

Analysis of Communication and Employee Interaction Gap at the UPTD of Namohalu Esiwa Community Health Center In Public Service

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ABSTRACT

Service public is function main government that aims For fulfil need base society, such as health and education. However, the gap communication And interaction between employee And community at the UPTD Puskesmas Namohalu Esiwa Still become significant challenges. Research This aim For analyze factors reason gap communication And interactions , as well as the impact to quality service public. The method used is approach quantitative with design descriptive, involving interview And questionnaire covering 50 employees Health Center. Results study show that burden Work height, lack of training communication, and difference background behind culture as well as Language contribute to gap this. Effort handling carried out including implementation 3S culture (Smile , Greetings, Greetings) and utilization technology communication. It is hoped that , with overcome gap communication, quality service can increase And trust public to Community Health Center can awake.

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1. INTRODUCTION

Public services are a primary function of government, aimed at meeting basic community needs, such as health and education. The quality of public services is a crucial indicator of well-being and public trust in the government . However, many people still experience difficulties accessing information and interacting with the government, indicating gaps in service delivery (Mustafa et al., 2021).

A communication gap occurs when messages delivered by the government are not well understood by the public. This is caused by various factors, such as language differences, the use of complex technical terms, and a lack of access to effective information channels . This gap can lead to misinformation and misunderstandings regarding issued policies. (Nurkhadijah & Hamdan, 2019) . At the Namohalu Esiwa Community Health Center (Puskesmas), communication gaps between employees significantly impact the quality of services provided to the public. Although communication between employees is quite good, obstacles such as delays in information delivery and inaccuracies remain, impacting service effectiveness. (Ernike & Kadir, 2022) .

Factors that influence communication gaps include differences in cultural and educational backgrounds of employees and the community. (Syaidah & Faisal, 2024) . This gap can worsen services and reduce public satisfaction levels, which in turn negatively impact public trust in the health

services provided by Community Health Centers (Asmadi et al., 2024) . Gaps in public services are not only caused by communication problems, but are also influenced by interactions between employees and the public. According to (Maharani & Vanel, 2024) , unproductive interactions between the government and the public can result in ineffective policies. This often occurs when the government fails to involve the public in the decision-making process or provides sufficient space for them to voice their opinions. This gap in interaction can lead to dissatisfaction among the public and reduce the effectiveness of public services. (ZARKASI, 2016) .

In the context of the Namohalu Esiwa Community Health Center (Puskesmas), it is important to understand the various factors that contribute to communication and interaction gaps. In addition to differences in educational and cultural backgrounds, technical factors such as limited access to information technology also affect the quality of communication in public services (Ambarak et al., 2023) . Therefore, this study focuses not only on communication analysis but also on employee interactions with the public, in order to identify solutions that can improve the quality of health services at the Namohalu Esiwa Community Health Center and strengthen public trust in healthcare institutions. .

There are several objectives of this research, namely as follows: To determine the extent to which the interaction gap affects the quality of health services at the Namohalu Esiwa Community Health Center. Analyzing the factors causing communication gaps and employee interactions at the UPTD Namohalu Esiwa Health Center. To determine the impact of communication and interaction gaps in public services at the UPTD Namohalu Esiwa Health Center. As an evaluation regarding the quality of public services at the Namohalu Esiwa Community Health Center.

2. LITERATURE REVIEW

Previous research on communication gaps in public services has been extensively conducted with various focuses and contexts. For example, Astuti & Taufik (2020) examined the impact of communication gaps on service delays and errors in medical care delivery, which led to increased employee stress. This study highlighted the importance of effective communication in reducing errors and improving service efficiency.

Besides that, (Supriadi et al., 2022) found that a lack of coordination between units in government agencies can lead to communication breakdowns and inconsistent service delivery. This study emphasizes the need for good coordination between units to ensure accurate and timely information delivery.

Utami et al. (2021) highlighted the importance of interpersonal and empathy skills training for staff to better handle the public. A lack of these skills can make staff appear unresponsive, which reduces the quality of interactions and customer satisfaction.

In the context of technology, (Ridzal et al., 2022) shows that the use of integrated technology can minimize communication gaps and enable employees to access information more quickly. This research underscores the importance of investing in technology to improve communication effectiveness in public services.

Research (Malik, 2024) found that ineffective communication between healthcare professionals and patients can lead to miscommunication, leading to patient dissatisfaction. This study emphasizes the importance of healthcare professionals communicating clearly and effectively to ensure patients understand the information provided.

Study (Alamsyah et al., 2023) explains that the communication process occurs when a relationship is established between the sender and receiver of a message, even if they are in different places and at different times. This emphasizes the importance of understanding the dynamics of communication in public services, including the use of different communication media.

Study (Achmad Rifai'i, 2016) , researched that communication gaps can be caused by differences in cultural background or perception between communicator and recipient. This study emphasizes the need to consider cultural differences and perceptions in designing effective communication strategies in public services.

3. RESEARCH METHOD

This study used a quantitative approach with a descriptive design to describe communication gaps in public services at community health centers. The study population was all community health center employees, with a random sample of 50 employees drawn to ensure data representativeness.

Data was collected through a questionnaire containing questions regarding information clarity, employee responsiveness, and interpersonal skills. The questionnaire was pre-tested to ensure its validity and reliability. Data analysis was conducted using descriptive statistics, with the results presented in tables and graphs for ease of understanding.

The research procedure began with a permit application from the Community Health Center (Puskesmas), followed by an outreach session with staff regarding the research objectives. The study lasted three months, from January to March 2023, and researchers maintained ethical standards by ensuring the confidentiality of respondent data and ensuring voluntary participation.

4. RESULTS AND DISCUSSIONS

The gap Communication And Interaction

Results interview show that communication between employee And community at the UPTD Puskesmas Namohalu Esiwa in a way general Already Enough good , but there is a number of problems that need to be addressed noticed . Mother Erniwati Telaumbanua (Head Health Center) revealed that lack of clarity in delivery information And difference perception about standard service often cause confusion And complaint from public . Father Julianus Harefa (Staff Administrator Employee) notes that communication between staff administration And power medical walk well , with solid collaboration in patient data management And timetable service (Kurnia, 2021) .

However , Sir Parhan Harefa (Patient) and Mother Nidar Harefa (Patient) complained lack of clarity information , especially related change timetable And procedure . They hope that communication more open And responsive .

a. Causal Factors The gap Communication

Interview with informant identify a number of factor reason gap communication , including :

1. Burden Work Height : Mother Erniwati state that burden high work And limitations power medical hinder effective communication .
2. Lack of Training Communication : Staff employee indicates that lack of training in skills interpersonal communication becomes inhibitor quality service .
3. Difference Background Rear : There is difference culture And expectation between employee And society that influences communication .

b. Effort Handling The gap Communication

Efforts made For handle gap communication including :

1. Training Communication : Mother Erniwati emphasize importance training communication And evaluation performance For increase skills employee .
2. Culture : Implementation culture Smile , Greet, and Who in interaction daily .
3. Utilization Technology : Using group WhatsApp and morning briefing For increase internal coordination .

c. Impact The gap Communication

Impact from gap identified communication includes :

1. The low Satisfaction Patient : Mother Erniwati take notes that low satisfaction patient can result in increasing complaint And decrease trust public to service .
2. Confusion Patient : Patient feel not enough valued And experience confusion related procedure medical consequence communication that is not effective .

DISCUSSION

Results study This show that gap communication And interactions at the UPTD Puskesmas Namohalu Esiwa influential significant to quality service public . Although communication between employee And public walk Enough Good in a way general , the existence of gap in clarity information , differences perception , and lack of training communication Still become challenge main. Based on

interview, burden high work And limitations power medical cause available time For give explanation to patient become limited. This is in line with findings (Alamsyah et al., 2023), which states that lack of training in skills interpersonal communication can hinder effectiveness service. Efforts made by party Health centers, such as implementation 3S culture and training communication, is step positive For reduce existing gaps. However, it is necessary There is evaluation sustainable to the effectiveness of these programs as well as improvement infrastructure And source adequate power For support more communication Good. In a way overall, results study This indicates that repair in communication And interaction between employee can increase satisfaction patient And quality services at the UPTD Puskesmas Namohalu Esiwa. With overcome gap communication, it is expected trust public to service health can increase And services provided become more optimal.

5. CONCLUSION

The communication and interaction gap between employees negatively impacts the quality of public services. This is due to a lack of training, limited medical personnel, and differences in cultural and language backgrounds, resulting in confusion and increased public complaints. To address this issue, the Head of the Namohalu Esiwa Community Health Center's Technical Implementation Unit (UPTD) is encouraging improved employee communication skills through regular training, the implementation of the 3S (Smile, Greet, Greet) culture, and the use of communication technology. This is expected to improve service quality and public trust.

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