

---

## The Relationship Between Verbal Communication And Nonverbal Communication With Patient Satisfaction Of Registration Officers At Type B Hospital, Jepara Regency

Rachel Fatwa Ramadhani<sup>1)</sup>, Rusnoto, Ahmad Farid<sup>2)</sup>

<sup>1,2)</sup> Bachelor of Hospital Administration Study Program, Faculty of Health Sciences,  
Muhammadiyah University of Kudus

\*Corresponding Author

Email : [rachelfatwaramadhani@gmail.com](mailto:rachelfatwaramadhani@gmail.com)

---

### Abstract

*Patient satisfaction is a key indicator of hospital service quality, influenced by verbal and nonverbal communication from registration staff, who act as the gateway to service. This study aims to analyze the relationship between verbal and nonverbal communication and patient satisfaction in a Type B hospital Jepara Regency. Using a cross-sectional quantitative approach, a population of 148 outpatients (aged 18-60 years) was incidentally sampled into 108 respondents using the Slovin formula. The Chi-square results showed good verbal communication (59.3%) and a value of correlation coefficient  $r = 0,431$ , good nonverbal communication (57.4%) and a value of correlation coefficient of  $r = 0.403$ , and satisfied satisfaction (53.7%), with a significant relationship ( $p=0.001$  for both). The conclusion states that effective communication improves patient satisfaction; ongoing communication training is recommended.*

**Keywords:** *Nonverbal Communication, Verbal Communication, Hospital Registration, Patient Satisfaction, Service Quality.*

---

## INTRODUCTION

Patient satisfaction is a key indicator of service quality in healthcare facilities, where low levels can reduce the number of visits and impact hospital profitability. Data from the World Health Organization in 2021 showed 6 million patient complaints from 25 countries, with the highest satisfaction index in Sweden (92.37%) and the lowest in Kenya (40.4%) and India (34.4%). Meanwhile, in Indonesia, such as Central Maluku (42.8%) and West Sumatra (44.4%), it is still far below the Ministry of Health's minimum standard of 95%. [Yuniarti et al., 2023] This phenomenon confirms that effective communication is key to building positive patient perceptions of initial services.

Registration services as the gateway to the hospital are often the starting point of the patient experience, where the verbal and nonverbal communication of staff influences the overall public reaction. [Suhenda, 2021] Research shows that clear verbal and nonverbal communication such as eye contact and facial expressions can increase patient trust and comfort by up to 47.6%. [Gabriel et al., 2023] However, initial surveys in various hospitals revealed patient dissatisfaction due to the lack of clear information and the unfriendly attitude of staff. [Qamarina et al., 2021a]

The main problem arises from the ineffectiveness of registration staff communication, such as the use of mobile phones while serving, the lack of a smile to close the interaction, and suboptimal body gestures, as observed at the Jepara Regency Type B Hospital in July 2025 where 5 out of 10 staff showed nonverbal deficiencies. [Rasma et al., 2023b] This contributes to the low national satisfaction index and patient-staff conflict, with 33.2% of patients dissatisfied with communication. [Hamsal et al., 2023] Although verbal communication such as greetings and confirmations is quite good, nonverbal inconsistencies hinder the holistic building of trust. [Maysarah et al., 2025]

The challenge is further complicated by the fact that communication errors can impact patient safety and the work environment, while communication training remains limited in many facilities. [Chen et al., 2025] At Jepara Regency Type B Hospital, observations showed that patients often felt they were not being properly cared for in terms of etiquette such as asking for a seat, which worsened the perception of service. [Zahra et al., 2025] This factor leads to a substandard level of satisfaction, requiring a specific analysis of the relationship between verbal-nonverbal communication and patient satisfaction. [Basir Wahyono, 2023]

This study aims to analyze the relationship between verbal and nonverbal communication of registration officers and patient satisfaction at a Type B Hospital in Jepara Regency, with the specific objective of exploring the relationship between each type of communication. The urgency lies in the role of communication in improving service quality, reducing miscommunication, and supporting officer training to achieve optimal satisfaction, which impacts patient loyalty and hospital image. [Zahra, 2023] Its novelty is that it is the first study to specifically examine this topic at a Type B Hospital in Jepara Regency, filling the gap in local literature with recent observational data and evidence-based training recommendations. [Krtel, 2021]

## RESEARCH METHODS

### Types and Methods of Research

This study uses a quantitative approach with a cross-sectional design to analyze the relationship between verbal and nonverbal communication of registration officers with patient satisfaction at a Type B Hospital in Jepara Regency simultaneously at a certain time. [Sugiyono, 2021] This approach allows the measurement of independent variables (verbal and nonverbal communication) and dependent (patient satisfaction) simultaneously without intervention, making it efficient for correlation studies in the health sector. [Adiputra et al., 2021][Creswell & Creswell, 2022] The cross-sectional design was chosen because it is appropriate for the purpose of testing initial causal relationships while saving time and costs, as recommended in observational research methodology. [Husna, 2025][Sudaryono, 2021]

### Population and Sample

The study population consisted of 148 outpatients at Jepara Regency Type B Hospital (Internal Clinic, Neurology, Orthopedics) who met the inclusion criteria: age 18-60 years, new patients, willing to participate; and exclusion: age >60 years, old patients, unwilling. [Adiputra et al., 2021] The sample was taken using convenience sampling technique (incidental) of 108 respondents using the Slovin formula ( $n = N / (1 + N e^2)$ ,  $e = 0.05$ , 95% confidence level), which represents the population proportionally although it cannot be generalized widely. [Amin et al., 2023][Sugiyono, 2021] This sample selection ensures valid representation for correlation analysis with age criteria that support respondents' cognitive abilities. [Putra, 2025][Sudaryono, 2021]

### Research Procedures

The procedure begins with preparation: obtaining permission from the Muhammadiyah University of Kudus to the Jepara Regency Type B Hospital, instrument adaptation, and validity-reliability testing. Data collection was conducted from January 16-23, 2026, in the outpatient registration area, involving informed consent (explanation of the purpose, written consent, anonymity, 5-year data confidentiality), distribution of questionnaires to respondents who met the criteria. [Emzir, 2021] Data were processed with SPSS 27 through coding, univariate-bivariate analysis (Chi-Square), and interpretation of results ( $p < 0.05$  reject  $H_0$ ). [Creswell & Creswell, 2022] Ethics were maintained by respecting respondents' refusals and post-publication data destruction. [Sugiyono, 2021]

## RESULTS AND DISCUSSION

The data generated are the results of questionnaire responses regarding the Effectiveness of Verbal and Nonverbal Communication on Patient Satisfaction of Registration Staff at Type B Hospital in Jepara Regency. This questionnaire was distributed to 108 respondents who met the inclusion and exclusion criteria and were in the registration area and outpatient waiting room at Type B Hospital in Jepara Regency. Data collection in this study was conducted on January 16-23, 2026.

**Respondent Characteristics**

Respondent characteristics in this study were grouped by gender, age, education level, and occupation. This grouping aims to provide a general overview of the respondents' profiles and thus facilitate a comprehensive understanding of the characteristics of the research sample.

**Respondent Characteristics Based on Gender**

**Table 1. Respondent Characteristics Based on Gender**

| Variables     | Frequency | Percentage |
|---------------|-----------|------------|
| <b>Gender</b> |           |            |
| Man           | 47        | 43.5%      |
| Woman         | 61        | 56.5%      |
| <b>Total</b>  | 108       | 100%       |

Source: Primary data processed in 2026

Based on the respondent characteristics table, respondents were dominated by women (56.5%) compared to men (43.5%).

**Respondent Characteristics Based on Age**

**Table 2. Respondent Characteristics Based on Age**

| Variables               | Frequency | Percentage |
|-------------------------|-----------|------------|
| <b>Age</b>              |           |            |
| Late Adolescence: 18-25 | 47        | 43.5%      |
| Early Adulthood: 26-35  | 34        | 31.5%      |
| Late Adulthood: 36-45   | 15        | 13.9%      |
| Early Old Age: 46-55    | 8         | 7.4%       |
| Late Old Age: 56-60     | 4         | 3.7%       |
| <b>Total</b>            | 108       | 100%       |

Source: Primary data processed in 2026

In terms of age, the majority of respondents were in the 18–25 year range (43.5%).

**Respondent Characteristics Based on Education Level**

**Table 3. Respondent Characteristics Based on Education Level**

| Variables                 | Frequency | Percentage |
|---------------------------|-----------|------------|
| <b>Level of education</b> |           |            |
| SENIOR HIGH SCHOOL S1     | 69        | 63.9%      |
| JUNIOR HIGH SCHOOL D3     | 19        | 17.6%      |
| Elementary School         | 10        | 9.3%       |
|                           | 6         | 5.6%       |
|                           | 4         | 3.7%       |
| <b>Total</b>              | 108       | 100%       |

Source: Primary data processed in 2026

Based on education level, most respondents had a high school education (63.9%).

**Respondent Characteristics Based on Occupation**

**Table 4. Respondent Characteristics Based on Occupation**

| Variables         | Frequency  | Percentage  |
|-------------------|------------|-------------|
| <b>Work</b>       |            |             |
| Private employees | 38         | 35.2%       |
| Students          | 26         | 24.1%       |
| Doesn't work      | 15         | 13.9%       |
| Etc               | 12         | 11.1%       |
| Businessman       | 11         | 10.2%       |
| Civil servant     | 6          | 5.6%        |
| <b>Total</b>      | <b>108</b> | <b>100%</b> |

Source: Primary data processed in 2026

From In terms of employment, respondents were dominated by private employees (35.2%), followed by students (24.1%), unemployed (13.9%), other jobs (11.1%), entrepreneurs (10.2%), and civil servants (5.6%).

**Univariate Analysis**

Univariate analysis describes the frequency distribution and percentage of the independent variables (verbal communication and nonverbal communication) and the dependent variable (patient satisfaction).

**Verbal Communication**

**Table 5. Verbal Communication**

| Variables    | Frequency  | Percentage  |
|--------------|------------|-------------|
| Pretty good  | 44         | 40.7%       |
| Good         | 64         | 59.3%       |
| <b>Total</b> | <b>108</b> | <b>100%</b> |

Source: Primary data processed in 2026

Based on the frequency distribution table of verbal communication, it is known that the majority of respondents are in the good category. by (59.3%), and the fairly good category was (40.7%).

**Nonverbal Communication**

**Table 6. Nonverbal Communication**

| Variables    | Frequency  | Percentage  |
|--------------|------------|-------------|
| Pretty good  | 46         | 42.6%       |
| Good         | 62         | 57.4%       |
| <b>Total</b> | <b>108</b> | <b>100%</b> |

Source: Primary data processed in 2026

Based on the frequency distribution table of nonverbal communication, the majority of respondents are in the good category (57.4%), and the fairly good category (42.6%).

**Patient Satisfaction**

**Table 7. Patient Satisfaction**

| Variables       | Frequency  | Percentage  |
|-----------------|------------|-------------|
| Quite Satisfied | 50         | 46.3%       |
| Satisfied       | 58         | 53.7%       |
| <b>Total</b>    | <b>108</b> | <b>100%</b> |

Source: Primary data processed in 2026

Based on the frequency distribution table of patient satisfaction, it can be seen that the majority of respondents were satisfied (53.7%) and the category of quite satisfied was (46.3%).

**Patient Satisfaction Based on the Dimensions of Responsiveness, Assurance, Tangibles, Empathy, and Reliability**

**Table 8. Patient Satisfaction Based on the Dimensions of Responsiveness, Assurance, Tangibles, Empathy, and Reliability**

| Variables             | Frequency  | Percentage  |
|-----------------------|------------|-------------|
| <i>Tangible</i>       |            |             |
| Quite Satisfied       | 50         | 46.3%       |
| Satisfied             | 58         | 53.7%       |
| <b>Total</b>          | <b>108</b> | <b>100%</b> |
| <i>Reliability</i>    |            |             |
| Quite Satisfied       | 51         | 47.2%       |
| Satisfied             | 57         | 52.8%       |
| <b>Total</b>          | <b>108</b> | <b>100%</b> |
| <i>Responsiveness</i> |            |             |
| Quite Satisfied       | 46         | 42.6%       |
| Satisfied             | 62         | 57.4%       |
| <b>Total</b>          | <b>108</b> | <b>100%</b> |
| <i>Assurance</i>      |            |             |
| Quite Satisfied       | 43         | 39.8%       |
| Satisfied             | 65         | 60.2%       |
| <b>Total</b>          | <b>108</b> | <b>100%</b> |
| <i>Empathy</i>        |            |             |
| Quite Satisfied       | 45         | 41.7%       |
| Satisfied             | 63         | 58.3%       |
| <b>Total</b>          | <b>108</b> | <b>100%</b> |

Source: Primary data processed in 2026

Based on the results of the frequency distribution, the tangible dimension is known that most respondents are in the satisfied category, namely 58 respondents (53.7%). The reliability dimension, the majority of respondents are in the satisfied category, namely 57 respondents (52.8%). The responsiveness dimension, most respondents are included in the satisfied category, namely 62 respondents (57.4%). In the assurance dimension, the majority of respondents are in the satisfied category, namely 65 respondents (60.2%). The empathy dimension, it is known that most respondents are in the dissatisfied category, namely 63 respondents (58.3%).

**Bivariate Analysis**

**The Relationship between Verbal Communication and Patient Satisfaction at Type B Hospital in Jepara Regency Table 9. The Relationship between Verbal Communication and Patient Satisfaction**

| Verbal Communication | Patient Satisfaction |      |           |      | Total | p    | Contingency Coefficient |       |
|----------------------|----------------------|------|-----------|------|-------|------|-------------------------|-------|
|                      | Quite Satisfied      |      | Satisfied |      |       |      |                         |       |
|                      | N                    | %    | N         | %    |       |      |                         |       |
| Pretty good          | 33                   | 30.6 | 11        | 10.2 | 44    | 40.8 | 0.001                   | 0,431 |
| Good                 | 17                   | 15.7 | 47        | 43.5 | 67    | 59.2 |                         |       |
| Total                | 50                   | 46.3 | 58        | 53.7 | 108   | 100  |                         |       |

Source: Primary data processed in 2026

Table 9 shows a significant relationship with a p-value of  $0.001 < 0.05$ . Thirty-three respondents (30.6%) rated verbal communication as quite good, and 47 respondents (43.5%) stated they were satisfied. The value of the correlation coefficient is  $r = 0.431$ .

**The Relationship between Nonverbal Communication and Patient Satisfaction at Type B Hospital in Jepara Regency Table 10. The Relationship between Nonverbal Communication and Patient Satisfaction**

| Nonverbal Communication | Patient Satisfaction |      |           |      | Total | p    | Contingency Coefficient |       |
|-------------------------|----------------------|------|-----------|------|-------|------|-------------------------|-------|
|                         | Quite Satisfied      |      | Satisfied |      |       |      |                         |       |
|                         | N                    | %    | N         | %    |       |      |                         |       |
| Pretty good             | 34                   | 31.5 | 12        | 11.1 | 46    | 42.6 | 0.001                   | 0,403 |
| Good                    | 16                   | 14.8 | 46        | 42.6 | 67    | 57.4 |                         |       |
| Total                   | 50                   | 46.3 | 58        | 53.7 | 108   | 100  |                         |       |

Source: Primary data processed in 2026

Table 10 shows a significant relationship with a p-value of  $0.001 < 0.05$ . Thirty-four respondents (31.5%) rated verbal communication as quite good, and 46 respondents (42.6%) stated they were satisfied. The value of the correlation coefficient is  $r = 0.403$ .

## DISCUSSION

### **The relationship between verbal communication of officers and patient satisfaction at Type B Hospital, Jepara Regency.**

Based on the results of the analysis of table 9, a p-value of  $0.001 (<0.05)$  was obtained, indicating a significant relationship between verbal communication and the level of patient satisfaction. Type B Hospital of Jepara Regency. This is supported by table 4.9 which shows that the majority of respondents, 33 respondents (30.6%) considered verbal communication quite good and 47 respondents (43.5%) stated that they were satisfied. And the value of the correlation coefficient is  $r = 0.431$ . So  $H_a$  is accepted and  $H_o$  is rejected, which means there is a relationship between verbal communication in patient satisfaction visiting Type B Hospital, Jepara Regency. These results indicate a relationship between verbal communication and patient satisfaction.

This is in line with research by (Gabriel et al., 2023) The verbal communication variable has a regression coefficient of 1.022. Statistical analysis shows a significance value of 0.06 ( $p < 0.05$ ), which indicates that verbal communication has a positive and significant effect on patient satisfaction. This result is consistent with previous research that showed a positive relationship between verbal communication and patient satisfaction, which found that both verbal and nonverbal communication influenced BPJS patient satisfaction when registering for outpatient services, indicating that verbal communication is important in determining patient perceptions of the quality of health services. (Qamarina et al., 2021a).

Another study also showed that there is a significant relationship between nurses' verbal communication and patient satisfaction. Effective verbal communication contributes to how patients perceive the quality of care they receive, as indicated by the p-value of 0.012 which is less than 0.05. This indicates that nurses' verbal communication has an impact on patient satisfaction in hospital inpatient units. Nurses' verbal communication has a significant impact on patient satisfaction, which reinforces the importance of verbal communication skills in creating patient satisfaction in healthcare settings. (Musdalifah et al., 2025).

This is in line with previous research where nurses' verbal communication is significantly related to patient satisfaction levels. The p value = 0.024 ( $<0.05$ ). Of the 122 patients, the majority of respondents, namely 107 patients (87.7%), rated nurses' verbal communication in the good category, which illustrates that good quality nurses' verbal communication tends to be related to higher levels of patient satisfaction. (Rasma, Agustini, et al., 2023a). This result is in line with (Rahmayanti, 2025) which explains that therapeutic verbal communication used by nurses plays a significant role in improving patient satisfaction, as clear, informative, and responsible communication tends to make patients feel more satisfied. Studies on nurse communication and patient satisfaction have shown that nurse-patient communication plays a significant role in improving patient satisfaction in hospitals. Good communication quality, particularly that which emphasizes empathy and emotional support, is positively associated with patient satisfaction. (Beshi et al., 2025).

These results are supported by research (Andang et al., 2023) The results of the Chi-Square test showed a p value of 0.004 ( $p < 0.05$ ), which indicates a significant relationship between nurses' verbal communication and the level of satisfaction of inpatients. This finding shows that when nurses demonstrate better verbal communication skills, patients tend to be more satisfied with the care they receive.

Previous research showed statistical results using chi-square testing with a p-value of 0.0001 ( $<0.05$ ), indicating that good verbal communication will increase patient satisfaction levels. These results support research findings that demonstrate how communication plays a key role in shaping patient satisfaction with healthcare services. (Sarika & Aminy, 2023). In line with the study conducted

on 46 Cimahi respondents, the p value was 0.001 with a significance level of  $\alpha = 0.05$ , concluding that there is an influence of verbal communication on patient satisfaction.(Hardian et al., 2024).

In addition, studies that demonstrate the role of effective communication in healthcare workers also show that interpersonal communication, including clarity and listening skills, is positively related to patient satisfaction.(Aini et al., 2025). Other cross-sectional studies also confirmed that the dimensions of verbal communication including medical information and clarity of delivery were significantly correlated with patient satisfaction in outpatient services (international studies showed a positive relationship between communication quality and patient satisfaction, ( $p < 0.001$ ))(Chen et al., 2025).

A 2023 systematic review of research showed that verbal communication improves patient satisfaction, health literacy, and quality of life, especially for older adults. Clear delivery of medical and psychosocial information, combined with positive and empathetic conversations, helps build trust, enhances patient understanding, and has a positive effect on mental and physical health.(Sharkiya, 2023).

It can be concluded that verbal communication has a positive and significant impact on patient satisfaction. The results of this study indicate that clarity of information, the ability to explain things, and the friendly attitude of staff play a significant role in shaping positive patient assessments and satisfaction with the services received. Therefore, improving the verbal communication skills of healthcare workers should be a top priority as part of efforts to improve service quality and patient satisfaction in healthcare facilities.

The relationship between nonverbal communication of registration officers and patient satisfaction in **Type B Hospital of Jepara Regency.**

The relationship between nonverbal communication of registration officers and patient satisfaction is stated in table 10 which shows a p-value of 0.001 ( $<0.05$ ) indicating that there is a relationship between nonverbal communication and patient satisfaction and the value of the correlation coefficient is  $r = 0.431$ . So  $H_a$  is accepted and  $H_o$  is rejected, This is supported by as many as 34 respondents (31.5%) assessing verbal communication as quite good and 46 respondents (42.6%) stating that they are satisfied. Thus,  $H_a$  is accepted and  $H_o$  is rejected, which means there is a relationship between nonverbal communication and patient satisfaction visiting the Jepara Regency Type B Hospital. These results indicate that nonverbal communication which is in the good category has provided a level of satisfaction although it is not optimal.

The finding that nonverbal communication is more dominant aligns with previous research that also found a significant relationship between nonverbal communication and patient satisfaction, with a chi-square test showing a p-value of 0.018 ( $p < 0.05$ ). This result indicates a significant relationship between nurses' nonverbal communication and patient satisfaction.(Musdalifah et al., 2025). In addition, research at Pambang Community Health Center explains that respondents who feel that nurses' nonverbal communication is effective tend to show a higher level of satisfaction with the services received, thus strengthening the role of nonverbal communication in shaping patient perceptions regarding the quality of health services.(Qamarina et al., 2021).

This finding is also supported by previous research showing that nonverbal communication has a significant relationship with inpatient satisfaction levels. This is demonstrated by a p-value of 0.013 ( $<0.05$ ) and a correlation coefficient of 0.268, indicating a relationship between nonverbal communication and patient satisfaction.(Nisa, 2022)The results of this study are in line with research conducted by(Sarika & Aminy, 2023), this finding concludes that there is a significant relationship between midwives' non-verbal communication and patient satisfaction at the Langsa Timur Community Health Center in 2022, with a p-value of 0.0001.

Research by(Suharyono et al., 2021)The study on the relationship between nonverbal therapeutic communication "Nurse Smile" and patient satisfaction shows a significant relationship between nonverbal therapeutic communication of nurses, especially through smiles, and patient satisfaction. The p-value of 0.002 ( $<0.05$ ) and the positive correlation coefficient of 0.502 indicate a

relationship with a moderate level of closeness, which indicates that the better the nurse's nonverbal communication, the higher the level of patient satisfaction. This is supported by research (Rahmayanti, 2025) where patients feel satisfied with the nurse's nonverbal communication because the nonverbal attitudes and behaviors shown reflect therapeutic communication throughout their treatment period. The results of the logistic regression test, with a p value of 0.023 (which is less than 0.05), indicate that there is a significant relationship between nurses' nonverbal communication and the level of patient satisfaction among those treated in the Karanganyar Hospital Operating Room.

Another study that discussed the influence of nonverbal communication with differences in control group interventions on patient satisfaction showed a p value of 0.0001 and Z value of -7.220, confirming that there was a significant and very strong difference. This study also found that nonverbal communication helped reduce patient anxiety with a significance value of  $p = 0.0001$ . (Wahidin et al., 2025) This is in line with research (Suharyono et al., 2021) which states that nonverbal communication can significantly improve the quality of service and patient satisfaction. Furthermore, staff who maintain an open body posture, such as uncrossing their arms or legs, can create a warmer and more pleasant atmosphere, thereby helping to reduce patient anxiety. (Marc' 2021 in Purwana et al., 2022).

Other research shows a p-value of 0.002 ( $p < 0.05$ ). This means there is a significant relationship between nonverbal communication of health workers and the level of satisfaction of inpatients in. This finding indicates that nurses' nonverbal behaviors such as facial expressions, eye contact, body language, and attentive attitude during interactions with patients play an important role in shaping patients' perceptions of the quality of care they receive. (Andang et al., 2023). Effective use of nonverbal communication can help reduce patient anxiety levels and increase their satisfaction with services. (Wahidin et al., 2025).

Thus, effective nonverbal communication can improve the quality of the relationship between health workers and patients, strengthen trust, and have a positive impact on patient satisfaction. (Guetterman et al., 2024).

These findings suggest that nonverbal communication demonstrating caring, friendliness, and interpersonal engagement contributes more to patient satisfaction than simply providing verbal information. Beyond verbal aspects, nonverbal communication is a crucial factor in enhancing patient satisfaction, particularly in healthcare settings where trust, comfort, and interpersonal relationships are crucial to the patient experience.

## CONCLUSION

The results of this study indicate a significant relationship between verbal and nonverbal communication of registration officers and patient satisfaction levels at Jepara Regency Type B Hospital, with a p value  $< 0.05$  for both variables. With a correlation coefficient of verbal communication of  $r = 0.431$ , which showed a relationship between verbal communication and patient satisfaction. and the value of the correlation coefficient of nonverbal communication is  $r = 0.403$ , suggesting that if nonverbal communication is not good then patient satisfaction will decrease.

Good verbal communication, such as clear information delivery, polite language use, and active listening skills, have been shown to increase patients' positive perceptions of service quality. Meanwhile, nonverbal communication such as friendly facial expressions, eye contact, open body posture, and empathetic gestures have an equally important influence in creating comfort and trust in patients towards officers. These findings confirm that the quality of effective communication, both through verbal and nonverbal aspects, is a crucial component in building a professional image of a healthcare institution and increasing patient loyalty to the hospital.

This study has several limitations that need to be considered, including the cross-sectional design, which only describes relationships at a single point in time, and therefore cannot fully explain the direction of causality. Furthermore, the use of convenience sampling limits the generalizability of the results to a broader population. For future research, it is recommended to use a longitudinal or

mixed-method design with the inclusion of moderator variables such as patient experience, interaction duration, and cultural background to clarify the dynamics of communication in the context of healthcare. Practically, the results of this study recommend the need for ongoing interpersonal communication training for registration staff to strengthen their verbal and nonverbal skills, build an empathetic service culture, and improve the quality of patient-staff relationships to achieve optimal patient satisfaction in hospitals.

## REFERENCES

- Adiputra, IMS, Trisnadewi, NW, Oktaviani, NPW, & Munthe, SA (2021). Health research methodology. Kita Menulis Foundation. <https://share.google.com/LNAMOU4bWjMMOfJwm>
- Aini, YN, Setiadi, DK, & Rosyda, R. (2025). The relationship between effective communication between health workers and inpatient satisfaction at Tanjungsari Community Health Center. *Journal of Nursing Research*, 11(2). <https://doi.org/10.32660/jpk.v11i2.851>
- Amin, NF, Garancang, S., & Abunawas, K. (2023). General concepts of population and sample in research. *PILAR Journal: Journal of Contemporary Islamic Studies*, 14(1), 15–31. <https://doi.org/10.21070/2017978-979-3401-73-7>
- Andang, B., Tul, SA, & Adawiah, A. (2023). The relationship between verbal and non-verbal communication of nurses to the level of patient satisfaction at Mattombong Health Center Pinrang District. *Eduhealt Journal*, 14(4).
- Basir, H., & Wahyono, B. (2023). Determinants of patient satisfaction with inpatient services in hospitals: A systematic literature review. *Mahardika Health Journal*, 10(2), 31–42. <https://doi.org/10.54832/jkm.v10i2.169>
- Beshi, FI, Alsharani, LA, Alswilm, SMJ, & Aldejaani, SH (2025). The impact of nurse-patient communication on patient satisfaction in hospital settings. *Journal of Health and Social Behavior*. <https://sjr-publishing.com/wp-content/uploads/2019/03/The-Impact-of-Nurse-Patient-Communication-on-Patient-Satisfaction-in-Hospital-Settings-1.pdf>
- Chen, X., Liu, C., Yan, P., Wang, H., Xu, J., & Yao, K. (2025). The impact of doctor-patient communication on patient satisfaction in outpatient settings: Implications for medical training and practice. *BMC Medical Education*, 25(1), Article 830. <https://doi.org/10.1186/s12909-025-07433-y>
- Creswell, J. W., & Creswell, J. D. (2022). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
- DeVito, J. A. (2017). *The interpersonal communication book* (15th ed.). Pearson.
- Emzir. (2021). *Qualitative research methodology*. Publisher: Jakarta State University.
- Gabriel, RN, Kepel, BJ, Lumunon, THW, Surya, WS, & Waworuntu, MY (2023). The influence of verbal and nonverbal communication between doctors and patients focusing on patient satisfaction with inpatient health services at Anugerah Tomohon Regional General Hospital. *PREPOTIF: Journal of Public Health*, 6(3), 2038–2049. <https://doi.org/10.31004/prepotif.v6i3.8861>
- Guetterman, T.C., Sakakibara, R., Baireddy, S., & Babchuk, W.A. (2024). Incorporating verbal and nonverbal aspects to enhance a model of patient communication in cancer care: A grounded theory study. *Cancer Medicine*, 13(14), Article e70010. <https://doi.org/10.1002/cam4.70010>
- Hajriani. (2013). *The relationship between nurse communication and the level of patient satisfaction treated in the surgical ward of Haji Makassar Regional Hospital [Thesis]*. UIN Alauddin Makassar.
- Hamsal, Hendriani, S., & Sukri, A. (2023). Communication soft skills in human resource empowerment. *Management Studies and Entrepreneurship Journal*, 4(3), 2281–2296.

- Husna, LA (2025). Quantitative research design. In Quantitative research methodology (Vol. 2, pp. 20–21). NABA Education Indonesia.
- Jebb, A.T., Ng, V., & Tay, L. (2021). A review of key Likert scale development advances: 1995–2019: Two views of validity. *Frontiers in Psychology*, 12, Article 637547. <https://doi.org/10.3389/fpsyg.2021.637547>
- Krtel, S. M. L. (2021). Digital communication of public service information and its effect on citizens' perception of received information. *International Journal of Public Administration*, 44(2), 132–145. <https://doi.org/10.1080/01900692.2019.1672182>
- Maysarah, S., Yuniawati, S., & Ainurrohman, A. (2025). The power of silence and speech: Uniting verbal and nonverbal communication in everyday life. *Jurnal Intelek Insan Cendikia*, 2, 1075–1067. <https://jicnusantara.com/index.php/jiic>
- Musdalifah, Sastria, A., Supri, A., & Papayungan, S. (2025). Verbal and non-verbal communication of nurses and its relationship with patient satisfaction: A study at Mega Buana Hospital, Palopo. *AACENDIKIA Journal of Nursing*, 4(1), 54–63. <https://doi.org/10.59183/aacendikiaion.v4i1.57>
- Nisa, A. (2022). The relationship between non-verbal communication and the level of satisfaction of inpatients during the pandemic at PKU Muhammadiyah Hospital Yogyakarta [Thesis]. 'Aisyiyah University Yogyakarta.
- Nursalam. (2016). *Nursing management: Applications in clinical practice, education, and research*. EGC.
- Putra, ATA (2025). *Quantitative and qualitative research methodology: Practical theory*. Amerta Media.
- Qamarina, N., Sari, TP, & Kusuma, IB (2021a). The relationship between verbal and non-verbal communication and the satisfaction of BPJS outpatients at the Bengkalis Regency Community Health Center. *Medical Record Journal*, 4(1), 6.
- Rasma, Agustini, T., & Munir, NW (2023b). The relationship between verbal and nonverbal communication and patient satisfaction levels. *Window of Nursing Journal*, 4(1), 67–76. <https://doi.org/10.33096/WON.V4I1.489>
- Richmond, V. P., McCroskey, J. C., & Johnson, A. D. (2003). Development of the Nonverbal Immediacy Scale (NIS): Measures of self- and other-perceived nonverbal immediacy. *Communication Quarterly*, 51(4), 504–517. <https://doi.org/10.1080/01463370309370170>
- Sarika, & Aminy. (2023). The relationship between verbal and non-verbal communication between midwives and patient satisfaction in the KIA/KB room at Langsa Timur Community Health Center. *Journal of Healthcare Technology and Medicine*, 9(2). <https://doi.org/10.33143/jhtm.v9i2.3402>
- Sharkiyya, S.H. (2023). Quality communication can improve patient-centred health outcomes among older patients: A rapid review. *BMC Health Services Research*, 23, Article 896. <https://doi.org/10.1186/s12913-023-09869-8>
- Sugiyono. (2021). *Quantitative, qualitative, and R&D research methods*. Alfabeta.
- Suhenda, A. (2021). BPJS PBI patient satisfaction with outpatient registration staff services at Dr. Soekardjo Regional Hospital, Tasikmalaya City. *Indonesian Journal of Health Information Management*, 9(1), 72. <https://doi.org/10.33560/jmiki.v9i1.304>
- Sudaryono. (2021). *Educational research methodology*. Student Library.
- Tama, GPA (2023). The influence of interpersonal communication between outpatient registration officers on patient satisfaction at Dr. Esnawan Antariksa Air Force Hospital [Thesis]. Esa Unggul University.
- Waruwu, R. (2025). The relationship between interpersonal communication between outpatient registration officers and patient satisfaction at Santa Elisabeth Hospital, Medan. *Forum Health Journal*, 11(1). <https://doi.org/10.33746/fhj.v11i01.684>

- Yuniarti, S., Wahyudi, A., & Asiani, G. (2023). Analysis of patient satisfaction with nursing services in the outpatient unit of the orthopedic and traumatology polyclinic 2023. *Jurnal Kesehatan Saemakers PERDANA (JKSP)*, 6(2), 357–368. <https://doi.org/10.32524/jksp.v6i2.1003>
- Zahra, NA (2023). The relationship between verbal and nonverbal communication of outpatient registration service officers and patient satisfaction at Dr. Soekardjo Tasikmalaya Regional Hospital [Thesis]. Tasikmalaya Health Polytechnic.
- Zahra, SJA, Rusnoto, & Farid, A. (2025). The relationship between job training, appreciation, and communication skills on the quality of outpatient services at Dr. Loekmono Hadi Kudus Regional General Hospital. *Tambusai Education Journal*, 9(2), 24564–24581. <https://doi.org/10.31004/jptam.v9i2.30620>.