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THE INFLUENCE OF NURSING SERVICE QUALITY ON WORD-OF-MOUTH COMMUNICATION AMONG INPATIENTS AT X HOSPITAL BANDAR LAMPUNG IN 2023

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KEYWORDS	ABSTRACT
	The nursing service is essential to hospital patient recovery. It also shows the hospital's healthcare performance. This study examines how nursing quality affects word-of-mouth communication among RS X Bandar Lampung hospitalized patients in 2023. A true Experimental Design with a posttest-only control group was adopted. The sample included 80 people, divided equally into 40 intervention and 40 control groups. The control and intervention groups showed significant differences in service quality, including empathy, tangibility, assurance, reliability, and responsiveness (p-value = 0.000 < 0.05). Significant differences in word-of-mouth communication were seen between the control and intervention groups (p-value = 0.000 < 0.05). The simple linear regression test significantly impacted empathic nursing service quality (p-value < 0.05). The quality of tangible nursing services was also affected (p-value < 0.05). The quality of nurse service assurance also had an impact (p-value < 0.05). Nurse attentiveness impacted word-of-mouth communication in control and intervention group patients (p < 0.000 < 0.05). Nursed service reliability impacted word-of-mouth communication in treatment and control groups (p-value = 0.004 < 0.085). The management of X Hospital Bandar Lampung must constantly teach nurses about nursing service quality. They should also assess training success by measuring nurse service quality with patient surveys and questionnaires.

INTRODUCTION

The Sustainable Development Goals (SDGs) were established by world leaders in the 2015 United Nations General Assembly as a comprehensive plan to eradicate poverty, diminish disparities, and safeguard the environment. This plan consists of 17 objectives and 169 specific targets intended to be accomplished by 2030. One of the Sustainable Development Goals (SDGs) objectives is to guarantee good health and well-being for people of all ages. This includes establishing universal health coverage, ensuring access to safe, effective, high-quality, and cheap medications and vaccinations, and access to essential health services of good quality (Kementerian, 2022).

Hospitals are integral components of a comprehensive healthcare system that utilizes carefully allocated resources and established networks to address public health demands efficiently (Rudnicka et al., 2020). Hospitals play a crucial role in achieving Universal Health Coverage (UHC) and Sustainable Development Goals (SDGs) by facilitating the coordination and integration of nurses and other healthcare professionals. A hospital is an institution that

offers services and possesses distinct characteristics since it has a humanitarian and social objective and needs to fulfil its operational duties to prosper and succeed (Jinping, 2017). In its early stages, hospitals served as social institutions. However, the emergence of private hospitals transformed them into an industry focused on providing health services, with management practices based on corporate principles.

The number of private hospitals in Indonesia has consistently increased in recent years. The private hospital industry is seeing rapid growth due to implementing regulations and policies that promote investment and improve business and service conditions. Indonesia's government health profile for 2021 provided data on the growth of private hospitals in the country from 2017 to 2021. According to this data, private hospitals increased from 1,286 in 2017 to 1,336 in 2018, to 1,388 in 2019, and continued to rise to 1,445 in 2020. The growth trend continued in 2021, with the number of private hospitals reaching 1,496 (Tatisina et al., 2024).

According to data from the Ministry of Health of the Province of Lampung, the number of private hospitals in the province has grown between 2016 and 2020. In 2018, the number of private hospital services in Lampung Province grew by 57 RS. This growth persisted in 2019, reaching a total of 62 RS. Furthermore, in 2020, private hospital services grew to 65 Hospitals—the Health Department of Lampung Province in 2021. The private hospital in Bandar Lampung, the capital city of Lampung Province, has witnessed substantial growth in the past three years (2019-2021) (Rahayu & Barika, 2024), as indicated by the Department of Public Health data. In 2019, there were 14 private hospitals in Bandar Lampung, which increased to 16 in 2020 and rose to 18 in 2021. The Bandar Lampung Health Department, 2022.

Nursing services, as defined in the Nursing Act No. 38 of 2014, refer to professional services provided by nurses that form an essential component of healthcare. These services are grounded in the scientific knowledge and expertise of nurses. They are intended to benefit people, families, groups, or communities, regardless of their health status (Reed & Shearer, 2017).

The provision of nursing services in hospitals should commence with addressing the requirements of patients and conclude with their contentment, along with a favourable opinion of the service's calibre. The quality of nursing service refers to the provision of expert care by nurses to meet the specific needs of patients. This results in patient satisfaction, boosting confidence in the hospital and creating a competitive advantage. Quality nursing service is achieved by fostering a strong relationship between the nurse and the patient. As stated in Lestari et al. (2020), Hildegard Peplau describes the nurse-patient relationship as having four distinct phases: orientation, identification, exploitation, and resolution. The orienting phase occurs when nursing activity assesses the patient's problems and needs. The identification stage is when the nurse assesses the patient's knowledge and abilities to provide appropriate care (Perry et al., 2021).

In order to attain the goals of quality nursing practice, nurses and patients in hospitals need to progress through the four phases of interpersonal relationships as outlined in Hildegard Peplau's theory. There are several patient complaints regarding nursing services in establishing relationships with patients. These concerns indicate a need for more success in developing

interpersonal relationships between nurses and patients. Revitasari (2014) conducted a study at RSUD Balung, which revealed that 52.7% of nurses-patients' interpersonal relationships did not meet the standards set by Peplau's theory. The success rate for reaching the resolution phase, representing the highest interpersonal contact level, was 56.4%.

Conversely, the failure rate for achieving a stage of non-constructive interaction, which represents the lowest level, was 60% during the orientation phase. Respondents reported that the nurse inquired about the patient's emotions and grievances in order to manage the patient's physical well-being. According to the patient's family, nurses rarely monitor the patient's condition unless it aligns with the timing of medication or injections. As a result, the patient's families frequently visit the nursing room to voice their objections. Once the nurse completes the patient's procedure, she returns to her room (van Belle et al., 2020).

(Yusefi et al., 2022) the BMC Nursing Journal, in their study, titled "Patients' perceptions of the quality of nursing services," asserts that it is all patients' fundamental right to receive exceptional care. All nurses must actively contribute towards achieving this objective. Nursing care quality refers to a nurse's ability to address the patient's physical, psychological, emotional, social, and spiritual requirements to facilitate their return to health and normalcy. Currently, the healthcare system is confronted with numerous issues that suggest a relatively low quality of nurse care (Kingma, 2018).

The X Hospital is a privately owned Type C hospital in Gajah Mada No.88 in Bandar Lampung. To effectively navigate the high operational expenses and growing competition in the hospital industry, X Hospital strategically employs and leverages current advancements in medicine, communication, and technology (Haleem et al., 2022). This approach ensures that the services provided meet the expectations of consumers or patients, resulting in their satisfaction. Based on the patient visit data from the past three years (2019-2021), there has been a decline in the number of patients visiting both hospitals and receiving street treatment. According to the data provided, it is evident that X Hospital in Bandar Lampung did not achieve its goal of increasing patient visits in both ambulance and hospital treatment by 30%. This failure can be attributed to a decline in patient visitation. In 2019, the total number of visits was 72,991 patients, which decreased to 68,114 patients in 2020 and further decreased to 64,525 patients in 2021.

When comparing the number of patient visits, the X Hospital has a smaller count than the Y Hospital, a Type C Private Hospital in Bandar Lampung. In 2019, the Y hospital had 81,478 patient visits, which declined to 79,446 in 2020 and then grew to 80,396 in 2021. (Source: Medical Record Y Hospital, 2021).

The survey results on patient satisfaction regarding the quality of nursing services in X Hospital Bandar Lampung from 2019 to 2021 indicate that the hospital still needs to meet its target of achieving a patient satisfaction rate of 76.1%. The percentage of patients who expressed satisfaction with the quality and standard of care services increased from 63% in 2019 to 70.2% in 2020, declining to 59% in 2021. Many patients express dissatisfaction with care services, citing indicators of reduced empathy. Patients report that nurses are unfriendly, have limited time to listen to complaints, need to provide support for healing, and are unhelpful in assisting with self-care, exercise, and breathing exercises. Additionally, patients feel that nurses need to be more responsive in providing necessary devices such as bedpans and urinal

baths. Nurses need more assurance because they fail to explain before carrying out nursing procedures.

Additionally, nurses must clarify the purpose and effects of administered medications and obtain comprehensive information regarding the patient's health status. Furthermore, nurses demonstrate diminished responsiveness by arriving late to attend to patients when summoned (Prapanjaroensin et al., 2017). Nurses may be perceived as less reliable due to their lower proficiency in executing nursing procedures and their perceived lesser ability to address patient grievances.

In 2022, the management of X Hospital will implement various improvements primarily focused on enhancing the quality of services, particularly in nursing, to increase patient loyalty, encourage repeat purchases of healthcare services, boost patient visit targets, and enhance competitiveness against other hospitals. Nurses must provide competent nursing care in compliance with the Operational Standards of Procedures (SOP) and Nursing Care Standards (SAK) outlined in the Decree of the Director of X Hospital Bandar Lampung, which describes the duties of nurses (No: 114/Skep–Dir/Hospital –GH/1/2022). The desired outcome is that when the quality of nursing service at X Hospital improves, the patients' satisfaction will also increase. Content patients maintain their commitment to utilizing healthcare services, speak well about hospitals regarding their service to others, and are inclined to give positive suggestions through oral communication.

In 2021, a survey conducted by the management of X Hospital Bandar Lampung found that 45% or 45 individuals out of 100 patients chose X Hospital for treatment and healthcare based on recommendations from friends or relatives who had previously used the services of X Hospital. In 2022, a similar survey of 100 patients revealed that 38% or 38 individuals chose X Hospital for treatment and healthcare for the same reason of receiving recommendations from friends or siblings who had previously used the services of X Hospital (Coster et al., 2017)

According to (Amstrong & Baron, 2016), personal communication channels, such as oral communication or word of mouth, can be a highly effective promotional method. These channels involve consumers sharing information with other consumers, making them valuable advertising mediums for companies.

(Martin, 2017) from the Faculty of Health Care and Social Services Management at the University of Applied Sciences Upper Austria explains that people typically struggle to assess medical services, leading to an increasing desire to evaluate care services. Consumers frequently engage in discussions with other consumers regarding their experiences in accessing healthcare, a phenomenon commonly referred to as Word of Mouth or interpersonal communication. The growing rivalry among healthcare providers underscores the significance of word-of-mouth (WOM) marketing, particularly for stakeholders in the healthcare industry. According to (Syah & Wijoyo 2021) research, the quality of service and customer satisfaction positively affect word of mouth in EMC Sentul Hospital. Data analysis results in applying Structural Equation Modeling (SEM) through the LISREL program revealed that the quality of services exerts a substantial and positive influence on customer satisfaction. Furthermore, it was observed that the quality of services also positively impacts word-of-mouth

communication. Additionally, customer satisfaction was found to significantly and positively affect word-of-mouth communication.

The study (Anfal, 2020) investigated the impact of service quality and hospital image on satisfaction, trust, and word-of-mouth (WOM) in South Sulawesi Provincial Hospital. The structural estimation model analysis yielded an SEM coefficient of 0.360 for the variable measuring the impact of service quality on word-of-mouth (WOM) in patients at the Special Hospital of South Swaziland Provincial. This indicates that an improvement in service quality will lead to an increase in word-of-mouth among patients. The study conducted by (Syah & Wijoyo, 2021) in Indonesia examined the relationship between service quality and customer satisfaction via word of mouth in a private hospital. The study indicated a direct impact of service quality on word of mouth. The coefficient is 0.46, and the t value exceeds the critical t value from the table (2.76 > 1.96). The findings indicate that service quality has a substantial and favourable influence on word-of-mouth communication. The higher the quality of service offered to ambulance and EMG patients, the more likely it is that word of mouth will spread.

According to the findings of the preliminary survey conducted by the researchers on August 28, 2022, using interviews to assess the quality of nursing services provided to 10 patients receiving care at X Hospital in Bandar Lampung, it was found that four individuals (40%) expressed dissatisfaction with the unfriendliness of the nurses in providing nursery services, while five individuals (50%) Patients express dissatisfaction with the nurse's lack of attentiveness towards their issues, as reported by two individuals, accounting for 20% of the total. The patient alleges that the nurse is negligent in delivering nursing care, as reported by five individuals, accounting for 50% of the total. The patient expressed dissatisfaction with the nurse's inability to address their concerns regarding their complaint. This sentiment was shared by 5 out of 10 patients (50%). Expressing dissatisfaction or discontent, the nurse needs to be more responsive and faster in assisting the patient. With the growing number of hospitals, there is fierce competition between government and commercial healthcare facilities to recruit clients and secure patronage. The growing competitiveness in the hospital industry is altering people's perspectives on selecting and evaluating healthcare services. Hospitals must prioritize and enhance their focus on service and satisfaction for all patients, including those who visit the hospital directly and those treated on the streets. In order to achieve this, X hospitals must effectively leverage their current resources, particularly those dedicated to enhancing the standard of care. A hospital that needs to enhance the quality of its services will lag in the competition. The researchers aim to comprehensively analyse the influence of nursing service quality on Word-of-Mouth communication among hospitalized patients at X Hospital Bandar Lampung in 2023 based on the background information provided (Syahputri et al., 2024).

METHOD RESEARCH

This study employs the True Experimental Design research design, precisely the posttest-only control group design approach. The population for this study consists of all adult nursing patients in the third class who received nursery services in July 2023. The estimated population size is 40 individuals at X Hospital in Bandar Lampung and 40 at Bandar Lampung Hospital. The sample size for this study is 80 individuals, with 40 assigned to the intervention group and 40 to the control group. The sampling technique used is accidental sampling. The

data collection tool for measuring nursing service quality includes the following dimensions: empathy, tangibility, assurance, responsiveness, reliability, and communication. Word-Of-Mouth is a questionnaire sheet used for bi-variation data analysis for independent t-tests and double linear regression tests.

RESULT AND DISCUSSION

This study utilized univariate analysis to ascertain the frequency distribution of word-of-mouth communication, tangible assurance, empathy, responsiveness, and reliability among patients admitted to X Hospital Bandar Lampung in 2023. The study produced quantitative data that encompassed the outcomes, such as the lowest and highest scores, the average values (mean), the middle values (medians), and the variability (standard deviations), for the eighty participants.

Table 1. Qualities of nursing services include empathy, tangible, assurance, responsiveness and reliability.

Variable	Groups	Mean (Avg)	Median	Standard deviation	Min Score	Max Score
Empathy	Case	38,52	42,00	7,107	25	46
	Control	25,22	23,00	6,985	18	44
Tangible	Case	39,42	44,00	7,971	25	47
	Control	24,70	23,00	6,783	17	43
Assurance	Case	38,80	44,00	7,747	24	46
	Control	24,72	23,00	7,320	17	46
Responsiveness	Case	37,60	41,50	7,815	22	46
	Control	20,98	18,00	8,201	13	44
Reliability	Case	36,62	41,00	7,547	23	45
	Control	22,40	20,00	6,586	16	45

Table 2. WOM communication

Groups	Mean (Avg)	Median	Standard deviation	Min Score	Max Score
Case	37,55	42,00	7,676	21	46
Control	22,05	20,00	8,234	13	45

Table 3. Difference between the control and intervention groups in terms of service quality (Emphasis, Tangibility, Assurance, Reliability and Responsiveness

Variable	N	Mean	SD	P value
Quality of service of the intervention group	40	190,98	37,783	0,001
Quality of service of the control group	40	118,02	35,351	

Table 4. Difference in word-of-mouth communication between the control group and the intervention group

Variable	N	Mean	SD	P value
Word Of Mouth communication of the intervention group	40	37,55	7,676	0,001
Word Of Mouth communication of the control group	40	22,05	8,234	

Table 5. Impact of quality nursing services empathy, tangible, assurance, responsiveness, reliability on word of mouth communication

Variable	P value
Empathy	0,001
Tangible	0,001
Assurance	0,001
Responsiveness	0,001
Reliability	0,004

Table 6 Impact of the quality of nursing services empathy

Variable	P value
Empathy	
Tangible	
Assurance	0,001
Responsiveness	
Reliability	

Empathy

The study revealed that the average quality of empathy nursing services was 31.88, with a median of 27.50. The standard deviation was 9.685, indicating the degree of variation in the scores. The most miniature score recorded was 18, while the maximum score was 46. The analysis of the empathy questionnaire conducted on hospital patients at X Hospital and Y Hospital in Bandar Lampung in 2023 revealed that 25 individuals (31.2% of respondents) perceived that nurses did not adequately address their expressed complaints while providing nursing services. Additionally, 33 individuals (41.3% of respondents) perceived that nurses did not understand the patients' expected needs while delivering their services.(Oktaviana & Dwiyantoro, 2018) Assert that nurses with the most frequent interactions with patients should possess empathy as a desirable trait to promote Patient Centered Care services and enhance service outcomes effectively. Empathy is a crucial aspect of the nursing process, indicating the quality of care. It encompasses not only the technical proficiency and processes of nurses but also their interpersonal skills and attitudes. Empathy is crucial for fostering a strong relationship between a healthcare professional and a patient, leading to improved therapeutic outcomes.

In 2023, researchers at X Hospital and Y Hospital in Bandar Lampung found that hospitalized patients negatively perceived nurses' provision of nursing services. Patients felt nurses needed to pay more attention to their complaints or understand their needs. This perception was attributed to the nurses' lack of application of a caring attitude in their care, resulting in a lack of concern for the patients' grievances and expectations. The sick patient's condition is causing both mental and emotional distress, necessitating the nurse's attention. The nurse must aid the patient in physical recovery and attend to the patient's expressed complaints and anticipated needs. The nurse's attentive demeanour will facilitate the client's recovery from their health issues and foster a sense of satisfaction, comfort, and happiness by providing them with heightened care. Empathy refers to a nurse's capacity to comprehend the patient's perspective by immersing themselves in their emotions and experiences. Empathy is crucial for nurses since it enables them to assist patients in identifying and exploring their complaints and wants, thus facilitating the healing process. Patient dissatisfaction might result from a lack of empathy in healthcare providers.

Tangible

The study revealed that the average quality of tangible nursing services was 32.06, with a median of 27.00. The standard deviation was 10.439, indicating a significant variation in scores. The most miniature score recorded was 17, while the maximum score was 47. The analysis of a tangible questionnaire conducted in 2023 at X Hospital and Y Hospital in Bandar Lampung revealed that 30 individuals (37.5% of respondents) perceived nurses to have an inappropriate appearance while providing nursing services. Additionally, 30 respondents (37.5%) believed that nurses lacked the necessary attributes when delivering nursery services and failed to provide patients the necessary care during treatment.

(Clark & Mayer, 2023) state that physical evidence has the potential to be the most captivating feature when compared to others. These factors encompass the hospital staff's visual presentation, the facilities' quality, and the level of comfort provided. These elements are crucial in determining patient satisfaction when utilizing the services. Furthermore, a pristine environment and excellent amenities contribute to a positive perception. Therefore, a high-quality physical appearance is crucial in enhancing patient happiness. The researchers' opinion regarding hospitalized patients in X hospital and Y hospital in Bandar Lampung in 2023 is that nurses are perceived to have an inappropriate appearance while providing nursing services. The nurses are observed to use fewer attributes when delivering care and provide fewer facilities that patients require during treatment. This may be due to the nurses' need for awareness that the patient-nurse interaction phase places importance on both the uniform worn by the nurse and their overall demeanour, which are factors that patients consider and evaluate. Suppose a nurse needs to wear a complete uniform and appropriate accessories and look more tidy. In that case, it can create a negative impression and diminish the perception of professionalism in the eyes of the patients. Nurses must adhere to a dress code that includes wearing clean uniforms. They should also possess strong communication skills to instil confidence in patients and foster a trusting relationship. While tangibility may not directly impact the effectiveness of patient clinical services, it does play a significant role in measuring a service's ability to influence patient satisfaction and encourage patients to seek further services.

Assurance

The research findings indicate that the mean quality of assurance nursing services is 31.76, with a median of 27.00. The standard deviation is 10.307, the most miniature score recorded is 17, and the maximum score is 47. The analysis of assurance questionnaires for inpatients at X Hospital and Y Hospital in Bandar Lampung in 2023 reveals that 23 individuals (28.8% of respondents) perceive that nurses cannot adequately explain the nursing actions that will be performed. Additionally, 31 individuals (38.8% of respondents) perceive that nurses cannot communicate patient health information effectively.

According to (Venakontesa et al., 2023), assurance is the act of ensuring or guaranteeing the condition of something or a statement that instils trust and produces a sense of certainty. In other words, assurance is primarily concerned with trustworthy and reliable behaviour. Hospital service guarantees, provided through assurance, ensure the competence and reliability of healthcare professionals, ensuring patients' safety and well-being by minimizing any hazards or risks.

According to researchers studying inpatients at X Hospital and Y Hospital in Bandar Lampung in 2023, nurses need help explaining the necessary procedures and providing clear health information to patients. This is attributed to nurses' need to understand ethical standards when delivering care. The absence of this expertise may result in the Nurse's inability to effectively employ behavioural techniques and adequately describe the activities to be taken.

Additionally, the Nurse may need help to articulate patient health facts accurately. Before performing any care actions on a patient, a nurse must first clarify the objectives of these actions (Al-Moteri, 2020). Additionally, the nurse should document the patient's progress in care documents and medical records, which contain information regarding the patient's health development that can be communicated to the patient.

The research findings indicate that the mean quality of insurance nursing services is 31.76, with a median of 27.00. The standard deviation is 10.307, and the range of scores is from a minimum of 17 to a maximum of 47. The analysis of insurance questionnaires for inpatients at X Hospital and Y Hospital in Bandar Lampung in 2023 reveals that 23 individuals (28.8% of respondents) perceive that nurses are inadequate in explaining nursing actions that will be performed, while 31 individuals (38.8% of respondents) perceive that nurses are inadequate in explaining patient health information.

Responsiveness

The research findings indicate that the average quality of responsiveness in nursing services is 29.29, with a median of 26.50. The standard deviation is 11.546, the minimum score is 13, and the maximum score is 46. The analysis of the responsiveness questionnaire for inpatients at X Hospital and Y Hospital in Bandar Lampung in 2023 reveals that 30 individuals (37.5% of respondents) perceive that nurses are not prompt in responding to or addressing patient complaints, while 26 individuals (32.5% of respondents) perceive that nurses do not rotate shifts efficiently in the treatment room, resulting in a lack of readiness at all times.

As stated by (Faeni, 2023), responsiveness refers to the staff's readiness and capability to assist customers and address their inquiries. It also involves informing consumers about service availability and promptly delivering the requested services. Hospital care includes prompt service upon admission, effectiveness in addressing issues, genuineness in problem-solving, and attentiveness to patient requests.

The researchers' findings indicate that patients admitted to X Hospital and Y Hospital Bandar Lampung in 2023 perceive nurses need to be more prompt in addressing their complaints and consistently attentive throughout the 24 hours. This lack of responsiveness is attributed to the nurses' need for more awareness of implementing high-quality care services. Responsiveness in nursing services refers to the nurses' readiness to promptly and accurately offer nursery services to patients. Patients waiting for extended periods without apparent justification might create a wrong perception regarding the quality of care services (Casales Morici et al., 2023).

Reliability

The survey revealed that the average reliability of nursing services was 29.51, with a median of 26.00. The standard deviation was 10.038, indicating a moderate level of variation. The lowest score observed was 16, while the highest score recorded was 45. The analysis of the reliability questionnaire administered to patients receiving hospital care at X Hospital and Y Hospital Bandar Lampung in 2023 revealed that 37 individuals (46.2% of respondents) perceived that nurses could not accurately provide care services according to patient expectations. Additionally, 21 individuals (26.3% of respondents) perceived nurses' insufficient capacity to accurately address patient health complaints (Kang et al., 2021).

Reliability, as defined by (Meesala and Paul, 2018), refers to the hospitals' capacity to consistently and accurately provide services in line with patient expectations. This entails timely performance, error-free service, and high levels of accuracy. The reliability dimension encompasses two essential aspects: performance, which refers to the nurses' ability to carry out assigned tasks and achieve results that meet established standards, and dependability, which

involves the trustworthiness and ability to deliver services as promised, effectively and accurately addressing patient problems.

Researchers of inpatients at X Hospital and Y Hospital Bandar Lampung in 2023 believe that nurses cannot accurately perform nursing service tasks by patient health complaints and patient expectations, respectively, because patients cannot provide nursing services accurately. Throughout treatment, it is anticipated that nurses, as health professionals, will deliver nursing services with precision, by patient expectations and complaints. Patients have faith in nurses' ability to resolve health issues, conduct nursing diagnoses, execute plans to obtain solutions to health issues and execute interventions precisely by patient expectations and complaints. Consequently, when the provision of nursing services fails to align with the patient's expectations, the patient develops a diminished perception regarding the reliability of nursing service quality (Gishu et al., 2019)

Word-Of-Mouth Communication

The research findings indicate that the average word-of-mouth communication score is 29.80, with a median of 27.00. The standard deviation is 11.108, and the range of scores varies from a minimum of 13 to a maximum of 46. The analysis of the Word-of-Mouth questionnaire for inpatients at X Hospital and Y Hospital Bandar Lampung in 2023 reveals that 30 individuals (37.5% of respondents) perceive that they will not share positive aspects of the nursing services they received during treatment on social media. Additionally, 26 individuals (32.5% of respondents) perceive that nurses show less interest in discussing the positive aspects of the nursing services they received with friends.

As per (Gildin, 2022), word-of-mouth or communication refers to individuals or groups giving recommendations for a product or service to share personal information.

According to researchers, patients admitted to X Hospital and Y Hospital in Bandar Lampung in 2023 believe that they will not share the positive aspects of the nursing services they receive during treatment with the public through social media. They also believe that nurses are not inclined to discuss the positive aspects of their nursing services. The patient's negative assessment of the nursing services they receive can be attributed to their support from a friend during their treatment. This can impact the patient's inclination to refrain from discussing positive aspects of the nursing services they received during treatment on social media and to show less enthusiasm in discussing these positive aspects with friends.

Differences in service quality between the control group and the intervention group

The research findings indicate that the average service quality in the intervention group was 190.98 with a standard deviation of 37.783. In contrast, the average service quality in the control group was 118.02 with a standard deviation of 35.351. The independent t-test statistical analysis results yielded a p-value of 0.000, less than the significance level of 0.05. This indicates that the null hypothesis (Ho) is rejected, suggesting that there is a significant difference in service quality (specifically in the areas of Empathy, Tangibility, Assurance, Reliability, and Responsiveness) between the control group and the intervention group at X Hospital Bandar Lampung in 2023.

These findings align with (Mayenti et al., 2022) research on the impact of job training and competency on nurses' performance at Sansani Hospital Pekanbaru. The research data collected through the distribution of questionnaires to nurses at Sansani Hospital Pekanbaru indicates that job training has a notable and beneficial impact on the performance of nurses at the hospital. This is supported by the findings from a limited test, which indicate that the t-value for job training is 4.329, over the critical t-value of 1.9962. The significance value is 0.000, which is less than the threshold of 0.05. Offering vocational training to nurses can enhance their performance in delivering high-quality healthcare services.

The findings of this study are inconsistent with the research conducted by (Michdar et al., 2021) on the impact of commitment training on the dedication of nurses in the inpatient ward, aimed at enhancing the service quality at Panembahan Senopati Bantul Regional Hospital. Based on statistical calculations utilizing Paired T-test analysis, the resultant p-value was 0.092. Since the p-value was more significant than 0.05, it can be concluded that there was no significant difference in the dedication of nurses in the inpatient room in efforts to improve the quality of service before and after training.

The findings are corroborated by (Potter et al., 2021) theory, which posits that nursing services are an indispensable component of healthcare that necessitates the expertise of professional nurses. It is anticipated that the provision of nurse services in hospitals will enhance the quality of services. Consequently, the nursing profession must enhance itself to fulfil the requirements for expanded services. An initiative to enhance the nursing field involves the comprehensive improvement of all aspects of nursing care and services, including the regulation of nursing service provision through training. Nursing quality training will offer a broader understanding of nursing care focused on patient safety and exceptional nursing service, aiding the enhancement of nursing services.

The researcher asserts a discernible disparity in service quality between X Hospital Bandar Lampung's control and intervention groups, specifically regarding empathy, tangibility, assurance, reliability, and responsiveness. This difference is attributed to the additional information, knowledge, and skill development the intervention group has received to enhance the provision of high-quality nursing services. Applying the knowledge and skills acquired from this program throughout patient interactions and nursing care will enhance the quality of nursing. Training aims to impart knowledge, skills, and attitudes to nurses, enabling them to enhance their proficiency and effectively fulfil their tasks in alignment with service quality benchmarks. The reason for the higher average service quality score in the intervention group, which is 190.98, compared to the average service quality score in the control group, which is 118.02, is as follows: Disparities in Word-of-Mouth communication between the control group and the intervention group.

The research findings indicate that the average word-of-mouth communication for the intervention group was 37.55, with a standard deviation of 7.676. The control group had an average word-of-mouth communication of 22.05, with a standard deviation of 8.234. The independent t-test statistical analysis findings yielded a p-value of 0.000, less than the significance level of 0.05. This indicates that the null hypothesis (Ho) was rejected, suggesting a significant difference in word-of-mouth communication between the control and intervention groups at X Hospital in Bandar Lampung in 2023.

The findings align with the study conducted by (Fannya et al., 2022) on the impact of service quality on satisfaction and Word of Mouth (WOM) communication among inpatients at the Guido Valadares National Hospital in Dili, Timor Leste. Conducting a Path analysis to test the hypothesis, the research findings indicated that service quality had a statistically significant and positive impact on Word-of-Mouth (WOM) (p-value = 0.000 < 0.05).

The findings of this study need to be more consistent with the research conducted by (Fannya et al., 2022) on the relationship between service quality, customer happiness, and Word-of-Mouth among students attending private universities in Jakarta. The research findings indicated no significant evidence supporting service quality impacts Word-of-Mouth. This was demonstrated by a coefficient of 0.055 (indicating a very modest effect) and a probability (P) of 0.738, which is greater than the threshold of 0.05.

This finding is corroborated by the study (Wuda & Suprapti, 2017), which posits that service quality directly affects behavioural intentions and indirectly influences favourable ones

through customer satisfaction. Behavioural intentions refer to the inclination to engage in repeat purchases or word-of-mouth communication. Favourable behavioural intentions encompass positive word-of-mouth, such as speaking positively about a product or service and recommending it to others, as well as a willingness to pay higher prices, spend more money on the company, and exhibit loyalty.

The researcher asserts that there exists a disparity in Word-of-Mouth communication between the control group and the intervention group at the Hospital, resulting in varying levels of satisfaction with the services rendered. Satisfied respondents of nursing services will generate behavioural intentions, such as the inclination to make repeat purchases or engage in word-of-mouth promotion. Additionally, they may develop favourable behavioural intentions, which involve expressing positive sentiments and recommending the services to others. The average Word-of-Mouth score in the intervention group is 37.55, higher than the average Word-of-Mouth score in the control group, 22.05.

The influence of empathy on WOM communication

The research findings revealed a correlation coefficient 0.777 between the quality of empathic nursing services and Word-of-Mouth communication. This value falls within the range of 0.76 to 1.00, indicating a solid and positive relationship. Therefore, improving the quality of empathic nursing services will improve Word-of-Mouth communication: word-of-mouth communication and its reciprocal. The coefficient of determination is 0.658, which translates to 65.8% when expressed as a percentage. This indicates that the quality of empathetic nursing services contributes to 65.8% of Word-of-Mouth communication. At the same time, the remaining percentage is impacted by other factors not examined by the author. The regression test results indicate a significant p-value of 0.000, which is less than the threshold of 0.05. This leads to rejecting the null hypothesis (Ho) and accepting the alternative hypothesis (Ha). It can be concluded that empathetic nursing services influence word-of-mouth communication among inpatients in both the control and intervention groups at X Hospital in Bandar Lampung in 2023. The equation of the regression line is Y = 3.904 + 1.120.

The findings align with the study conducted by Rusmilawaty (2020) on the impact of service quality factors on patient satisfaction and Word-of-Mouth (WOM) at the Kelua Community Health Center, Tabalong Regency. The findings of the multiple regression analysis indicate that the influence of concern on Word-of-Mouth (X5 and Y2) is statistically significant, as evidenced by a significance probability value (P) of 0.000, which is smaller than 5% or P 0.000 < 0.05. The rejection of the result supporting the null hypothesis (Ho) and accepting the alternative hypothesis (Ha) indicates that hypothesis IV, which suggests that concern substantially impacts Word-of-Mouth, is proven true or tested. The level of altruistic input (X5) directly impacts Word-of-Mouth (Y2) is 13.9%.

The findings of this study need to align with the research conducted by Kusuma and Widya (2014) on the impact of service quality on customer satisfaction in generating Word-of-mouth. This study specifically focused on inpatients at Prima Husada Hospital in Malang. The research findings indicated that empathy did not substantially impact satisfaction with generating Word-of-Mouth, as demonstrated by the t-statistic value for the variable being lower than the critical t-value (1.96).

(Gayanti et al., 2018) The theory further corroborates these findings, asserting a solid correlation between nurses' empathy and the enhancement of patient well-being. Physical pain elicits emotional disruptions in patients, necessitating nurses to possess adept communication skills, empathize with their emotional state, and adopt a patient-centred approach to identify and address their concerns. Nurses must exhibit sensitivity towards the patient's situation, encompassing not only their bodily state but also their psychological well-being.

As cited in (Pakurár et al., 2019), Kotler asserts that empathy is a crucial indicator of service quality. This refers to the individualized attention given to customers, encompassing personal and company contact attitudes. The aim is to comprehend consumer needs and challenges through personalized attention and seamless communication. Customer satisfaction is contingent upon evaluating post-purchase empathy, specifically when the chosen alternative demonstrates equal or superior levels of empathy compared to customer expectations. Conversely, customer discontent will occur if the empathy received falls short of expectations.

The researcher posits that the quality of empathetic nursing services will impact word-of-mouth communication among inpatients in the control and intervention groups at X Hospital Bandar Lampung in 2023. This is because empathy, which refers to the compassionate attitude displayed by nurses towards patients, directly affects their emotional and psychological well-being. Practical empathy is the nurse's capacity to actively listen and genuinely care about the issues the patient is facing. This is demonstrated through a willingness to assist and a readiness to listen attentively. Additionally, it involves providing appropriate solutions to the patient's problems and fostering positive relationships through friendly interactions. I am also amiable and kind when welcoming and conversing with participants. This strong sense of empathy will elicit a feeling of comfort and tranquillity in emotionally and psychologically distressed patients when they come into contact with nurses, as they perceive that someone genuinely cares about the challenges they are experiencing. This will result in respondents experiencing satisfaction with the nursing services rendered by nurses, leading them to willingly engage in word-of-mouth communication to discuss positive aspects of X Hospital and promote it to their family and friends.

Conversely, patients who receive less empathetic service from nurses are identified by officers who need more attentiveness and concern towards the issues the patient is facing. This is evident through their unwillingness to assist, lack of attentiveness in listening, inadequate response, and failure to offer solutions to problems. The respondents need more relationship-building, as the individuals they interact with maintain a distant attitude and display less friendliness and politeness when greeting and talking to them. Lack of empathy can make patients feel emotionally and mentally unsettled during interactions with nurses, as they perceive a lack of concern for their concerns. This results in people experiencing dissatisfaction with the services rendered by nurses. Respondents require medical therapy for their disease and emotional and psychological support, care, and friendliness from the professionals delivering services. This may result in respondents experiencing dissatisfaction with the nursing services rendered by nurses, leading to a reluctance to engage in word-of-mouth communication. Furthermore, respondents may be inclined to discuss unfavourable aspects of X Hospital and refrain from recommending it to their acquaintances and loved ones.

The influence of tangible on WOM communication

The research findings indicate a strong and positive relationship between the quality of tangible nursing services and word-of-mouth communication, as evidenced by a correlation coefficient of 0.773. This value falls within the range of 0.76 to 1.00, which signifies a solid relationship. Therefore, improving the quality of tangible nursing services will likely increase Word-of-Mouth communication: word-of-mouth communication and vice versa. The coefficient of determination is 0.647, which translates to 64.7% when expressed as a percentage. This indicates that the quality of tangible nursing services contributes to 64.7% of Word-of-Mouth communication. At the same time, the remaining percentage is influenced by other factors that the author did not examine. The regression test results indicate a significant p-value of 0.000, which is less than the threshold of 0.05. This leads to rejecting the null hypothesis (Ho) and accepting the alternative hypothesis (Ha). It can be concluded that the

quality of tangible nursing services influences word-of-mouth communication among inpatients in both the control and intervention groups at X Hospital Bandar Lampung in 2023. The equation of the regression line is Y = 3.407 + 1.036.

These findings align with the study conducted by Andry et al. (2021) on the impact of service quality characteristics on Word of Mouth, which is mediated by patient satisfaction at X Hospital in Jakarta. According to the research findings, the hypothesis was confirmed, indicating that the tangible aspects substantially impacted Word of Mouth in the inpatient room at X Hospital Jakarta (p-value = 0.015 < 0.05). The average index score closely correlates with patient discontent in X Hospital Jakarta's inpatient room, reflecting the hospital's capacity to provide satisfactory facilities for patients in the immediate vicinity and within the inpatient room. Consequently, patients are more likely to share their experiences of obtaining treatments in the inpatient room at X Hospital Jakarta with others, but with a less pleasant tone.

This finding further corroborates Hamdani's hypothesis in (Kirillova et al., 2014) study, which posits that tangibility refers to a healthcare service's capacity to demonstrate its presence to external observers. This encompasses physical infrastructure, such as buildings and equipment, as well as the appearance of its staff. Tangible evidence refers to the extent of patient satisfaction based on their perception of the cleanliness, tidiness, and comfort of the examination room and waiting area, adequate medical equipment, and the cleanliness of doctors and nurses. Patient satisfaction is directly correlated with the quality of evidence provided by the healthcare practitioner viewed by the patient or customer. The researchers believe that word-of-mouth communication among patients and nurses in both the control and intervention groups at X Hospital in Bandar Lampung in 2023 has a discernible effect on the quality of nursing services. Nursing services are intangible and must be physically grasped and addressed. Therefore, it is necessary to implement another measure that patients can realistically perceive. In this scenario, the patient utilizes his visual perception to evaluate the calibre of the nursing care he receives through practical means. Tangible refers to the concrete proof presented by the nurse to substantiate the service provided and ensure its optimal implementation. An important tangible aspect of nursing is the nurses' capacity to deliver services hygienically and organised. This includes preparing the necessary equipment and facilities for patients undergoing treatment and ensuring that the treatment room is clean, comfortable, safe, and silent. This elicits a sense of contentment among the responders regarding the services rendered by the nurse. This will strengthen the reputation of X hospital among patients, leading to increased satisfaction, loyalty, and positive word-of-mouth communication. Patients will feel satisfied and inclined to share positive experiences and promote X Hospital to their family and friends.

Similarly, patients who receive substandard tangible nursing services are characterized by the unhygienic and dishevelled appearance of the caregiver, lack of preparation of necessary facilities and equipment for the patient's treatment, failure to provide a clean, comfortable, secure, and tranquil room during the patient's treatment will result in the respondents feeling dissatisfied with the nurse's services. This will adversely impact the reputation of X Hospital among patients, resulting in decreased satisfaction, diminished loyalty, and a decline in word-of-mouth (WOM) communication. Patients may share negative experiences about X Hospital and refrain from recommending it to their relatives and friends.

The influence of assurance on WOM communication

The research findings indicate that the correlation coefficient between the quality of insurance nursing services and word-of-mouth communication is 0.775. This value falls within the range of 0.76 to 1.00, classified as a solid and positive relationship. Therefore, improving the quality of insurance nursing services will likely increase Word-of-Mouth communication:

word-of-mouth communication and vice versa. The coefficient of determination is 0.656, which can be interpreted as 65.6% in terms of the contribution of the quality of insurance nursing services to Word-of-Mouth communication. The remaining percentage is impacted by elements that the author did not investigate. The regression test results indicate a significant p-value of 0.000, which is less than the threshold of 0.05. This leads to rejecting the null hypothesis (Ho) and accepting the alternative hypothesis (Ha). It can be concluded that the quality of insurance nursing services influences word-of-mouth communication among inpatients in both the control and intervention groups at X Hospital Bandar Lampung in 2023. The equation of the regression line is Y = 3.676 + 1.054.

The findings align with the (Subiyakto, 2023) study on the impact of service quality factors on patient satisfaction and Word of Mouth (WOM) at the Kelua Community Health Center in Tabalong Regency. The findings of the multiple regression analysis indicate that the influence of collateral on Word of Mouth (X4 and Y2) is statistically significant since the probability value (P) of 0.000 is smaller than 5% or P $0.000 < 0.05$. The rejection of the conclusion supporting the hypothesis Ho and the acceptance of Ha indicates that the hypothesis asserting the strong impact of the Guarantee on Word of Mouth has been confirmed or tested. The impact of collateral conduct (X4) on Word of Mouth (Y) is 8.1%.

These findings are corroborated by the theory proposed by the (Meesala & Paul 2018) study, which posits that nurses' knowledge and skills play a crucial role in cultivating patients' trust in the hospital. Critical dimensions of the quality of nursing care encompass acceptance, attentiveness, accountability, communication, and collaboration. The components of assurance are as follows: The components of the system include communication, which refers to the nurses' ability to persuade patients and answer their questions, as well as the ease of accessing information and contacting officers. Credibility is another important aspect, as it involves providing high-quality nursing services. Lastly, security encompasses the feeling of safety for patients about all nursing actions. At the same time, competence refers to the nurses' level of skill and expertise.

This finding further corroborates Gary Armstrong's hypothesis in their (Jamaluddin 2016) study that service quality (SQ) is the attainment of meeting all consumer wants. The company's service strives to captivate the consumer, ultimately leading them to purchase the goods. High-quality consumer service leads to consumer satisfaction, which enhances the company's reputation and positively influences its long-term viability. Assurance is critical to service quality since it aims to instil consumer confidence in the firm by delivering services that meet their expectations. For this purpose, every employee must possess expertise in product-related information, enabling them to address any inquiries or grievances consumers raise.

According to the researchers, the nurses' ability to assure the care they deliver is influenced by the quality of nursing services and word-of-mouth communication in patient care at X Hospital in Bandar Lampung in 2023. This influence was observed in both the control group and the intervention group. A reasonable assurance is the nurse's ability to communicate with patients effectively. This includes answering all patient questions, providing clear explanations about health information and nursing procedures, and delivering credible services. A responsible nurse follows established protocols and delivers quality care.

Additionally, a competent nurse demonstrates skill in performing care actions while ensuring the safety of patients. This results in respondents receiving services that they are assured will satisfy them. The nurse's provision of satisfactory services ensures patient satisfaction. It enhances word-of-mouth communication by encouraging patients to speak positively about X Hospital and recommend it to their relatives and friends.

Likewise, patients who receive insurance services from incompetent nurses with adequate communication skills will likely receive satisfactory responses to their inquiries. These nurses must effectively explain relevant health information to the patients and provide clear instructions regarding necessary nursing procedures. Consequently, the services they offer need more credibility. Nurses who do not adhere to scientific knowledge and protocols and lack the necessary qualifications and competence provide subpar care and services. They also neglect safety measures when performing their duties. As a result, individuals who receive services other than insurance from nurses may experience dissatisfaction with the quality of care. Consequently, they may refrain from engaging in word-of-mouth communication by discussing unfavourable aspects of X Hospital and refrain from promoting it to their acquaintances.

The influence of responsiveness on WOM communication

The research findings revealed a correlation coefficient value of 0.793 between the quality of responsiveness of nursing services and word-of-mouth communication. This value falls within the range of 0.76 to 1.00, indicating a solid and positive relationship. Therefore, improving the quality of responsiveness nursing services will increase Word-of-Mouth communication: word-of-mouth communication and vice versa. The coefficient of determination is 0.787, which may be interpreted as 78.7% of the variability in Word-of-Mouth communication. This can be attributed to the quality of responsiveness nursing services. The remaining percentage is impacted by factors not examined by the author. The regression test results indicate a significant p-value of 0.000, which is less than the threshold of 0.05. Therefore, we can conclude that the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted. This implies that responsive nursing services influence word-of-mouth communication among inpatients in both the control and intervention groups at X Hospital in Bandar Lampung in 2023. The equation of the regression line is $Y = 5.816 + 1.956$.

These findings align with the study conducted by Andry et al. (2021) on the impact of service quality characteristics on Word of Mouth, which is mediated by patient satisfaction at X Hospital in Jakarta. According to the research findings, the hypothesis was confirmed, indicating that responsiveness notably impacts Word of Mouth in the inpatient room at X Hospital Jakarta (p-value = 0.019 < 0.05). The average responsiveness index score at X Hospital Jakarta closely aligns with patient dissatisfaction in the inpatient room regarding the response from healthcare professionals. Suppose the nurse's response time and precision in addressing patient complaints are reduced, particularly if it becomes challenging to reach her. In that case, the patient's likelihood of sharing a positive experience about the services received in the inpatient room at X Hospital Jakarta will decrease.

The findings of this study need to be more consistent with the research conducted by Kusuma and Widya (2014) on the impact of service quality on customer satisfaction and its effect on generating Word of Mouth. The study focused on inpatients at Prima Husada Hospital in Malang. The research findings indicated that responsiveness did not substantially impact satisfaction with generating Word of Mouth, as demonstrated by the t-statistic for the variable being lower than the critical t-value (1.96).

These results are supported by the theory (Meesala & Paul, 2018), which states the ability of nurses to help and provide fast (responsive) and appropriate services to patients by conveying clear information. The dimension of responsiveness is that nurses provide services that are quickly responsive to patient needs, nurses are always ready to help patients, and these are aspects that show the hospital's speed in responding to patient needs and providing appropriate services to patients.

Armstrong's theory in Waluyo also supports this result. (2014), which states that responsiveness is a willingness to help and provide fast (responsive) and appropriate service to customers by conveying clear information. Leaving consumers waiting without an apparent reason causes a negative perception of service quality, which affects consumer satisfaction. Customer satisfaction indicators consist of Conformity to expectations, interest in revisiting and willingness to recommend.

The researcher believes that the quality of responsive nursing services influences word-of-mouth communication among inpatients in the control group and intervention group at X Hospital. Patients who receive good, responsive nursing services are characterized by nurses who are quick to provide nursing services according to the patient's needs, nurses are quick to come if the patient needs nursing services, nurses are quick to respond or respond to patient complaints, nurses are ready to be called 24 hours to provide the help the patient needs, and nurses appropriately provide nursing services according to what patients need so that patients will be satisfied with the nursing services provided. Satisfied patients can increase WOM communication by talking about positive things about X Hospital and recommending X Hospital to relatives and friends.

Likewise, on the other hand, patients who receive less responsive service from nurses are characterized by nursing services not meeting the patient's needs, nurses are slow to come if the patient needs nursing services, nurses are slow to respond or respond to patient complaints, nurses are not ready to be called 24 hours a day to provide the assistance the patient needs. As well as nurses needing to be more appropriate in providing nursing services according to the patient's needs, the patient will be dissatisfied with the nursing services provided. Dissatisfied patients can reduce WOM communication by talking about negative things about X Hospital and not recommending X Hospital to relatives and friends.

The influence of reliability on WOM communication

The research findings indicate a correlation coefficient value of 0.765 between the quality of reliability in nursing services and word-of-mouth communication. This value falls within the range of 0.76 to 1.00, indicating a solid and positive relationship. Therefore, improving the reliability of the quality of nursing service will increase word-of-mouth communication. Word-of-mouth communication is reciprocal. The coefficient of determination is 0.636, which may be interpreted as 63.6% of the variability in Word-of-Mouth communication, which can be attributed to the reliability of nursing care. The remaining percentage is impacted by factors that the author did not examine. The regression test results indicate that the p-value is 0.004, less than the significance level of 0.05. Therefore, we can conclude that the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted. This means the quality of nursing service reliability significantly influences word-of-mouth communication among inpatients in the control and intervention groups at X Hospital Bandar Lampung in 2023. The equation for the regression line is Y = 2.231 + 1.085.

The findings align with the study conducted by Andry et al. (2021) on the impact of service quality characteristics on Word of Mouth, which is mediated by patient satisfaction at X Hospital in Jakarta. According to the research findings, the hypothesis was confirmed, indicating that reliability substantially impacts Word of Mouth in the inpatient room at X Hospital Jakarta (p-value = 0.045 < 0.05). The average dependability index score for service capabilities in the inpatient room at Hospital X Jakarta is typically closely correlated with patient discontent. Consequently, patients are more likely to share their experiences of obtaining treatments in the inpatient room at X Hospital Jakarta with others, but with less enthusiasm.

The findings of this study need to be more consistent with the research conducted by Kusuma and Widya (2014) on the impact of service quality on customer satisfaction and its effect on generating Word of Mouth. The study focused on inpatients at Prima Husada Hospital in Malang. The research findings indicated that dependability had no substantial impact on satisfaction with generating Word of Mouth, as demonstrated by the t-statistic value for the variable, which is lower than the critical t-value (1.96).

The findings are corroborated by Parasuraman et al. (1991) in Malayu (2016), which asserts that hospitals can provide services in a precise and dependable manner, aligning with patient expectations. This entails delivering services promptly, without any mistakes, and with high precision. The Reliability dimension encompasses two fundamental aspects: firstly, the performance capability of nurses to carry out all assigned tasks and achieve outcomes in line with established standards; secondly, the ability to be dependable and deliver services promised convincingly and accurately to address the patient's problems effectively.

These findings are further corroborated by the (Eisenbeiss et al., 2014) hypothesis that customer happiness is contingent upon the consumer's assessment of how well a product or service meets their expectations. Customers experience satisfaction when their expectations are met, and they will experience even greater satisfaction if their expectations are surpassed. Factors that primarily influence customer satisfaction include product quality, pricing, service quality, emotional aspect, cost, and convenience. ServQual is a well-known concept in service quality that consists of five dimensions. One of these dimensions is reliability, which assesses the company's dependability in delivering services to its consumers.

Researchers have found that the quality of nursing services and the reliability of word-of-mouth communications are affected in both the control and intervention groups of X Hospital in Bandar Lampung in 2023. Reliability refers to the nurses' ability to provide services to patients in a dependable and timely manner. The nurse's reliability is demonstrated by their ability to consistently provide high-quality nursery services, accurately perform tasks based on patient complaints, adhere to nursing care standards and hospital procedures, and effectively carry out care actions as expected of a qualified nurse. Proper implementation of reliability ensures patient satisfaction with the nursing service. To enhance word-of-mouth communication, contented patients can discuss the favourable aspects of X Hospital and endorse it to their family and friends.

Likewise, those who receive less dependable services than those provided by nurses cannot carry out the duties of certified nursing services. Nurses cannot appropriately provide nursery services based on the patient's concerns. The nurse's ability to provide nursery services by the standards of nursing care is limited by their knowledge and adherence to hospital operational procedures. The patient's satisfaction and reliability are undermined if the nursing services lack good skills. Dissatisfied patients might undermine word-of-mouth communication by discussing the bad aspects of X Hospital and refraining from endorsing X Hospital to their family and friends.

The influence of the quality of nursing services, empathy, tangible, assurance, responsiveness, and reliability on word-of-mouth communication

The research findings indicate that the correlation coefficient value between the quality of nursing services and the reliability of Word-of-Mouth communication was 0.794. This value falls within the range of 0.76 to 1.00, classified as a solid and positive relationship. Therefore, the quality of nursing services and enhanced dependability will enhance the transmission of information through personal recommendations. Conversely, The coefficient of determination is 0.688, which may be interpreted as 68.8% of the variation in Word-of-Mouth communication, which can be explained by the characteristics of empathy, tangible, assurance,

responsiveness, and reliability. The remaining percentage is attributed to other aspects not examined by the author. The regression test results indicate that with a p-value of 0.000, less than the significance level of 0.05, we can conclude that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means there is a significant influence on the quality of nursing services, including empathy, tangibility, assurance, responsiveness, and reliability, on Word-of-Mouth communication among inpatients in the control and intervention groups at X Hospital Bandar Lampung in 2023. The regression line equation is Y = 4.680 + 0.408 Of Mouth, where Y represents the dependent variable and Of Mouth represents the independent variable. The coefficient of Mouth is 0.408, indicating that for every unit increase in Of Mouth, the value of Y is expected to increase by 0.408 units. The intercept of the regression line is 4.680, which represents the value of Y when Of Mouth is zero. Empathy, b = 0.408 means that with assumptions (tangible, assurance, responsiveness, reliability have a fixed value / do not change) every increase in empathy by 1 unit will increase word of mouth by 0.408, tangible, b = 0.281 meaning that with assumptions (empathy, assurance, responsiveness, reliability has a fixed value / does not change) every increase in tangible by 1 unit will increase word of mouth by 0.281, assurance, b = 0.316 meaning that with the assumptions (empathy, tangible, responsiveness, reliability has a fixed value / does not change) every increase in insurance is equal to 1 unit will increase word of mouth by 0.316, responsiveness, b = 0.796 meaning that with the assumptions (empathy, tangible, assurance, reliability have a fixed value / do not change) every increase in responsiveness by 1 unit will increase word of mouth by 0.796 and reliability, b = 0.207, meaning that with the assumptions (empathy, tangible, assurance, responsiveness have a fixed value / do not change) every increase in reliability by 1 unit will increase word of mouth by 0.207.

The findings are consistent with Elly's (2016) research on the impact of service quality on the satisfaction and Word of Mouth (WOM) of outpatients at H. Adam Malik General Hospital, Medan. The research findings derived from the F test demonstrate that tangible (X1), assurance (X2), reliability (X3), responsiveness (X4), and empathy (X5) collectively have an impact on Word of Mouth (WOM) at H. Adam General Hospital Malik Medan. The coefficient of determination for service quality is 66.9%, indicating that 66.9% of the variation in service quality can be explained by the factors considered in the analysis. The remaining 33.1% of the variation is attributed to additional factors not included in the analysis.

The research corroborates the findings (Ren & Lam, 2016). According to these studies, the determinants of Word of Mouth are service quality aspects such as empathy, tangibility, assurance, responsiveness, and reliability.

According to the researcher, there is a simultaneous impact on the quality of nursing services, including empathy, tangibility, assurance, responsiveness, and reliability, on Word-of-Mouth communication among inpatients in both the control and intervention groups at X Hospital Bandar Lampung in 2023. This is because nurses, who are healthcare professionals, are constantly available to interact with patients during their treatment. Therefore, patients require nurses prepared to assist or aid patients by providing high-quality nursing services. Psychologically, patients require attention and empathy for their health issues. Additionally, they need physical evidence of the nurse's presence and infrastructure that facilitates their treatment. A clean, pleasant, and quiet environment is also necessary. In addition, patients also require assurance or insurance for the nursing services rendered by nurses, promptness in the form of nurses' speed and accuracy in addressing patient grievances throughout the treatment duration, and demand dependability or the competence/reliability of nurses in delivering nursing services. If respondents rate the quality of nursing services, including empathy, tangibles, assurance, responsiveness, and reliability, as satisfactory, then enhancing word-of-

mouth communication can be achieved by discussing positive aspects of X Hospital and referring it to family and friends.

CONCLUSION

The mean quality of empathy nursing services is 31.88, with a median of 27.50. The standard deviation is 9.685, and the range of scores is from 18 to 46. The mean quality of tangible nursing services is 32.06, with a median of 27.00. The standard deviation is 10.439, and the range of scores is from 17 to 47. The mean quality of insurance nursing services is 31.76, with a median of 27.00. The standard deviation is 10.307, and the range of scores is from a minimum of 17 to a maximum of 47. The mean quality of responsive nursing services is 29.29, with a median of 26.50. The standard deviation is 11.546, and the range of scores is from a minimum of 13 to a maximum of 46. The mean quality of nursing service reliability is 29.51, with a median of 26.00. The standard deviation is 10.038, and the range of scores is from a minimum of 16 to a maximum of 45. The mean Word of Mouth communication score is 29.80, the median is 27.00, the standard deviation is 11.108, the minimum score is 13, and the maximum score is 46. There are discernible disparities in the quality of service (specifically in terms of empathy, tangibility, assurance, reliability, and responsiveness) between the control and intervention groups. This difference is statistically significant, as indicated by a p-value of 0.000, which is less than the threshold of 0.05.

There is a significant difference in Word-of-Mouth communication between the control and intervention groups (p-value = 0.000 < 0.05). The quality of empathic nursing services impacts Word-of-Mouth communication among inpatients in both the control and intervention groups (p-value = 0.000 < 0.05). The quality of tangible nursing services impacts Word-of-Mouth communication among inpatients in both the control and intervention groups (p-value = 0.000 < 0.05). The quality of insurance nursing services impacts Word-of-Mouth communication among inpatients in both the control and intervention groups (p-value = 0.000 < 0.05). The level of responsiveness of nursing services impacts Word-of-Mouth communication among inpatients in both the control and intervention groups (p-value = 0.000 < 0.05). The reliability of nursing service quality impacts Word-of-Mouth communication among inpatients in both the control and intervention groups (p-value = 0.004 < 0.05). The quality of nursing services, empathy, tangibility, assurance, responsiveness, and reliability simultaneously impact Word-of-Mouth communication among inpatients in both the control and intervention groups (p-value = 0.000 < 0.05).

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