in this study used empathy, communication, caring, and nursing service quality questionnaires. A validity test value of 0.650-1,000, 0.790-1,000, 0.500-1,000, and 0.545-1,000, and a reliability test value of 0.877, 0.756, 0.765, and 0.867. <i>Results:</i> The results of the multivariate test showed the significance value of each variable has a significance value of <0.005, so the influence of empathy, communication, and emotional intelligence on the quality of nursing services at RSIA Bunda Denpasar. <i>Conclusion:</i> It is recommended that health service managers improve the quality of human resources by providing nursing services well.

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## INTRODUCTION

A hospital is where patients are treated and hope to recover with the treatment and care provided by the hospital. A hospital is said to be good if it can provide comfort and healing for patients [1]. A patient will feel well served with good, precise, and accurate service. Every component will affect the sustainability and progress of a hospital [2]. Nursing services are an integral part of hospital health services, and they have a very strategic position in efforts to improve the quality of consumer services coming to the hospital. The delivery of quality health services highlights the need for multi-stakeholder action at all health system levels. Providing quality services requires good governance and qualified, competent health workers who are supported and motivated. Service quality is a measuring tool used to assess hospital performance. Therefore, a hospital performs well if it can provide quality services [3].

User factors such as service providers affect the quality of service [4]. Human resources (HR) of any hospital must be able to understand how to provide the best service to its patients [5]. If the patient is satisfied, the hospital can indirectly get an increase in profits. This is because satisfied patients are more likely to be loyal and willing to recommend to others for optimistic improvements, while loyal patients will increase hospital profits [6]. Patient satisfaction with the health services provided is related to satisfaction with the service environment and facilities available [7]. This means that the better the health services provided by the hospital, it is expected that

the more satisfied the patients receiving services will be, although patient satisfaction with the services provided is a general value of the type of services provided and received [7].

Customer satisfaction measurement is one way to measure the appearance of hospitals in providing health services to the community [8]. Monitoring of services provided to patients must continue [9].

Currently, the application of nurses' empathetic behavior in providing nursing care to clients, especially in the inpatient room, is still not fully achieved [10]. The nurse's low empathy in dealing with clients is due to low knowledge, motivation, and desire to know the client's situation [11]. In making decisions and providing nursing services to patients, nurses must be right by reasoning rather than emotionally. Nurses need to evaluate their own emotions because it is tough to avoid emotions, while patients are susceptible to emotions that are transferred from interpersonal communication [2].

Nurses need this emotional intelligence because nurses are always in contact with clients whose cultural backgrounds and traits are different [12]. This difference requires the nurse to recognize the feelings of herself and others, in this case, the client and her family. So that nurses professionally will be assertive [13]

Nurses who have therapeutic communication skills will not only establish a relationship of trust with patients, prevent legal problems, and provide professional satisfaction in nursing services. Nurses must have caring in their service to patients

because the relationship between healthcare providers and patients [14].

Individuals with high intellectual intelligence will find it easier to digest and form thought patterns to solve problems related to their work. Emotional intelligence also affects performance because individuals with good emotional intelligence will have the ability to resolve conflicts and their own emotions and how to apply their feelings when dealing with others [14].

Based on the background, this study examined the effect of empathy, communication, and emotional intelligence on the quality of nursing services at RSIA Bunda Denpasar. The benefits of this study include identifying key factors that enhance nursing service quality, providing insights for targeted training programs to improve nurse-patient interactions, and offering a framework for healthcare institutions to foster a more compassionate and emotionally intelligent nursing workforce. By understanding the impact of these attributes, the study aims to contribute to improved patient satisfaction, better health outcomes, and overall excellence in nursing care.

## **METHODS**

### ***Design, Participants, Study Setting***

The design of this study was quantitative research with a cross-sectional design. The population in this study was nurses who performed nursing services at RSIA Bunda Denpasar. The independent variables in this study were empathy, communication, and emotional intelligence. Meanwhile, the dependent variable in this study is the quality

of nursing services at RSIA Bunda Denpasar. The timing of this study is in May 2024

This study used a sampling of 38 respondents. Sampling selection using convenience sampling techniques with inclusion and inclusion criteria. Inclusion criteria included executive nurses at RSIA Bunda Denpasar and Nurses who already have letters of legal practice in the hospital at RSIA Bunda Denpasar. Meanwhile, the exclusion criteria were the nurse in charge of nursing management.

### ***Instruments***

The instruments in this study used empathy questionnaires, communication questionnaires, caring questionnaires, and nursing service quality questionnaires. Each of these questionnaires used a Likert scale. Each questionnaire has conducted a validity test, with each having a validity test value of 0.650-1,000 and a reliability test value of 0.877 on the empathy questionnaire, a validity test value of 0.790-1,000 and a reliability test value of 0.756 on the communication questionnaire, a validity test value of 0.500-1,000 and a reliability test value of 0.765 on the emotional intelligence questionnaire, and a validity test value of 0.545-1,000 and a reliability test value of 0.867 on the nursing service questionnaire. A validity test was conducted at RSU Garba Med Kerobokan Hospital because it has the same characteristics and was conducted in March 2024

### ***Data collection***

To conduct the study effectively, the research team will first coordinate with the Director of

RSIA Bunda Denpasar. This will be followed by a formal approach to the Nursing Management Division, the Head of the room, and the implementing nurses, during which the team will explain the research's background, objectives, processes, and benefits. Consent will be sought from potential respondents, ensuring that participation is entirely voluntary and that the rights of those who choose not to participate are respected. Once all the data has been collected, it will be meticulously tabulated for analysis following the research objectives. Finally, the study results will be concluded and reported, leading to the creation of manuscripts for submission to journals and the dissemination of the research findings.

#### ***Data analysis***

The data analysis technique used in this study is a data analysis technique using multivariate tests with multiple logistic regression tests with significance  $<0,05$  [15].

#### ***Ethical considerations***

With the following ethical permit number: 550/EA/KEPK-BUB-2023, the STIKES BINA USADA BALI Health Research Ethics Commission has reviewed this study. All participants were informed of this study's potential advantages and disadvantages before agreeing to participate. Also, the

researchers have demonstrated that they are prepared to provide informed consent. Participants thinking about participating in this study can choose to either not participate or stop participating if they change their minds about being a part of it.

#### **RESULTS**

Based on the results of Table 1, the majority of the respondents with empathy had enough empathy, 57.9%. Based on the results of Table 2, the majority of respondents with emotional intelligence were high, 55.3%. Based on the results of Table 3, the majority of the frequency of respondents who have communication was good and less in each category, 36.8%. Based on the results of Table 4, the % of respondents with nursing services were satisfied, 92.1%. Based on the chi-square test results in Table 5, the significance value of each variable has a significance value of  $<0.005$ , so the influence of empathy, communication, and emotional intelligence on the quality of nursing services at RSIA Bunda Denpasar is significant. Based on the results of multivariate tests, the significance value of each variable has a significance value of  $<0.005$ , so the influence of empathy, communication, and emotional intelligence on the quality of nursing services is obtained at RSIA Bunda Denpasar.

**Table 1**

## Empathy Questionnaire Results

Category	Frequency	Percentage
Empathy	16	42,1
Enough empathy	22	57,9
Lack of empathy	0	0
<b>Total</b>	<b>38</b>	<b>100%</b>

**Table 2**

## Emotional Intelligence Questionnaire Results

Category	Frequency	Percentage
High	21	55,3
Average	0	0
Low	21	55,3
<b>Total</b>	<b>38</b>	<b>100%</b>

**Table 3**

## Communication Questionnaire Results

Category	Frequency	Percentage
Good	14	36,8
Enough	10	26,3
Less	14	36,8
<b>Total</b>	<b>38</b>	<b>100%</b>

**Table 4**

## Nursing Service Questionnaire Results

Category	Frequency	Percentage
Satisfied	35	92,1
Dissatisfied	3	7,9
<b>Total</b>	<b>38</b>	<b>100%</b>

**Table 5**

Chi-Square Results The Effect of Empathy Communication on Emotional Intelligence with the Quality of Nursing Services at RSIA Bunda Denpasar

Category	Nursing Service						P Value
	Satisfied		Dissatisfied		Total		
	N	%	N	%	N	%	
<b>Empathy</b>							
Empathy	14	36,8	2	5,3	16	42,1	<b>0,037</b>
Enough empathy	21	55,3	1	2,6	22	57,9	
Lack of empathy	0	0	0	0	0	0	
<b>Emotional Intelligence</b>							
High	15	39,5	2	5,3	17	44,7	0,043
Average	0	0	0	0	0	0	
Low	20	52,6	1	2,6	21	55,3	
<b>Communication</b>							
Good	12	31,6	2	5,3	14	36,8	0,044
Enough	10	26,3	0	0	10	36,3	
Less	13	34,2	1	2,6	14	36,8	

## DISCUSSION

Based on the results of multivariate tests, it was found that each variable's significance value was  $<0.005$ , so the influence of empathy, communication, and emotional intelligence on the quality of nursing services at RSIA Bunda Denpasar. The human resources who play the most role in hospitals are nurses. When viewed in terms of the intensity of interaction with patients, this group of nurse professionals is the health workers with the highest interaction [12]. The interaction between nurses and patients is more prevalent in inpatient installations, working 24 hours to serve patients. Based on this, the nursing department has a considerable contribution in determining the quality of hospital services [16]. Nurses are expected to be able to provide quality services. Nursing services in a hospital must be distinct from the demands of patients who want the best service. Some nurses offer good

nursing services, and some could be better. For nurses who provide good service, patients will feel satisfied with their service, while for nurses who offer poor service, complaints will arise from patients, especially in nursing services. The attitude shown by nurses in providing services to patients is a nurse's caring behavior [17].

Good therapeutic communication will provide satisfaction by patients, which in turn will affect patient satisfaction with the services offered at the hospital [18]. To provide good quality services, it is necessary to improve services in all fields in an integrated, planned, and pleasing manner, such as therapeutic communication. If the therapeutic communication provided in outpatient services is good, patients will feel satisfied in getting services at the hospital, so that the patient's recovery rate will increase [19]. Based on the results of Table 3, the majority of the frequency of respondents who

have communication is included in good and less as many as 14 respondents, respectively, by 36.8%. Communication is the leading benchmark for improving the quality of service in a place. If the communicator can communicate well, it will give an excellent impression to the communicator. In therapeutic communication, health workers can be communicators and communicators. Health workers act as patient companions who must empathize by supporting that the patient's condition is not the end of everything. Giving direction and encouragement to patients through the therapeutic communication provided [20].

Empathy is fostering influence and individual attention given by the company to customers, such as listening to consumer complaints, ease of consumers to contact the company, the ability of health workers to communicate with consumers/customers [21]. Customer satisfaction is one indicator of the quality of service we provide and one of the capital to get more customers and to get loyal customers (loyal). Loyal customers will reuse the same health care if they need it again. It is even known that loyal patients will invite others to use the same health service facilities [22].

### **Limitations**

The limitation of this study is that it only improves the quality of service based on nursing care carried out by nurses, covering only some aspects such as management, nutrition, pharmacists, doctors, and other health workers.

### **Implications**

It is expected that with the implementation of this study, the provision of nursing care can be carried out correctly, and the quality of service provided by health workers will improve the quality of hospital services.

### **CONCLUSION**

Based on the research, it can be concluded that empathy, communication, and emotional intelligence significantly influence the quality of nursing services at RSIA Bunda Denpasar. Based on these conclusions, it can be recommended that health service managers improve the quality of human resources in conducting nursing services so that the quality of nursing services can improve well.

### **CONFLICT OF INTEREST**

The author states that there is no conflict of interest in writing this article.

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