



Effectiveness of communications management and user satisfaction in a hospital
(Efectividad de la gestión de las comunicaciones y satisfacción de los usuarios en un hospital)

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Abstract

This study is relevant because it presents seven dimensions for each variable, which can be a reference input for future research, in which only some of them can be considered, since all are investigated for having a direct correlation. The dimensions correspond to the effectiveness of communication and user satisfaction in a hospital, during the year 2021. The objective was to determine the relationship between communication effectiveness and user satisfaction in a public hospital. The sample was composed of 36 employees of the referred hospital, to whom a questionnaire was applied with 25 questions related to the variable Communication Management and 16 questions related to the variable User Satisfaction, with a Likert-type scale. The scope of the research was descriptive-correlational, with a non-experimental, quantitative, cross-sectional and demonstrative census approach. The data were summarized and processed with the application of descriptive and inferential statistics, using SPSS software. There was a positive, moderate and significant relationship between the effectiveness of communication management and user satisfaction in a public hospital in Peru.

Keywords: Communication effectiveness , management, user satisfaction



Efectividad de la gestión de las comunicaciones y satisfacción de los usuarios en un hospital

Resumen

Este estudio es relevante porque presenta siete dimensiones para cada variable, las cuales pueden ser un insumo referencial para futuras investigaciones, en las que solo se pueden considerar algunas de ellas, ya que todas son investigadas por tener una correlación directa. Las dimensiones corresponden a la efectividad de la comunicación y la satisfacción de los usuarios en un hospital, durante el año 2021. El objetivo era determinar la relación entre la eficacia de la comunicación y la satisfacción de los usuarios en un hospital público. La muestra estuvo compuesta por 36 empleados del referido hospital, a los cuales se les aplicó un cuestionario con 25 preguntas relacionadas con la variable Gestión de la Comunicación y 16 preguntas relacionadas con la variable Satisfacción del Usuario, con una escala tipo Likert. El alcance de la investigación fue descriptivo-correlacional, con abordaje no experimental, cuantitativo, transversal y censal demostrativo. Los datos son resumidos y procesados con la aplicación de estadística descriptiva e inferencial, utilizando el software SPSS. Existió una relación positiva, moderada y significativa entre la eficacia de la gestión de la comunicación y la satisfacción de los usuarios en un hospital público del Perú.

Palabras clave: Efectividad de la gestión, comunicación, satisfacción del usuario.

Eficácia da comunicação e satisfação do usuário em um hospital

Resumo

Este estudo é relevante porque apresenta sete dimensões para cada variável, o que pode ser um insumo de referência para pesquisas futuras, nas quais apenas algumas delas podem ser consideradas, pois todas são investigadas porque têm uma correlação direta. As dimensões correspondem à efetividade da comunicação e à satisfação dos usuários de um hospital, durante o ano de 2021. O objetivo foi determinar a relação entre a eficácia da comunicação e a satisfação do usuário em um hospital público. A amostra foi composta por 36 funcionários do hospital em questão, aos quais foi aplicado um questionário com 25 questões relativas à variável Gestão da Comunicação e 16 questões relativas à variável Satisfação do Usuário, utilizando uma escala do tipo Likert. O escopo da pesquisa foi descritivo-correlacional, com abordagem não experimental, quantitativa, transversal e de censo demonstrativo. Os dados foram resumidos e processados por meio de estatísticas descritivas e inferenciais, usando o software SPSS. Os resultados indicam que existe uma relação significativa entre a eficácia da comunicação e a satisfação dos usuários do hospital.

Palavras-chave: Eficácia da gestão, comunicação, satisfação do usuário.

I. Introduction

This study is relevant because it presents seven dimensions for each variable, which can be a reference input for future research, in which only some of them can be considered, since all are investigated for having a direct correlation. The dimensions correspond to the effectiveness of communication and user satisfaction in a hospital, during the year 2021. Making communication effective at the organizational level is a challenge, considering the



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complexity of the organizational structure and the size of the organization. However, the trade-offs are very beneficial and profitable; Thus:

According to López (2016): Communication is the science that deals with the transfer of messages, directly or indirectly, originating the event from a sender through personal, human, mass or mechanical means and with the use of a system of signals or signs.

Ramos (2018): Communication management and corporate identity are closely related, so that if one of the variables is developed, the other will be motivated to grow in the same way. Communication is a fundamental process for corporate identity management.

Besides Berceruelo (2016): In the modern company, managing communication is essential at all levels and is the responsibility of everyone. All employees are obliged to communicate and participate in internal and external conversations. Communication is the responsibility of all members of the company, not just of communication professionals.

Also Pacheco (2005): Communication management is essential to face market challenges, the quality of products and services, and competitiveness.

Castaño (2009): Spanish companies that invested in Latin America had great difficulties due to failures in communication management. Communication management is a key factor for the success of companies, both locally and globally.

Bastías (2015): In Chile, investments in corporate identity programs are growing. Communication management is evolving in Latin America, both at the academic and business levels.

In general, the authors agree that communication is a fundamental process for companies, both internally and externally. Communication management is the responsibility of all members of the company, and is key to the success of the organization. On the other hand, Barzola (2017) concluded that organizational communication and external user satisfaction have a significant relationship of 0.816 in the pharmacy area of the aforementioned Lima hospital.

For his part, Blas (2017), Spearman's Rho was 0.619 between Administrative Processes and Communication Management with a level of sig. 0.000, which are data obtained through correlation, accepting the alternative hypothesis of the research. The results concluded in the existence of a relationship between these variables in the aforementioned company.

On the other hand, Choquehuanca (2015), The results concluded that the performance of the collaborators examined was conditioned , which is closely linked to the organizational scheme, with the management of the organization, with the academic-administrative aspect of the university. The efficiency practiced by the workers in the attention to the users is very limited, as an effect of an organizational culture in a period of transition.



II. Method

The effectiveness variable determined by communication management According to Formanchuk (2009), this variable will be measured taking into account the following dimensions:

Dimension 1: Essential: A company originates from a conversation, it is the effect of a conversational commitment

Dimension 2: Operational: Communication enables the creation of an organization and the origination of the basic agreement. The next step corresponds to the action that people take in order to achieve the proposed objectives.

Dimension 3: Strategic: Corresponds to the implementation of internal communication actions within the strategic plan , considering the full knowledge of the members as an objective

Dimension 4: Evaluative: Reflection on the relevance of ensuring that institutional values and objectives harmonize with those of the constituent members, but considering both ways.

Dimension 5: Motivational: Condition in which the individual knows how to do his job, knows why and how to do it.

Dimension 6: Learning: It constitutes the communication space through which the collaborator is offered feedback on how his/her work is being carried out within the workplace.

Dimension 7: Intelligence: It involves opening a space for conversation, where employees can share their ideas, suggestions or proposals related to improving the company.

On the other hand, according to Sánchez (2012), the variable User Satisfaction involves the following dimensions:

Dimension 1: Infrastructure: This corresponds to the areas, premises and materials that are related to the service, in addition to the facilities of all kinds, which are required for the provision of the medical service.

Dimension 2: Accessibility: Ease provided to the user to access medical care

Dimension 3: Personal treatment: User perception regarding the degree of connection, treatment, correspondence, communication of the staff, resulting from contact with the staff.

Dimension 4: Waiting time: Time that the user considers he waited in the waiting environments, before being attended to by the hospital physician.

Dimension 5: Transfer time: Period of time that the user considers has elapsed, counted from the time he left his home until the time he arrived at the hospital

Dimension 6: Consultation time: Time that the user considers as the duration of the medical consultation.

Dimension 7: Satisfaction: Level of performance of user expectations, regarding the medical care provided

Population, sample and sampling

The population is made up of 36 administrative collaborators of the Lima hospital. The sample is census-based, since all the research units have been considered as a sample, that is, there are 36 administrative collaborators. In this regard, Hernández, cited by Castro (2003), pointed out that in the case where the population is less than 50 units, then the population will be equal to the sample.

As for the research sampling, it corresponds to the non-probabilistic and census type,



Regarding the reliability of the instrument, the Cronbach 's Alpha reliability test provides highly reliable values.

III. Results

Spearman Rho test , with a correlation coefficient value of $r = 0.636$, which indicated a moderate positive correlation, in addition the Significance value = 0.000 is less than 0.05 and consequently the relationship was significant at 95%, rejecting the null hypothesis (H_0) and assuming that there is a significant intermediate relationship between the effectiveness of communication and user satisfaction in the hospital.

Likewise, with a correlation coefficient $r = 0.511$, a moderate positive relationship was affirmed, assuming that there is a significant relationship between communication management and infrastructure in the hospital.

On the other hand, the value of the correlation coefficient $r = 0.657$, marked a moderate positive correlation, concluding that there is a significant relationship between communication management and access in the hospital.

Similarly, the value of the correlation coefficient $r = 0.765$ indicated a high positive correlation, assuming that there is a significant relationship between communication management and personal treatment in the hospital. Also the value of the correlation coefficient $r = 0.552$ indicated a moderate positive relationship, assuming that there is a significant relationship between communication management and waiting time in the hospital.

On the other hand, the value of the correlation coefficient $r = 0.615$, which indicated a moderate positive correlation, assuming that there is a significant relationship between communication management and transfer time in the Hospital.

Finally, the value of the correlation coefficient $r = 0.610$ indicated a moderate positive correlation, and significant at 95%.

IV. Discussion

The studies carried out in this thesis, the contribution to knowledge and the results found, show the relevance of the study variables in the health service that the Solidaridad Hospital provides to users. The results were as expected, since significant relationships were found in most of the cases; at the same time, coincidences were found in the general results with most of the background information analyzed.

The studies found on the topics described in the research are numerous, considering the approaches on communication management and user satisfaction, in various realities worldwide; for the purpose of lasting information it is pertinent to mention the research Caján Villanueva, M., et al. (2021) regarding Metadata, health system, considering that patient information must be available in an internationally accessible database, due to the flow and movement of individuals around the world and the circumstances in which effective medical care may be required are unpredictable; all of this will allow for the proper management of communications and satisfaction of individuals or users.

Moderate positive relationship was found between communication management and infrastructure at the *Sisol hospital* . For his part, Barzola (2017) found a significant relationship



between Organizational communication and external user satisfaction in the pharmacy area of the Edgardo Rebagliati hospital Martins , Jesús María district, Lima- Peru. These results demonstrated a relevant concordance, considering that the application scenarios of the studies were similar.

Likewise, in contrast to the present research, Alcas Zapata, N., et al. (2021) mention that for the satisfaction of the population, they present a public management proposal to face health emergencies considering the importance of artificial intelligence.

Also for the effectiveness of communications management Contreras, R., & Sandoval, A. (2019) mention the importance of Emotional intelligence in university managements whose situation has some similarity with health institutions such as those developed in the present work.

In addition, Barreto Espinoza, L. A., & Sánchez Sánchez, M. (2021). express the importance of the responsibility and management of the professional capacity of the nursing staff of a public hospital which contrasts with the information in this article.

Another result that was discussed was the finding of a significant relationship between communication management and access in the hospital. Rudchenko (2017), conducting research on user satisfaction in a European hospital, concluded that age and gender have a decisive influence on user satisfaction, also considering relevant management implications.

significant relationship was also found between communication management and personal treatment at *Sisol Hospital* . Kipiego (2015) found in a research applied to an insurance industry in Kenya, the existence of a significant relationship between the communication approach and user satisfaction. Kipiego also found that these two variables were positively related to a third variable: service quality. For this author, effective communication is essential to achieve user satisfaction and offer a high quality service.

Furthermore, in contrast to the research by Garay Paucar , EZ, et al. (2021), it is pertinent to have Emotional Balance and resolution strategies in the staff of a municipality so that there is effectiveness in the management of communications for user satisfaction, who, because they belong to the public sector, is being considered in this research.

significant positive relationship was found between communication management and waiting time in the hospital. Similarly, there is a significant positive relationship between communication management and transfer and consultation times. These results are directly linked to the results obtained by Barzola (2017) , who found similar results in his research in the pharmacy department of an Essalud hospital . Consequently, the concordance of the results obtained with those found in the background that served as the theoretical framework for this research is demonstrated.

V. Conclusion

There was a positive, moderate and significant relationship between the effectiveness of communication management and user satisfaction in a public hospital in Peru.



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