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Nursing Behavior towards our Satisfaction Patients in Hospital General City of Makassar, Indonesia

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ABSTRACT

Dervish (nurse's Behavior towards our satisfaction of patients in public hospitals Makassar City) type of qualitative research approach through Phenomenology as research results indicate that the most Resources accounted for as support satisfaction to patients, one of whom was a nurse. Nurse giving greater influence to determine the quality of service. Nurses as the cutting edge service to patients and their families in the hospital, due to the frequency of his encounter with the patient most often. In the nurses provide patient service, sometimes influence the characteristics possessed by the patients, ranging from age, gender, education, income or employment, and so on will probably make the situation of the services provided by the nurses differently because the patient may have different expectations based on characteristics they have. Nurses are expected to understand the characteristics of patients based on stuff that is personal to the types of illnesses suffered patients

Keywords: Patient, Nurse, Characteristics, Services, Behavior.

INTRODUCTION

Competition between hospitals provide hospital management influence in both State-owned, private and foreign-with the ultimate goal is to improve the health service. The demands of the people will be adequate health services increases hardest, paint color dare globalization and spur hospitals to provide the best service. The presence of shifting demographics, shifts in social, economic, as well as the increased complexity and increase health problems will have an impact on the demands and needs of the community will be the Ministry of health, health care services will be continually experiencing changes not only in terms of health care technologies and procedures that are used but in an organization that is so complex, that change must be made on an ongoing basis as well as comprehensive, health care service. This process is strongly influenced by the behavior of officers in making of service. Quality improvement at the hospital through the performance of service to patients is generally started by

nurses through various forms of activities, such as quality control, force application of standard nursing care, problem-solving approaches, as well as an increase in nursing. Nursing as a profession should be able to maintain and improve the quality of nursing with the standard. The standard is the level of performance desired and achievable where the actual work can be compared. He gave a hint of where performance that does not fit or cannot be accepted. Nursing practice standards is a statement about what is needed by the registered nurse to run as the profession of nursing.

Problem

1) How the effectiveness of Nurse Service in creating our satisfaction community

A REVIEW OF THE LITERATURE

The Concept of Behavior

The behavior is a response or reaction someone against the stimulus or stimulation from the outside. This behavior occurs through the process

of the existence of a stimulus towards others and then

The person responding to the stimulus (Azwar, 2009). The behavior is defined as a aksi-reaksi of the organism to the environment. New behavior occurs when something is needed to cause a reaction, i.e. the so called stimulus. Means

Particular stimuli will produce a reaction or a particular behavior (Sunaryo, 2004).

Based on various definitions above, then the researchers concluded that the behavior is an action or reaction which is performed by a person against another person. The behavior of nurses in nursing is a service of the responses and actions to the needs and wishes of the patient.

Nursing

Nursing according to Campbell at (2008) is as a process "to help, serve,

Problem solving sensitive/sensitive, as well as humanistic and altruistic nature ".

Caring with regard to the attitudes and emotions of nurses and nursing activities conducted while performing the function of nursing, caring in nursing as an essential interpersonal process that require nurses conduct a specific role in a way to convey

Certain expressions of the patient. The influence of caring can be shown in its potential to determine the level of nursing care that is acceptable and desirable in situations in practice.

Caring is so important for nursing and nursing should be able to describe the role of a caring nurse intact (Morrison, 2008).

The concept of customer Satisfaction (consumer satisfaction) depending on assumptions of performance (perceived performance) products in providing value in a matter of

Relative to the expectations of buyers. When the performance of the product is much lower than the expectations of the customer, the customers are not satisfied. When the performance of the product in accordance with feel very satisfied (Kotler, 2008). The patient will feel satisfied if the performance of the health care acquired equal to or exceeding the expectation and conversely,

dissatisfaction or feeling disappointed patients will occur if the performance of the health care services that he does not correspond to his expectations. Based on what was mentioned above, the sense of satisfaction of patients a level of patient feelings that arise as a result of the performance of the health care acquired after patients comparing it to what is satisfactory (Laila, 2011). Based on the explanation of the experts above, then the researchers concluded that satisfaction is a feeling against ministries which services may be in accordance with the expectations or even exceed the expectations of the patient.

The Waitress Health

Comprehensive health services are various forms of services provided appropriate health workforce needs of the patient. Patients need health services assured them that the service provided is a secure service and no error occurs. Quality assurance stewardship by improving patient safety from the risk of injury due to an error or omission by a health worker. This is because the very aspect of the effect on the quality of service of the hospital is the clinical aspects of medicine, nosocomial infections, effectiveness, efficiency of service provided, the patient satisfaction, and patient safety (patient safety).

Of all categories of health personnel working in hospitals, care personnel is the most power and have contact with patients longer than other health care personnel, so that they have an important role in determining both the poor quality of health services in the hospital and the hospital's image in the eyes of the community. (By Arif Sumariato 2014)

The Nurse Service

Nursing care is independent of the nurse's activities based on the needs of the patient to meet the activities of everyday life-a day. Nursing services cover all the basic needs of a man. These basic needs are often called fourteen (14) basic needs of Henderson, who provides the framework

to conduct nursing care, which one of them is to keep the body clean and tidy. Nurses as health workers have a number of roles in carrying out its duties in accordance with the rights and authorities. The nurse's role is as a giver of nursing care or care provider. Nurses must perform its duties in accordance with the standards of competence. Standards of competence of nurses is a must-have competence by nurses to provide nursing care professionals. Standards of competence of nursing Indonesia equivalent to international standards, thus the nurse Indonesia gets recognition similar to that of nurses from other countries).

Self hygiene is basic human needs which must be continually met. According to Maslow's human needs arranged in a hierarchy, starting from the most basic needs of the hierarchy to the highest highest needs. Self hygiene is the main needs in maintaining one's health. Self hygiene not only needed for healthy people, but also for people who are sick. For providing care, nurses need to have a high motivation in carrying out nursing care service (Suarli and Bahtiar, 2009). Motivation is everything that encourages someone to do something (Anthony, 2000 in Suarli and Bahtiar, 2009). Motivation is distinguished into two kinds, namely, intrinsic motivation and extrinsic motivation. Intrinsic motivation (motivation from within) is the motivation that comes from within the individual. Extrinsic motivation (motivation from outside) is the motivation that comes from outside individuals (Suarli and Bahtiar, 2009). Individual characteristics or characteristics of nurses is included in intrinsic motivation. Nurses in fulfillment in carrying out hygiene patient self is a form of performance nurse when in the field. (Nursalam ,2002) revealed that characteristics of nurses are factors which affect the performance of the nurses. Nursing characteristics categorized into age, education level, gender, and the old works (in Erviana Novi Susanti 2013)

Performance of Nurses

The performance of nursing or the practice of nursing describes the activities that are provided to clients through the implementation of the nursing care to achieve the goal of health care in accordance with the duties and authorities of the nurse with the code of ethics, comply with the standards of the profession, the rights of users of the health service, standard service, and standard operational procedures (Act No. 36 of 2009). Performance in nursing is the result of the work of nurses in the form of acts or practices that are easily observed or assessed. Nursing performance reflects the ability of nurses to implement the process of nursing care (Ilyas, 2002). The performance of nursing is based on the guidelines and standards that became the reference in nursing services. Nursing performance is measured based on the results of the implementation of the achievement of performance standards in the nursing service. Indonesia National Nurses Union (PPNI) in 2010 was already nursing profession standard confirms as stated in article 24 paragraph (2) of law No. 36 of 2009

13 consisting of standard competencies and standards of nursing practice. The standard practice is the commitment of nurses in protecting the community against practices that are conducted by members of the profession. Nursing practice standards include standards of care and professional performance standards which are used as evaluation in assessing the nursing care performed by nurses include (1) the standard I quality assurance, (2) standard II education, (3) standard III performance assessment, (4) a standard IV Friendship, (5) V standard of conduct, (6) standard VI collaboration, (7) SEVENTH research and standards (8) standard XIII utilization of resources. Standards of professional practice include (1) standard assessment, (2) the standard of Nursing Diagnosis, II (30 standard III planning, (4) a standard IV Implementation action (Implementation), (5) V standard evaluation.

Theory of Motivation

An Outline of the theory of motivation is divided into two, namely the theory of motivation theory of content and process (Swansburg, 1999). Content theories of motivation to focus on factors that are present in individuals who strengthen, organize, encourage and stop the behavior as well as explain the person's specific needs. Motivational theories include the theory that the content is the hierarchy of needs Maslow, theory of ERG theory Alderfer, two factor theory Herzberg and Clelland Mc. Needs. The theory of motivation process also known as behavior modification. This theory is based on learning the cause of the behavior, reinforcement of behavior through reinforcement of good behavior with praise, awards, and recognition (Swansburg, 1999). Process theory did not explain about the need first hand, but described how the process needs translated into behavior (Shane, 2003 Indrastuti in 2010). The theory that includes motivational theory is a theory of the process hope (Expectancy), the theory of goal setting and the theory of equality. A theory that became the focus of the research is two-factor motivational theory Herzberg. Herzberg theory known as two-factor theory of motivation. Two factors are known with satisfier hygiene motivator or intrinsic and extrinsic factors. Motivator or intrinsic factors are factors that lead to job satisfaction of employees. Intrinsic factors include success factors, awards, work itself, autonomy, responsibility, and the possibility of career development. When these factors are taken very positively by the organization then it will lead to satisfaction for employees and so that employees will be motivated to improve performance. Factors that are beyond the content of the job can cause dissatisfaction if these factors are not met are called hygiene factors or extrinsic factors. Extrinsic factors include job security, working conditions, corporate policy, salary, status, relationship with colleagues and relationships with supervisors. When these factors are dealt with in a positive, it will cause workers

motivated, but if these factors are not there, then the workers will experience dissatisfaction (Ivancevich, 2005; Marquis & Huston, 2006; Shane, 2003 in Indrastuti, 2010). Research conducted by Baidoeri (2003) stated that there was a significant relationship between all components of motivation (role perception, design jobs, working conditions, career development and rewards) against the performance of a nurse who is a nurse's knowledge and attitude in performing nursing care. The results of a similar study conducted by Marni (2010) that nurses who have better achieved, get good development, good working conditions, as well as gaining recognition are good, then it will display the performance both in ministering to the nursing care of clients.

RESEARCH METHODS

This type of qualitative Research approaches through phenomenology

DISCUSSION

I. Effectiveness of Nursing Services in creating our satisfaction community

In Indonesia, the language of the service is defined as a way or conduct in the service, while serving is helping provide everything what's needed someone else. Service as an intangible activity which are separately identified serve to satisfy the desires and not tied to the sale of a product or service of the other. The Ministry is another element of the strategy of the product. The Ministry defined it as an event or outcome that can be offered to another institution that is usually invisible and the result cannot be owned.

The hospital is a health organization with all the wellness facilities are expected to assist patients in improving health and achieving optimal healing both physical, psychic and social events. The goal of treatment is to restore the patient's health not only physically, but wherever possible attempted to keep the patient's physical and emotional condition to be comfortable. But the reality of rapid progress in the field of medical technology as well as electro medical, has not been

accompanied by similar progress on the humanitarian aspects of patient care.

In other words, there is a waiver against psychological aspects in the process of nursing care of patients in the hospital, so often gives rise to a variety of psychological problems in patients such as feelings of anxiety, frustration and rejection. One of the resources of the hospital that largely determine the assessment of the quality of health care given is nursing personnel. Developments in the field of nursing are currently causing the nurses no longer regarded merely as helpers of the doctor. the nursing profession should be qualified scientific concepts which include professionalism, service to the patients, the Agency Manager, code of ethics, knowledge development and autonomy.

This keprofesian focus is the relationship between the nurses with patient care and nursing actions means transformed from disease-oriented medical approach to a model that focus to the patient as an individual and the needs of patients ... The relationship between patients and nurses more accentuated on the relationship that is both humanistic and this relationship demands nurse to engage more deeply with the patient and the patient looked at as individuals who have physiological needs, psychological, social and spiritual, so that nurses in serving patients will be more perfect. Obert stated that emotional relations between nurses and patients need warmth, sincerity and empathy and acceptance is unconditional positive (unconditioning possitive regard). To achieve this required framework of thought, emotional state, skill and a conducive atmosphere especially from the nurse. This is something that is important because when the nurses deal with patients and families of patients, will face anxiety, complaints, claims and self defense mechanisms of patients occurs because of his physical condition is weak and in pain. In such a situation the nurses is expected and required to be able to overcome the problem by way of understanding the patient's thoughts and feelings flow with all the psycho prososialnya on nurses. In other words,

if a nurse can feel what is perceived by the patient then nurses will be quick to do the deeds and actions that are aimed at patients and deeds or actions that benefit or positive benefits for patients.

Patients coming to Hospitals along with medical treatment require an also need a moral support in facing and overcoming his illness and also a psychological impact as a result of illness. When someone is sick will usually be accompanied by the emergence of feelings of anxiety, fear, worry and stress likely to anxiety is the most common feelings experienced by a patient in the hospital. Similarly, Taylor (1995) stated that the patients in the hospital showed symptoms of psychological especially anxiety and depression, so don't close possibility psychological conditions this will aggravate the State of the patient.

The nurse was a very large role in combating unfavorable psychological conditions and create an atmosphere conducive to psychological effort optimal healing by providing excellent service without omitting professionalism nursing. The nurse was a hospital employee had two tasks, namely caring for patients and set upwards.

Factors that support the excellent service by nurses.

Professionals in the field of duty.

The professionalism nurse in giving service seen from the ability of nurses inspired, establish trust with patients, to have adequate knowledge and capabilities against the job (Priharjo, 1995).

Have the ability, communication. The success of nurse in forming relationships and good care situations, among others, determined by its ability to connect with others, communicate and work Same (Gunarsa, 1995).

Hold fast to the ethics of the profession, Professional Nursing Care depends very much on how nurses in carrying out his duties as professionals trying to hold fast to the ethics of the profession.

Have a stable emotions

A nurse is expected to mempu-nyai emotions that Cook, stable in the exercise of his profession. If

nurses in carrying out his duties accompanied by the tranquility, the absence of emotional turmoil, then it will give you a great influence on the patient.

Confidence

The confidence in the capital for a nurse because nurse required to be assertive, not to be hesitant in implementing and fulfilling the needs of the patient (Gunarsa, 1995).

Be reasonable,

A reasonable attitude and not contrived will give big meaning for patients that nurses in carrying out its task on the basis of the provisions of the professionalism and nursing .

Give adequate

Nurses with a clean, uniform appearance, with a fresh appearance in performing the duties of care are expected to change the mood of the patient (Gunarsa, 1995).

(Sarafino, 1990) revealed that patients often get the negative form of experience behavior of a nurse in a hurry, not sensitive, less responsive or not able to explain medical issues. To overcome this and be able to provide excellent service to patients, then the nurse needs to develop some skills include:

Effective communication

In doing Communication effective in carrying out its task, the nurses always communicated with patients. Therefore, nurses are able to communicate effectively so that patients can receive information provided by nurses with the right. In addition, communication with the patient is also done between paramedics. Good communication between paramedics

Improve the service received patients, but also keeping the patients from potential hazards due to wrong communication (Sarafino, 1990).

Active Listening

Listen actively to have meant that the hearing is not to answer, however, listened to understand and comprehend. Thus, if a nurse in listening to the patient about his illness, then the nurse will be

able to understand that what is complained of is the actual condition, so the response is given-nurse feels right and true for the patient, because the expression that appears either verbal or nonverbal from nurses in accordance with the complaints and the condition of the patient.

Empathy

Empathy is the ability and willingness to understand and feel what felt, what he thought and what the patient wants. In the empathy of nurses expected to understand the world of the patient, the patient's mind nature or internal frame of reference. Empathy in nurses must get into the Groove of the thoughts and feelings of the patient without getting carried away by the patient.

Excellent service is a skill that can be learned and must belong to a nurse that is ideal, because in the excellent service contained a social aspect that is like to do social action or prosocial behavior without there should be reinforced. Sampson (1976) States that behavior is an action that exists in one's self for helping and saving an object which includes the deeds of donation, share, experience and knowledge, working together, giving, caring and provide facilities for the welfare of others. In other words the behavior is a behavior that can be perceived by others namely benefit and profit. Nurse professionals who provide services in accordance with the soul as surely it will improve the quality of health services provided, which in turn will enhance the positive image of hospitals as official agencies which provide health services to the community. (Nuralita, 2000) found that the better the perception of patient hospitalization against nursing in the hospital, then the lower the anxiety that had befallen him.

Excellent service provided nurses, such as: want to listen to the complaints of the patient completely, full of understanding, acceptance and empathy and sincerity will greatly assist the process of the healing of the patient and the emergence of the patient's willingness to cooperate in the process of treatment, as a result the feelings of anxiety, fear and depression will be

reduced and further consequences in the form of healing patients gets faster achieved. Excellent service at the hospital involves all employees from managers up to the peak of. The professions covering various fields of medicine or health are the cutting edge of service in hospitals, which not only required of professionals, but also expected the active participation in Hospital management including quality management (Sunartini, 2000). Excellent service in a hospital is a high-quality service that is given to patients, based on certain quality standards to meet even exceed the needs and expectations of patients, patient satisfaction and thus achieved will lead to increased trust of the patient to the hospital. The patient is one of the most important assets in the income of hospitals in addition to drugs or other services. As an organization, the hospital had a patient or customers is one breath in the organization.

Thus the planning should be made in such a way in order to gain and maintain customers or patients. Even within an organization, each offender organizations must know and know who the customers are, what is needed and what is the service given to customers, give our satisfaction and great benefits. The Organization's image in the eyes of customers will greatly depend on the services that have been provided. Good service is the key to success in a variety of businesses or activities that are services (Muslimah, 2001).

With the increasing growing public awareness over the right to public service, then gets her in the hospital in one hand as public service organizations need to provide quality service, quick and professional. This Hospitals should already be oriented that the patient is the central point.

Hospital as an organization with a consistently excellent service in the exercise will be the winner of the competition (Muslimah, 2001). Hospitals will earn customer loyalty or patients who continuously, when the Ministry of given the perceived excellence. Hospitals don't have to spend money to do promotion or marketing, because customers or patients will menyebarkan

luaskan of the good things about his service. According to research if Hospitals satisfy one customer then the customers will be told four people. However, if the hospital is disappointing or ignore customers or patients, then the patient will tell ten people. (Muslim, 2001).

Conclusion

The quality of nursing in the hospital still need coaching, various conditions of patients requires professional nursing service and reliable, the fact the real facts many complaints of patients who do not get a response, so if the condition is not done to our satisfaction improvements will impact patients who tend to fall, so the length of treatment and many patients outside of Makassar city and even outside the country, it will certainly give a less good for the imaging quality of human resource management in particular the quality of the nurses on duty at home sick , so that in the future the hospital must always provide accurate, fast service, professional, this will be achieved when supported human resources i.e. dog and professional nurses.

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