



Research Article

The Influence of Patient Engagement and Effective Communication on ED Image with Service Quality as a Moderating Variable

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Abstract: This study investigates the influence of patient involvement and effective communication on the image of the Emergency Department (ED) at Dr. Dradjat Prawiranegara Regional Hospital in Serang, with service quality acting as a moderating variable. Utilizing a quantitative research method, data were collected through questionnaires distributed to 315 patients who received emergency care services between October 1 and November 1, 2024. The data were analyzed using multiple regression analysis and Moderated Regression Analysis (MRA). The findings show that patient involvement has a significant and positive impact on the image of the ED, while effective communication alone does not show a statistically significant effect. However, service quality positively moderates the relationship between effective communication and the ED's image, enhancing its influence. In contrast, service quality does not moderate the relationship between patient involvement and ED image. These results highlight the importance of engaging patients in medical decisions and ensuring effective communication strategies supported by high service quality to enhance the institutional image of emergency healthcare services. The study suggests that hospital management should develop integrated service improvement policies focusing on staff communication training, patient-centered care practices, and continuous quality improvement. It also recommends further qualitative studies to explore deeper insights into patient experiences and to examine other hospital departments to broaden the understanding of healthcare service quality's role in shaping hospital image.

Keywords: Patient Involvement, Effective Communication, Service Quality, Emergency Department Image, Healthcare Services, Hospital Management

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1. Introduction

The image of a hospital, particularly its Emergency Department (ED), has become a central component in measuring the success of healthcare services. A hospital's ability to deliver timely and effective emergency care while maintaining strong communication with patients significantly influences public perception and trust. In today's competitive healthcare environment, the image of emergency services often reflects the overall reputation of a hospital.

In Indonesia, Dr. Dradjat Prawiranegara Regional Hospital has been increasingly scrutinized due to rising patient complaints and service quality concerns, particularly in the ED. These challenges emphasize the importance of understanding the impact of patient involvement and effective communication in shaping a positive departmental image. This study investigates how these factors influence the ED's image and evaluates whether service quality acts as a moderating variable in these relationships.

2. Preliminaries or Related Work or Literature Review

Patient Involvement Patient involvement refers to the active participation of individuals in decisions concerning their healthcare, emphasizing collaboration between patients and healthcare providers. According to Carman (2013) and Hibbard (2010), such involvement leads to greater satisfaction, improved health outcomes, and enhanced trust in the healthcare system. This approach recognizes patients as key stakeholders in their treatment process, enabling them to make informed choices, express preferences, and contribute to care planning in ways that reflect their values and needs.

Effective communication in healthcare involves a dynamic process of exchanging information through both verbal and non-verbal means, which fosters mutual understanding, trust, and collaboration between healthcare providers and patients. According to Gudykunst (2004) and Leonard (2004), this form of communication is essential for delivering high-quality patient care, especially in high-pressure environments like emergency departments. It encompasses clarity in language, empathetic tone, active listening, body language, and timely feedback, all of which contribute to a positive patient experience and enhanced service outcomes.

Service quality in healthcare encompasses a comprehensive evaluation of how well health services meet patient expectations and needs, typically defined by five core dimensions: responsiveness, reliability, assurance, empathy, and tangibles (Parasuraman et al., 1988). Responsiveness refers to the willingness of healthcare staff to help and provide prompt service, while reliability emphasizes consistent and accurate performance of medical procedures. Assurance involves the knowledge and courtesy of staff and their ability to inspire trust, and empathy reflects the provision of caring and individualized attention to patients. Tangibles cover the physical facilities, equipment, and appearance of personnel. Together, these dimensions form a vital determinant of patient satisfaction and significantly influence perceptions of hospital quality and institutional image.

The image of an Emergency Department (ED) represents the collective perception held by patients and the public regarding the quality, efficiency, and reliability of the emergency care provided. It is influenced by various factors, including the responsiveness of staff, the accuracy and timeliness of medical interventions, the professionalism of healthcare providers, and the overall experience during an emergency visit. According to Liou (2010), a positive ED image not only fosters patient trust and satisfaction but also enhances the hospital's reputation and strengthens its competitive position in the healthcare market. Maintaining a favorable image requires consistent delivery of high-quality services, effective communication, and continuous attention to patient needs and expectations.

3. Proposed Method

This study used a cross-sectional quantitative design. The respondents were 315 patients who received services from the ED of Dr. Dradjat Prawiranegara Hospital from October 1 to November 1, 2024. Data were collected using structured questionnaires with items rated on a 5-point Likert scale. Variables included patient involvement, effective communication, service quality, and ED image. Data Analysis Statistical analysis was performed using SPSS. Multiple regression and Moderated Regression Analysis (MRA) were used to test the influence of independent variables and the moderating effect

4. Results and Discussion

Tabel 4.1 Demographic Data

NO	Karakteristik		Jumlah (orang)	Persentase (%)
1	Jenis Kelamin	Laki-Laki	94	29,8
		Perempuan	221	70,2
	Total		315	100
2	Usia	<25 tahun	64	20.3
		25-35 tahun	11	3.5
		36-45 tahun	121	38.4
		46-55 tahun	68	21.6
		>55 tahun	51	16.2
Total		315	100	
3	Pekerjaan	Siswa/ Mahasiswa	39	12.4
		PNS/ Karyawan Swasta	125	39.7
		Wiraswasta	80	25.4
		Lainnya	71	22.5
	Total		315	100
4	Pendidikan	SMA/ Diploma	88	27.9
		S1	173	55.0
		S2	54	17.1
	Total		315	100

The demographic analysis of the 315 respondents revealed that the majority were female (70.2%), with a dominant age group of 36 to 45 years (38.4%). Educational background data showed that 55% of the participants held an undergraduate degree, followed by 30% with high school education and 15% with postgraduate qualifications. In terms of payment methods for ED services, most respondents used the national health insurance (JKN) scheme, with the remainder either self-paying or using private insurance

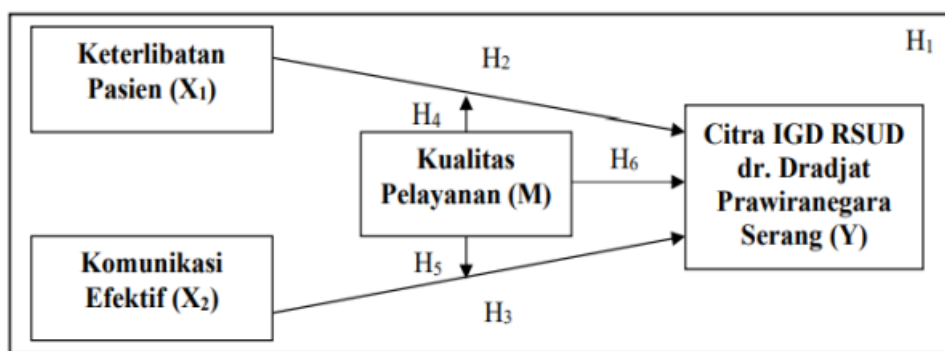


Figure 4.1 Conceptual Framework

The type of research used is explanatory research, which aims to explain the relationships and causal effects between one variable and another.

Table 4.2 F-test atau Simultaneous Significance Test (F-test)

Model	Fstat	Sig Fstat
Citra IGD RSUD dr. Dradjat Prawiranegara Serang	704.809	.000 ^b

Source: Data Analysis Results using SPSS 22.00

Based on the results of the simultaneous test/F-test in Table 4.2, the significance value of F-stat is less than 0.05. It can be concluded that the research model, as a whole, has a significant effect on the dependent variable.

Table 4.3 Results of Simple Regression Test and Multiple Linear Regression Test

VARIABEL	BETA	STD. ERROR	T STAT	SIG (2 TAIL)	KEPUTUSAN
(Constant)	2.545	1.155	2.203	0.028	
Keterlibatan Pasien	1.742	0.231	7.556	0.000	H2 diterima
Komunikasi Efektif	0.652	0.187	3.480	0.001	H3 diterima
Keterlibatan Pasien*Kualitas Pelayanan	0.616	0.076	8.083	0.000	H4 diterima
Komunikasi Efektif*Kualitas Pelayanan	0.278	0.059	4.708	0.000	H5 diterima
Kualitas Pelayanan	1.717	0.402	4.267	0.000	H6 diterima

Source: Data Analysis Results using SPSS 22.00

Based on the statistical analysis in Table 4.3, the results support all proposed hypotheses. Hypothesis 2 (H2) reveals that Patient Engagement positively influences the Emergency Department (ED) Image, with a regression coefficient of 1.742 and a significance value of 0.000, indicating a strong and statistically significant relationship. Similarly, Hypothesis 3 (H3) confirms that Effective Communication also positively affects ED Image, supported by a coefficient of 0.652 and a significance value of 0.000. These findings suggest that both patient involvement and clear, effective communication enhance how patients perceive the image of the ED.

Furthermore, Hypotheses 4 and 5 demonstrate the moderating role of Service Quality in strengthening the relationship between the independent variables (Patient Engagement and Effective Communication) and ED Image. The interaction term for Patient Engagement × Service Quality is -0.616, while for Communication × Service Quality it is 0.278, both with significance values of 0.000, confirming the moderating effect. Finally, Hypothesis 6 (H6) shows that Service Quality has a direct positive effect on ED Image, with a regression coefficient of 1.717 and a significance value of 0.000. These results highlight that improving service quality not only strengthens the direct perception of ED Image but also enhances the influence of engagement and communication on that perception.

Table 4.4 MRA Analysis: The Effect of Patient Engagement on Emergency Department Image Moderated by Service Quality

Source: Data Analysis Results using SPSS 22.00

Model	B	t	Sig
(Constant)	-8.500	-13.963	0.000
X1_KPa	2.710	14.930	0.000
M_KP	3.928	20.409	0.000
KPa_KP (X1_M)	-0.948	-16.193	0.000
R square	0.908		
Koefisien Determinasi	90,80%		

The MRA results indicate that the interaction between Patient Engagement and Service Quality on the Emergency Department (ED) Image yields a p-value of 0.000. Because this p-value is below the 5 % significance level ($0.000 < 0.05$), the interaction effect is statistically significant. Thus, Service Quality successfully moderates the influence of Patient Engagement on the ED Image, confirming Hypothesis 4 (H4).

Table 4.5 MRA Analysis: The Effect of Effective Communication on Emergency Department Image Moderated by Service Quality

Model	B	t	Sig
X2_KE	-1.286	-6.746	0.000
M_KP	-1.340	-6.806	0.000
KE_KP (X2_M)	.546	9.687	0.000
R square	0.898		
Koefisien Determinasi	89,80%		

Source: Data Analysis Results using SPSS 22.00

The MRA results show that the interaction between Effective Communication and Service Quality on the Emergency Department (ED) Image has a p-value of 0.000. Since the p-value is smaller than the 5% significance level ($0.000 < 0.05$), this indicates a statistically significant interaction effect. Therefore, it can be concluded that Service Quality moderates the influence of Effective Communication on the ED Image, and the findings support Hypothesis 5 (H5)

Comparison

The results confirm that patient involvement is a key driver of the Emergency Department's (ED) image. When patients are actively engaged in decision-making processes regarding their care, they tend to develop a more positive perception of service quality. This empowerment allows patients to feel valued and respected, which in turn reinforces their trust and confidence in the healthcare system. The significance of this relationship highlights the growing importance of adopting patient-centered care approaches in emergency settings.

On the other hand, effective communication was found not to have a significant direct impact on the ED image. However, when coupled with high service quality, its role becomes much more impactful. This indicates that effective communication alone may not be sufficient to influence patient perceptions unless it is delivered within a broader context of reliable and empathetic healthcare services. Patients respond more positively to communication when it is part of a seamless and supportive care experience.

These findings support the notion that quality service acts as a catalyst that amplifies the effect of communication on organizational image. Hospitals aiming to improve their reputation should therefore not only train staff in communication skills but also ensure that structural and procedural aspects of service delivery are optimized. Collectively, this underscores the need for a comprehensive and integrated approach to healthcare delivery, one that prioritizes both patient involvement and service quality to achieve sustained improvements in patient satisfaction and institutional image.

Conclusions

This study concludes that patient involvement plays a pivotal role in enhancing the image of the Emergency Department (ED) at Dr. Dradjat Prawiranegara Regional Hospital. Patients who actively engage in decision-making processes and feel involved in their care tend to perceive the hospital more positively. The findings confirm that patient involvement has both a direct and significant influence not only on the perception of the ED's image but also on service quality. Moreover, effective communication was found to significantly impact service quality, although its direct influence on ED image was not statistically significant. However, when moderated by service quality, the impact of effective communication on ED image becomes highly significant, indicating that effective communication practices are most impactful in a context where the healthcare service quality is high.

Furthermore, service quality emerged as a vital variable in this study, serving as a bridge between patient-provider interactions and institutional image. Although it did not moderate the relationship between patient involvement and ED image, it significantly strengthened the effect of communication on ED image. This suggests that hospitals must not only train healthcare professionals in communication skills but also enhance overall service delivery structures to support and magnify those efforts. The path analysis reinforced that patient involvement is the most influential factor, followed by communication when supported by high service quality. The study underscores the need for hospital administrators to develop integrated strategies focusing on patient-centered care, communication competence, and continuous service quality improvement to foster a trustworthy and positive institutional image, especially within emergency healthcare settings.

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