

## Nurses' Experience in Providing Excellent Service to Patients Very Important Person at Panti Nirmala Hospital

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### Abstract

Service is the best service provided by hospital employees to meet or even exceed the expectations of hospital service users. With the increasing demands of patients and families, hospitals must provide quality, fast, and professional services, especially for nurses who are 24 hours with patients. Excellent service is needed because it has an impact on patient and family satisfaction. The purpose of this study was to explore the experiences of nurses in providing excellent service to VIP patients at Panti Nirmala Hospital. This phenomenological qualitative study involved 15 nurses who worked in the VIP room, the sampling technique used purposive sampling to select informant according to the inclusion criteria of the nurses in the VIP room who had more than 5 until 10 years of experience, were able to communicate and speak Indonesian and were willing to become informant. The data were collected by in-depth interviews for 30-60 minutes with the researcher as the main instrument. The transcribed interview results were analyzed using thematic analysis techniques. The results obtained 6 themes, namely the character of VIP patients facilitating the assessment process, the patient's critical thinking pattern requires nurses to be more careful in implementing actions, active client communication patterns require nurses to be more communicative, nurses are required to look attractive, nurses are required to provide excellent service, and the complexity of the challenges in caring for VIP patients. In the application of nursing care to VIP patients, nurses are required to provide more performance and improve therapeutic communication. And it is suggested that in improving the quality of nursing services, it is necessary to increase cognitive abilities and soft skills related to service excellence.

**Keywords:** *Experience, Providing Excellent Service, VIP Patients at Panti Nirmala Hospital.*

### A. INTRODUCTION

Hospitals are required to provide quality services in accordance with established standards and can reach all levels of society (Nursalam, 2016). Quality health services are a manifestation of the demands of society in the current era of globalization. People who

are increasingly critical and educated are increasingly strengthening so that health services are more responsive to community needs. One of the quality of health services that must be continuously improved is the quality of nursing services in hospitals (Kuncoro, 2010). Every effort to improve the quality of hospital services must be accompanied by efforts to improve the quality of nursing services (Mulyono, et al, 2013). Nursing services are the main thing that must be considered, maintained and improved in quality in accordance with applicable nursing service standards, so that the community as consumers can feel satisfying nursing services (Asmuji, 2013).

Nurses are one of the health workers who play an important role in health services in hospitals. Nursing services have a major contribution in improving the quality of hospital services, because nurses interact directly for 24 hours with patients, and the number of nurses dominates so that nurses must be able to provide quality nursing services (Nursalam, 2011). Given the very important task of nurses, namely carrying out nursing service tasks such as creating and carrying out nursing care, therapeutic communication, and being able to display performance as a nurse including good abilities, attitudes, appearance, attention, actions, and responsibilities. For this reason, in order to increase patient satisfaction so that there are no complaints, it is necessary to experience nurses and excellent and quality nursing services.

Panti Nirmala Hospital Malang has a *Very Important Person* (VIP) room that prioritizes patient comfort, tranquility, and privacy, which is expected to further support the health recovery process. The VIP room itself is occupied by various groups, especially those who are classy and who demand high service at the hospital. Starting from demanding the speed of registration and administration, emergency services, services in the treatment room and treatment by doctors and the process of returning patients.

This is always related and becomes the demands of patients in the VIP room because they feel they pay more. With the increasing demands of patients and families, hospitals must provide quality, fast, and professional services, especially for nurses who are with patients 24 hours a day, excellent service is needed because it has an impact on patient and family satisfaction. Excellent service or *service excellent* is the best service provided by hospital staff to meet or even exceed the expectations of hospital service users (Kuncoro, 2010) *service* in hospitals is important, because with the *excellent service* provided will provide patient and family satisfaction, as well as the image and good name for the hospital.

Based on a preliminary study conducted in April 2021, when the Covid 19 Pandemic situation was experienced where all activities and conditions were completely difficult including the economy, data was obtained that during January to March 2021, the number of patients who were hospitalized in the VIP room of the Panti Nirmala Hospital is January 2021 169 patients, February 2021 189 patients and in March 2021 201 patients, and when compared with data in January, February and March 2020 the number of patients treated in the VIP room of the Nirmala Hospital has decreased by

20% . Based on the information obtained, and interviews with 10 patients and their families, they said that if they didn't have to, they didn't dare to go to the hospital, and interviews were also conducted with 6 nurses on duty in the VIP room of the Panti Nirmala Hospital. forced, and if being treated chooses a VIP room because you feel safe, comfortable and calm not joining other patients, and the nurse explains that the caring staff is also safe because they are always screened for Covid 19 every month and at any time when needed, the nurse says that they are always ready ready to serve patients who are treated with excellent service according to their needs, so that patients who are treated in the VIP room are satisfied with the services provided which are stated through a satisfaction questionnaire described as 85 to 90%.

Several studies related to patient satisfaction show that in Pakistan (Khan, 2015) it is stated that patient satisfaction is 92.8% based on services by nurses. There is also a study from Manado City by Juwita Wowor, et al in October 2019 which states that there is an influence of excellent service quality on patient satisfaction. Based on the inpatient satisfaction questionnaire, it was found that the average patient satisfaction in the VIP Room of the Panti Nirmala Hospital Malang obtained a picture of patient satisfaction between 80-90% of nursing services from the number of patients hospitalized in 2020. In the questionnaire, it was measured by attitude and friendliness. 90% nurses, clarity of information and education related to patient care 80%, nurse skills 85%, nurse responses to patient calls 85, and nurse appearances 90% (Patient Satisfaction Questionnaire Data 2020 at RSPN).

*Service excellence* in hospitals will be achieved if every human resource in the hospital, especially nurses, must have special skills, including understanding services in depth, having an attractive appearance, being friendly and friendly, being responsive to patients, mastering work, communicating effectively and being able to respond to patient complaints in a professional manner (Sabarguna, 2009). Nurses must also maintain high quality nursing services professionally in applying nursing knowledge and skills according to patient needs (Siswati, 2015).

The purpose of this study was to explore the experience of nurses in providing *excellent service*, providing nursing care, nurses in conducting therapeutic communication with patients, nurses in displaying nurse performance on services to VIP patients, at Panti Nirmala Hospital.

## **B. METHOD**

The research method is a qualitative method with a phenomenological approach, which describes and explores the experience of nurses providing *excellent service* to patients in the VIP room. The population is 15 nurses in the VIP room. The data collection technique is an in-depth interview using a digital recorder to record information from informants.

## C. RESULTS AND DISCUSSION

Characteristics of the informants were taken based on the informant's demographic data, namely about age, education, length of work in the room. VIP, employment status and training that has been followed. The age of the informants is between 29 to 38 years and the average education of the informants is D III Nursing. Long time working in Space. VIP informants in the range of 6 to 16 years, 6 informants in the range of 6-9 years of work, 7 informants 10-11 years and 2 informants with a working period of >12 years. work status 15 of these informants status as permanent employees. All informants have ASKEP, *Service Excellent*, Infection Prevention and Control in Hospitals (PPI), Hospital Accreditation training certifications because the training certification is a requirement as a nurse at Panti Nirmala Hospital.

The results of interviews with informants can show that the results of a phenomenological descriptive analysis of 15 informants obtained 6 themes, namely VIP patient characters facilitate the assessment process, patient critical thinking patterns require nurses to be more careful in carrying out actions, active client communication patterns require nurses more communicative, nurses are required to look attractive, nurses are required to provide *excellent service*, complexity of challenges in treating VIP patients.

### 1. VIP Patient Character Simplifies the Assessment Process

The assessment process here is intended as the basic stage of the entire nursing process with the aim of collecting patient information and data. In order to identify problems, health and nursing needs of clients, both physical, mental, social and environmental. The nursing process is an approach to problem solving that supports the nurse's ability to organize and provide nursing care. The nursing process contains elements of critical thinking that allow nurses to carry out assessments and take actions based on reasoning (Sumijatun, 2010). The nursing process is the stages carried out by nurses in carrying out nursing care. The first step in the nursing process is to conduct an assessment. Assessment is the initial stage of a nursing process in which all data are collected systematically to determine the client's health status which is carried out comprehensively related to the client's biological, psychological, and spiritual aspects (Lasdo, 2018). In conducting a nursing assessment, the first activity carried out is data collection.

This theme provides an overview of the various characters of patients in Room. VIP which can facilitate the assessment process. Character is something that is found in individuals that characterizes individual personalities that are different from others in the form of attitudes, thoughts, and actions. Patient characteristics are characteristics of a person or a person's uniqueness that distinguishes that person from other people. In the assessment process, it is necessary to involve the patient's family and relatives who provide information during data collection cooperatively and easily take the time. Data

collection is a major tool used by nurses in conducting initial patient assessments and is an ongoing process to obtain information about clients needed for nursing care. Information may change due to additional data and due to changes in client conditions. To collect data, nurses must also know the types of data and the main methods that a nurse can use in collecting data. There are several kinds of data that must be obtained by nurses in conducting assessments by collecting data for clients.

After the data held by the nurse about the patient, the nurse must determine or formulate the problem and the goal of the point the nurse must determine the data needed to make the right decision. It is proven from previous research, namely data collection begins with identifying problems or opportunities to take decisions and continue to the problem solving process, when collecting information nurses must be careful so that the data they have and other people are not wrong in fact the more alternatives that can be made in problem solving and decision making, the greater the chance of producing a final decision (Lasdo, 2018). Data validation is also needed in the nursing process, especially during the assessment. At this stage the nurse validates the existing data accurately which is carried out with the patient and family or community. This validation is carried out by asking reflective questions to patients or families about the clarity of data interpretation (Lasdo, 2018).

## **2. The Patient's Critical Thinking Pattern Requires Nurses to Be More Careful in Implementing Actions.**

This theme illustrates how nurses must always be careful in carrying out nursing actions, so as to maintain patient safety. As found in previous research, nurses need to pay attention to each indicator of patient safety targets in their application, and nurses are more careful in handling patients so that there are no errors that result in risk (Andi Noor, 2020).

It is wrong to give treatment, a lot of health workers or health workers, especially nurses, are wrong in taking actions such as taking drugs, for that it takes high accuracy for us nurses in providing actions, especially in giving drugs to patients. If we are careful, our error rate in giving medicine will also be low so that we can achieve good patient safety in hospitals (Naomi, 2018). For this reason, always crosscheck with other nurses when administering medication, and always follow the five correct directions for administering medication. Every nurse must also always pay attention to how important patient safety is, in order to reduce the number of injuries experienced by patients in hospitals, it will also improve the welfare of patient safety when hospitalized or when nurses provide nursing care in hospitals to patients or clients. In addition to reducing the accident rate and the level of injury experienced by patients in the patient's home, this also serves to make nurses more careful in taking actions and in providing nursing care to patients (Naomi, 2018).

The patient's critical thinking pattern requires nurses to be more careful in carrying out the action, which is the patient's way of understanding something critically and complexly with respect to the understanding of the information produced, which makes nurses always have to provide more careful services and be carried out according to procedures.

### **3. Active Client Communication Pattern Requires Nurses to be More Communicative**

Communication is something that is very important for nurses in interacting with patients. In this case as a nurse communicates with clients using therapeutic communication. Communicative is two-way communication that results in good understanding. Good for those who hear and good for those who respond. For nurses, it is also known as therapeutic communication, speaking by touching the hearts of patients and their families so that what they complain about feels healed. Therapeutic communication is a means for nurses in establishing a trusting relationship, so as to improve a good image for health workers, especially for the nursing profession. In terms of delivery, attention must be paid to the reaction of the interlocutor, whether the patient and his family have understood, understood what was being discussed.

Communicative according to nurses makes communication therapeutic for patients, where patients can give an attitude of acceptance or vice versa towards nurses. In this case, previous research on nurses is also required to improve their professional performance by providing excellent service according to polite, smiling and communicative ways, and must be able to eliminate lazy and arbitrary attitudes in serving patients. If this is really applied by nurses to every patient, then the patient will feel comfortable during the nursing period in the hospital (Fitriana, 2015). Therapeutic communication is an important component in nursing, communication between nurses and patients has a therapeutic relationship that aims to heal patients. The creation of good therapeutic communication will create a trusting relationship between nurses and patients. Thus, patients will feel satisfied and comfortable with the services provided by nurses, thereby increasing the patient's enthusiasm and motivation to recover (Siti, 2016).

### **4. Nurses Are Demanded to Look Attractive**

One of the important aspects in excellent service is the aspect of appearance or physical evidence. Nurses are required to provide the best possible appearance in providing services to patients in order to create high satisfaction (Nasution, 2009). This is evidenced by the research of Zarei et al. (2012) in their research showing the results that aspects of physical evidence (neat appearance of nurses, clean and comfortable environment, modern equipment) have a high influence on patient satisfaction. Muhammad Tria (2015) in his research also states that the aspect of physical evidence or appearance is the best aspect in creating patient satisfaction. The appearance of a nurse



can affect the views or perceptions of someone who interacts with them when getting services. This will certainly affect a person's trust in them so that it will have an impact on the image of a nurse to carry out the development of the nursing profession itself. Given the large role of a nurse in influencing patient satisfaction, it is important for a nurse to carry out excellent service in hospitals.

### **5. Nurses Are Required to Provide Excellent Service**

Regarding nurses are required to provide excellent *service* where nurses spend 24 hours with patients, starting from providing basic nursing care such as hygiene and ambulation to nursing care in collaboration with other medical personnel. According to Daryanto & Ismanto (2014) *Excellent service* is the best service provided by hospital employees to meet or even exceed the expectations of hospital service users. In this case, the nurse's attitude towards the patient is important because when the nurse is dealing with the patient and the patient's family, they will face anxiety, complaints, demands and the patient's self-defense mechanism that arises because of his weak physical condition and in a sick condition. In such a situation nurses are expected and required to be able to overcome the problem by understanding the flow of thoughts and feelings of the patient with all the psychological manifestations that arise as a result of the illness he is suffering from. Research conducted by Ranika (2016) shows that high empathy skills will lead to high prosocial intentions in nurses. In other words, if the nurse can feel what the patient is feeling, the nurse will be quick to take actions and actions aimed at the patient and these actions or actions provide positive benefits or benefits for the patient.

The high intensity of interaction between nurses and patients causes this nursing service to be an indicator of the quality or not of health services in hospitals, especially in inpatient rooms (Raymond Simamora, 2018). Nurses are one of the drivers of quality and service quality in hospitals which are realized through excellent service (Suherni, 2014). Excellent service is very important in providing nursing services to patients because in addition to contributing to improving service quality, excellent service can also increase patient satisfaction and encourage patients to come back for treatment at the hospital. Excellent service provided by nurses, such as being willing to listen to patient complaints thoroughly, fully understanding, accepting and sincerely and empathizing will greatly assist the patient's healing process and the emergence of patient willingness to cooperate in the treatment process, as a result feelings of anxiety, fear and depression will be reduced and the consequences are more further progress in the form of patient recovery is achieved more quickly.

From the results of previous studies, it shows that there is an effect of implementing *service excellence* on the level of patient satisfaction at the Hospital. Satisfaction for patients is if the nurse smiles a lot, is friendly, skilled and fast in handling, so that the patient is comfortable and calm. The aspects raised by nurses from the results of the interviews, are actually the basis of excellent service as a goal to get to excellent

service which can be made possible as a guide that can later be developed so that it must be carried out by nurses. Parasurama mentions 10 service quality factors which are summarized into 5 main factors in service excellence, namely: Physical evidence (*tangibles*), direct evidence which includes physical facilities, equipment and materials used by hospitals and the appearance of existing employees. Reliability (reliability) is related to the reliability of the hospital's ability to provide prompt and accurate services from the first time without making any mistakes and satisfactorily, *Responsiveness*, in connection with the willingness and ability of employees to help patients and respond to their requests responsively, as well as informing services appropriately. Assurance, which includes knowledge, skills, courtesy, is able to foster patient trust. Guarantee also means that it is free from danger, risk and doubt. Empathy *means* the ease of making good communication relationships, personal attention and understanding the needs of the patient as a customer and acting in the interests of the patient. Based on the description above, it can be concluded that there are five factors or aspects of service quality, namely physical evidence, reliability, responsiveness, assurance, empathy.

Various actions provide the best service to patients, nurses also have to focus on one patient as revealed by previous research that one form of nursing service in order to improve the quality of service is to provide a higher sense of nurse responsibility so that there is an increase in work performance and patient satisfaction. This nursing service will be more satisfying of course with the application of the professional nursing care model or Professional Nursing Practice Model (MAKP) because patient satisfaction is determined by one of them with optimal nursing services. According to Hidayah (2014) that the assignment method where one nurse is fully responsible for 24 hours for patient nursing care starting from the patient entering to leaving the hospital. Encouraging the practice of independent nurses, there is clarity between the planner of care and the provider. This primary method is characterized by a strong and continuous interest between the patient and the nurse assigned to plan, perform and coordinate nursing during the patient's stay. In the VIP room of the Panti Nirmala Hospital, the primary method was used.

## **6. Complexity of Challenges in Caring for VIP Patients**

This theme describes the complex challenges of being a VIP nurse, especially in treating VIP patients. The complexity of the challenge has two sub-themes, namely the challenge of communication patterns and the challenge of attitude. Nurses are not only required to have good cognitive, skill, interpersonal and affective abilities but are also required to be able to control emotions or be patient when handling VIP patients. Not a few things happen in the VIP room, patients are always right and want the best service, so that if they are not satisfactory in communicating or acting, misunderstandings often occur which cause patients to complain. According to previous research, nurses can find out their strengths and weaknesses, so nurses try to optimize their strengths and



overcome their weaknesses. Providing skills to nurses to understand and feel what patients feel, so nurses try to help and provide services to patients as well as possible (Simamora, 2018). As the results of research conducted by Ranika (2016) that high empathy skills will lead to high prosocial intentions in nurses, making nurses able to relate to patients warmly and sincerely, so that in listening to patient complaints about their illness, nurses will be able to understand that what is complained is the actual condition. This affects the response given by the nurse, which feels right and right by the patient because the expressions that appear are both verbal.

#### D. CONCLUSION

The results of this study indicate that providing excellent service to VIP patients is a complex and holistic process involving not only physical and cognitive aspects but also soft skills related to providing nursing care, conducting therapeutic communication, and displaying nurse performance.

Experience in the stage of providing nursing care to VIP patients through the assessment process (data collection), formulating nursing diagnoses, compiling interventions and carrying out nursing implementations that are tailored to the patient's character, the attitude of the patient's family and relatives and the attitude of nurses in providing nursing care according to procedures in the hospital.

Experience in the stage of doing Therapeutic Communication in VIP patients through the attitude of nurses who must be more communicative. Communication that is done by talking touches the hearts of patients and their families so that what they complain about feels healed. In terms of delivery, attention must be paid to the reaction/response of the interlocutor, whether the patient and his family have understood, understood what was being discussed.

Experience in displaying Nurse Performance for services to VIP patients by providing excellent service with attractive appearance in the form of a friendly, alert, precise, responsible attitude, and also attention and physical appearance is expected to be neat, clean clothes, and smell good.

The complexity of the challenges of nurses in caring for VIP patients that in implementing nursing services in the VIP Room there are challenges in communicating and acting. In this case, nurses are not only required to have good cognitive, skill, interpersonal and affective abilities but are also required to be able to control emotions or be patient when dealing with VIP patients.

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