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**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 serve as a reference for future research. The dimensions analyze the effectiveness of communication and user satisfaction in a hospital during 2021. The objective was to determine the relationship between both variables in a public hospital. The sample consisted of 36 employees, who were administered a questionnaire with 25 questions on Communication Management and 16 on User Satisfaction, using a Likert scale. The research was descriptive-correlational, non-experimental, quantitative, cross-sectional and census. The data were processed with descriptive and inferential statistics using SPSS software. The results indicated a positive, moderate and significant relationship between communication effectiveness 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, que pueden servir como referencia para futuras investigaciones. Las dimensiones analizan la efectividad de la comunicación y la satisfacción de los usuarios en un hospital durante 2021. El objetivo fue determinar la relación entre ambas variables en un hospital público. La muestra consistió en 36 empleados, a quienes se les aplicó un cuestionario con 25 preguntas sobre Gestión de la Comunicación y 16 sobre Satisfacción del Usuario, utilizando una escala Likert. La investigación fue descriptivo-correlacional, no experimental, cuantitativa, transversal y censal. Los datos fueron procesados con estadísticas descriptivas e inferenciales mediante el software SPSS. Los resultados indicaron una relación positiva, moderada y significativa entre la eficacia de la comunicación y la satisfacción de los usuarios en el 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, que podem servir de referência para pesquisas futuras. As dimensões analisam a eficácia da comunicação e a satisfação do usuário em um hospital durante 2021. O objetivo era determinar a relação entre as duas variáveis em um hospital público. A amostra foi composta por 36 funcionários, aos quais foi aplicado um questionário com 25 perguntas sobre Gestão da Comunicação e 16 sobre Satisfação do Usuário, usando uma escala Likert. A pesquisa foi descritiva-correlacional, não experimental, quantitativa, transversal e censitária. Os dados foram processados com estatísticas descriptivas e inferenciais usando o software SPSS. Os resultados indicaram uma relação positiva, moderada e significativa entre a eficácia da comunicação e a satisfação do usuário no hospital público peruano.

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



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## 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 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.

## 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.



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- 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%.



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#### 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.

*It is important to take care of communications management nor user satisfaction in a Hospital, you can have situations such as the following:*

According to Fillon (2021) explores the impact of the COVID-19 pandemic on detection rates that lack of adequate information, especially during a crisis, can generate fear and mistrust, which in turn affects patient satisfaction and willingness to seek medical care. An effective and transparent communication approach is essential to ensure that patients feel informed and confident.

Shirali et al. (2021) indicate how effective coordination of medical teams not only improves patient diagnosis and treatment, but also has a direct impact on patient satisfaction. Patients who receive care from a team that communicates effectively and in a coordinated manner have a more positive experience and are more confident in their treatment, which increases their satisfaction with hospital services.

Miller et al. (2021) indicate that information about patients have a good understanding of their situation and available options, they are more likely to feel comfortable and satisfied with the treatment received. Effective communication contributes to the reduction of anxiety and increases confidence in the health care process.

Deshields et al. (2021) indicate that a comprehensive approach, combining medical care with appropriate emotional support, not only improves the quality of life of the patient, but also improves the quality of life of the patient.

Deshields et al. (2021) indicate that a comprehensive approach, combining medical care with appropriate emotional support, not only improves the patient's quality of life, but also increases their satisfaction and confidence in the treatment process.

Unknown Author (2021) indicate that communication about the side effects of radiation therapy is critical for patients to better manage their treatment. Effective communication about risks and expectations can improve patient confidence in treatment and increase their satisfaction with the process.

## **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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