

A Communication Strategy for Cost Transparency to Improve Adherence to Scheduled Visits by Mental Health Patients at Lancang Kuning Hospital in Pekanbaru

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Abstract

This study aims to analyze the communication strategy of cost transparency in improving the adherence to the visit schedule of psychiatric patients at Lancang Kuning Hospital Pekanbaru. Through a qualitative approach, this study examines how the preparation of structured communication and the application of elements of cost transparency can affect the understanding and compliance behavior of patients' families. The results of the study showed that communication strategies delivered sequentially, ranging from clinical conditions to explanations of actions and cost details, were able to reduce confusion, build trust, and strengthen the quality of interaction between health workers and families. The implementation of six elements of cost transparency such as clarity, accessibility, openness, cost details, room for clarification, and consistency of information has been effective and increased the perception of professionalism and accountability of hospitals. The family's level of understanding of the service process and cost structure is directly evident in their adherence to the visitation schedule and treatment procedures, as adequate understanding decreases anxiety and increases readiness to receive services. This study emphasizes that the integration of structured communication and cost transparency reinforce each other in forming accountable, effective, and comfort-oriented services for patients' families.

INTRODUCTION

Lancang Kuning Pekanbaru Hospital is a private public hospital that has a variety of services, including psychiatric poly, pulmonary, surgery, neuropathic poly, internal medicine poly, obstetrics poly, pediatric poly, and dental poly. This hospital was originally founded by a psychiatrist. The advantage is in outpatient service polyclinics (psychiatric polyclinics) and psychiatric inpatients in Pekanbaru, in addition to government-owned hospitals, namely the Tampan Psychiatric Hospital (Untari, 2019).

The psychiatric polyclinic at Lancang Kuning Hospital is a superior service, this is supported by the highest number of poly registrants every month from the psychiatric polyclinic. In the inpatient unit, the highest patient is also held in the inpatient unit or Al-Balkhi with 20 beds, after the general inpatient unit or Al-Zuhri with 15 beds. This is related to the costs that must be incurred, when psychiatric patients go to the poly for treatment, the price of drugs is very expensive compared to the need for drugs in other polyclinics. The hospitalization days of psychiatric patients are also longer than the hospitalization of other patients, where the shortest inpatient treatment period for polypsychiatric patients at Lancang Kuning Hospital is around 11 days and requires an average of 18 days of treatment. This will certainly have an

impact on the patient's treatment or outpatient treatment rates, so it needs to be communicated to the family (Burns et al., 2015; Noah & Feigenson, 2015; Sari et al., 2021; Scheunemann et al., 2019).

When the cost is not conveyed at the beginning to the family, then during the payment process there is often an inability to pay which results in objections to the hospital to ask for payment waiver, the patient's family suddenly leaves without paying, and ends up abandoning his family who is being treated at Lancang Kuning Hospital. This also has an impact on routine outpatient visits of psychiatric patients every month, which has an impact on the non-compliance of psychiatric patients coming to the next time for treatment. Based on figure 1.1 Patients complaining about costs to the Psychiatric Polyclinic in January 2024 there are 6.5% of patients complaining, in February 2024 there are 5.1% of patients complaining, in March 2024 there are 5.8% of patients complaining, in April 2024 there are 7.6% of patients complaining, in May 2024 there are 6.9% of patients complaining, in June 2024 there are 8.0% of patients complaining, in July 2024 there will be 8.7% of patients complaining, in August 2024 there will be 10.1% of patients complaining, in September 2024 there will be 9.1% of patients complaining, in October 2024 there will be 10.9% of patients complaining, in November 2024 there will be 9.8% of patients complaining, in December 2024 there will be 11.6% of patients complaining.

With the emergence of the problem of complaining patients that lead to a decrease in the schedule of psychiatric patient visits at Lancang Kuning Hospital, especially in the psychiatric service unit, the researcher is interested in taking this title, this study was conducted to analyze the cost transparency communication strategy to improve the adherence of the psychiatric patient's visit schedule at Lancang Kuning Hospital Pekanbaru.

Mental health is an important aspect of human well-being which plays a major role in determining the quality of life of a person and society at large (Simbolon et al., 2024). Mental health is a state in which individuals are able to understand and develop their potential, face life pressures in a healthy way, work effectively, and play a positive role in their social environment (Biswal et al., 2024). According to the World Health Organization (WHO), mental health is not only defined as the absence of mental disorders, but also includes an emotional, psychological, and social balance that supports a person's ability to function optimally in daily life (Laranjeira et al., 2023). A healthy mental state helps individuals to think clearly, make the right decisions, and adapt to various life situations.

Mental disorders, both in mild forms such as stress and depression, and severe ones such as schizophrenia, are still a serious health issue in Indonesia. The causative factors are diverse, ranging from social and economic pressures, trauma, to lack of environmental support (Hasanah et al., 2023). Low public awareness of the importance of mental health and the still strong stigma against people with mental disorders make many people reluctant to seek medical help, so their conditions are often not handled properly (Falerisiska et al., 2024).

The phenomenon of increasing cases of mental health disorders in Indonesia is currently one of the serious problems that requires in-depth attention from various parties. Based on the results of the 2018 Basic Health Research (Riskesdas), it was recorded that more than 19 million Indonesians over the age of 15 suffer from mental emotional disorders, while more than 12 million people in the same age group are known to suffer from depression. The data illustrates that mental health is still a significant issue and has a wide impact on people's quality of life.

This condition is further strengthened by the results of research from the Health Research and Development Agency in 2016 which showed that there are around 1,800 suicides every year, or the equivalent of five cases every day. Even more concerning, 47.7% of suicides are in the age range of 10–39 years, which is the adolescent and productive age groups that should be the backbone of nation development (kemkes.go.id, 2021).

Director of Prevention and Control of Mental Health and Drug Problems, Dr. Celestinus Eigya Munthe, also revealed that mental health problems in Indonesia are closely related to the high prevalence of people experiencing mental disorders. He explained that currently Indonesia has a prevalence of mental disorders of about one in five people, which means that about 20% of the population is at risk of mental health disorders. This percentage is certainly relatively high considering the number of Indonesia's population which reaches more than 250 million people, so it is estimated that around 50 million people have the potential to face mental health problems in various degrees of severity (kemkes.go.id, 2021). This condition illustrates that mental health is no longer a marginal issue, but a national problem that must be immediately overcome with comprehensive and sustainable policies.

This problem is exacerbated by the limitations of infrastructure and mental health facilities in various regions. Until now, not all provinces in Indonesia have psychiatric hospitals or special health facilities to treat patients with mental disorders. As a result, many individuals with mental disorders do not receive proper treatment and treatment. This has significant social and economic impacts, both for the individual concerned and for their families. This condition emphasizes the importance of strengthening the mental health service system, including in the aspect of communication between hospitals and patients. One strategy that can be applied is to build transparent communication, especially in terms of service costs, so that patients and their families have higher trust in health institutions and are more compliant with the scheduled visits and treatment schedules.

Patient discipline in carrying out the visit schedule is an important factor for the success of the recovery process (Wijaya et al., 2024). Patient absence in routine control has the potential to trigger a recurrence of symptoms and a decrease in social skills. The results of the study (Werner et al., 2023) show that patient compliance is highly dependent on communication between health workers, family support, and clarity of information regarding treatment costs. One of the obstacles that is often faced in mental health services is the lack of information disclosure related to service costs. Many patients and their families do not understand in detail how much costs must be incurred, what types of services are covered by BPJS, and the possibility of additional costs (Simbolon et al., 2024). This ambiguity often causes confusion, discomfort, and even distrust of health care institutions. In patients with mental disorders, this can exacerbate stigma and reduce the patient's motivation to return to treatment as scheduled.

Cost transparency has a strategic role in building a healthy relationship between hospitals and patients. According to (Malik, 2025) cost information disclosure is an important part of service communication that is able to increase public trust in health institutions. For patients with mental illness and their families, clarity about costs can reduce anxiety and help prepare for financial needs better, so that continuity of care can be maintained (Birowo et al., 2025).

Lancang Kuning Psychiatric Hospital Pekanbaru is one of the main referral hospitals in Riau Province that provides services for patients with psychiatric disorders. Based on the results of initial observations, it was found that the rate of patient attendance in the revisit schedule

continued to decrease, especially in outpatients with a diagnosis of schizophrenia and affective disorders. It can be seen in the following table:

The data shows that while awareness of enrolling in a treatment program is increasing, patient adherence to the visit schedule is declining every year. This phenomenon indicates that there are obstacles in the sustainability of psychiatric patient care, caused by factors such as the lack of effective communication between medical personnel and patients, the lack of clarity regarding the cost of services, and the lack of social and family support in accompanying patients during the treatment period. This condition indicates the need for the implementation of more transparent and consistent communication regarding service costs to patients and their families.

The application of communication is the process of implementing a communication strategy designed to achieve certain goals, be it organization, public service, or social relations (Sujarwo, 2023). In the field of health services, the implementation of communication means how medical personnel, administrative staff, and hospitals convey information to patients in a clear, open, and empathetic way. According to (Lumbanraja & Sjaaf, 2023) communication is the process of conveying messages from communicators to communicators to produce certain effects, such as changes in understanding, attitudes, or behaviors.

Conceptually, the application of communication can be understood as a systematic effort to build an effective two-way relationship between the sender and receiver of the message through a planned and meaningful process of information exchange. In the service of patients with mental disorders, the implementation of communication requires the ability of health workers to listen actively, understand the patient's emotional state, and provide honest and transparent information, including regarding treatment procedures and necessary costs (Araich, 2023).

The implementation of a cost transparency communication strategy includes the open delivery of cost information, the use of easily accessible information media (such as leaflets, information boards, and social media), and the involvement of administrative officers and medical personnel in explaining the details of costs to patients. Open communication can reduce misunderstandings and increase patient trust. In line with research (Rosita et al., 2025) hospitals that implement the principle of cost transparency show a significant increase in patient satisfaction and loyalty rates.

In psychiatric patient services, communication strategies must be adjusted to the psychological condition of the patient and his family. Communication that uses technical or less empathetic terms can lead to misinterpretation. So health workers need to convey cost information with a more humane and supportive approach. In addition to conveying the amount of costs, health workers also need to explain the benefits of services and financing schemes available, such as BPJS Kesehatan support, government subsidies, or hospital social programs (Carlos et al., 2017).

Several studies in Indonesia, such as by (Falerisiska et al., 2024) have proven that communication of health workers is related to the compliance of psychiatric patients in following therapy and taking medication. However, until now, there have not been many studies that have specifically examined the relationship between cost transparency communication strategies and adherence to psychiatric patient visit schedules, especially in regional hospitals such as Lancang Kuning Pekanbaru Hospital. This opens up a research space to explore in depth

the effectiveness of these communication strategies in improving patient compliance.

The novelty of this research lies in several key contributions. First, this study places cost transparency as the core of communication strategy to improve psychiatric patient visit adherence, shifting the focus from psychological and therapeutic factors to economic communication factors. Second, the research operationalizes and tests the application of six elements of cost transparency (clarity, accessibility, openness, cost details, clarification space, and information consistency) in a mental health service setting, providing empirical evidence on which elements are most effective. Third, the study examines the interaction between structured communication strategies and cost transparency practices, revealing how these two aspects reinforce each other in creating comprehensive patient understanding. Fourth, the research integrates multiple stakeholder perspectives—medical personnel, administrative staff, and patients' families—providing triangulated insights on communication effectiveness. Fifth, the study focuses on a regional private hospital in Pekanbaru, a context underrepresented in existing health communication literature.

This research has an element of novelty because it places cost transparency as the core of the communication strategy to improve the compliance of psychiatric patients with the visit schedule at Lancang Kuning Hospital Pekanbaru. So far, studies on mental patient compliance have more often focused on psychological aspects, service quality, family roles, or therapeutic approaches. This research actually presents a new perspective that the delivery of cost information in a clear, open, and structured manner can be an important factor in encouraging patients to be more disciplined in attending according to schedule.

METHOD

Place and Time of Research

According to (Sugiyono, 2020), the Research Place and Time section contains a description of the location where the research was carried out and the period of all research activities, from the preparation stage to data collection.

Research Place

This research was conducted at Lancang Kuning Hospital (RS) Pekanbaru, one of the health facilities that focuses on services and recovery of patients with mental disorders in Pekanbaru City, Riau Province. Lancang Kuning Hospital has an important role in providing mental health services, ranging from medical treatment, rehabilitation, to social assistance for patients. The hospital also emphasizes the importance of therapeutic communication between medical personnel, patients, and patients' families as part of a holistic healing process.

The selection of Lancang Kuning Hospital Pekanbaru as the location of the research was based on problems related to the level of compliance of psychiatric patients with the visit schedule. This situation makes Lancang Kuning Hospital the right place to research the implementation of cost transparency communication strategies as an effort to increase patient trust, responsibility, and discipline in undergoing regular visits.

RESEARCH METHOD

Research methods were scientific methods or procedures used by researchers to collect, process, and analyze data to answer problem formulations and achieve research objectives systematically. This method includes the approach used (qualitative, quantitative, or mixed),

data collection techniques such as interviews, observations, or questionnaires, and appropriate data analysis methods so that the results of the research can be scientifically accounted for and provide valid conclusions.

Research Design

According to Sugiyono (2020), research design is a framework used by researchers to obtain valid and reliable data to answer the formulation of research problems. This research focuses on the disclosure of natural phenomena through data collection in the form of in-depth interviews with medical personnel and hospital management, observation of the process of submitting cost information, and supporting documentation. Then the data obtained will be analyzed using a descriptive approach so as to obtain comprehensive research results.

Forms of Qualitative Research

This study describes in detail and depth the phenomenon that occurs in the field by collecting data that is narrative, not in the form of numbers. According to (Sugiyono, 2020), qualitative research methods are used to understand the phenomena experienced by research subjects such as behavior, perception, motivation, and actions as a whole, as well as describe them in natural words and language. Thus, this method is considered the most appropriate to research how the cost transparency communication strategy is implemented by the hospital and how its implementation can affect the level of compliance of psychiatric patients with the visit schedule.

Participants

Participants in this study include medical personnel (doctors and nurses), administrative staff, and families of psychiatric patients at Lancang Kuning Hospital Pekanbaru who are directly involved in the communication process and hospital services. Based on the opinion (Sugiyono, 2020), the determination of participants in qualitative research is carried out purposively, namely selected with certain considerations in accordance with the purpose of the research so that the information obtained is truly relevant and in-depth. In this case, medical personnel play the role of the main conveyor of information regarding services and costs, administrative staff focus on the disclosure and management of treatment cost data, while the patient's family plays a role in supporting the patient's compliance with the visit schedule.

Data Collection

In this study, data was collected through several techniques to obtain comprehensive and in-depth information about communication strategies, cost transparency and its relationship to the compliance of psychiatric patients in carrying out the visit schedule at Lancang Kuning Hospital, Pekanbaru. The data collection techniques used include in-depth interviews, observations, and documentation studies.

1. Interviews were conducted with medical personnel, administrative staff, and patients' families to explore their experiences, perceptions, and understandings of the hospital's communication practices and cost disclosure.
2. Observations were made to see firsthand how the communication process took place between the hospital and the patient and his family.
3. Documentation is used to trace secondary data such as archives, activity reports (Sugiyono, 2020), as well as policies related to services and treatment fee systems.

Research Instruments

The instruments used in this study were prepared with a descriptive qualitative

approach, which aims to gain an in-depth understanding of the cost transparency communication strategy in improving compliance with the schedule of psychiatric patient visits at Lancang Kuning Hospital Pekanbaru. According to (Sugiyono, 2020) in qualitative research, researchers play a role as the main instrument (key instrument) because the researcher is directly involved in the entire research process, from planning, data collection, to analysis and drawing conclusions. Therefore, the ability of researchers to observe, interact, and understand social aspects in the field is the main key to the success of research.

In addition to the researcher as the main instrument, this study also uses supporting instruments to assist the data collection process, namely:

1. The interview guideline, which contains a list of open-ended questions to dig up information from medical personnel, administrative staff, and patients' families regarding the implementation of communication strategies and hospital cost disclosure.
2. Observation sheets are used to systematically record interactions, behaviors, and forms of communication that occur between the hospital, patients, and their families.
3. Documentation checklists, used to drill down into secondary data such as activity reports, cost transparency policies, and patient visit records.

Data Analysis

The data analysis method in this study uses a qualitative descriptive approach. This analysis aims to describe in depth how the cost transparency communication strategy is applied in improving the adherence of psychiatric patient visit schedules at Lancang Kuning Hospital Pekanbaru. The analysis stages are carried out through several processes (Sekaran, 2020), namely:

1. **Data Reduction**

At this stage, the researcher conducts the process of sorting and simplifying the data obtained from interviews, observations, and documentation. Information not related to the focus of the study was set aside, while data related to the implementation of cost transparency communication, patient and family responses, and their impact on adherence to visit schedule compliance were retained for further analysis.

2. **Data Display**

The data that has been reduced is then compiled in the form of narrative descriptions, tables, and direct quotes from informants. The goal is to provide a comprehensive overview of the communication strategy carried out by the hospital and how this communication affects the level of patient compliance in carrying out the visit schedule.

3. **Conclusion Drawing and Verification** After the data is presented, the researcher draws conclusions based on the patterns that emerge from the findings in the field. The conclusion is then verified through a comparison process between the results of interviews, observations, and documentation to ensure the validity of the data and the accuracy of interpretation.

In addition, this study also uses source triangulation techniques and methods to test the validity of the data. Triangulation was carried out by comparing results from various sources of information (Sekaran, 2020) such as hospital staff, patients, and patients' families, and also from various data collection techniques.

The validity of the data in this study was strengthened through triangulation of sources, namely by testing and comparing information from various parties involved in the process of

communicating costs and setting the visit schedule at Lancang Kuning Hospital Pekanbaru. Information is collected from health workers as communicators of clinical conditions and cost explanations, patients' families as recipients of information, administrative officers who handle details and cost documents, and hospital management who sets service policies. By examining the suitability and consistency of the data from the four groups, researchers can ensure that the information obtained truly reflects the real situation and does not rely on a single perspective. This approach ensures that findings related to communication strategies, cost transparency and their impact on visit compliance have a high level of confidence.

RESULTS AND DISCUSSION

Overview of Lancang Kuning Hospital

Lancang Kuning Pekanbaru Hospital is a type C health service institution that operates based on Operational Decree Number 1/05.12/DPMPSTP/II/2018 and is under the management of the legal entity PT. A Healthy Diet. Established in 2003 and started operating on April 29, 2005, this hospital occupies an area of 7,500 m² with a building area of 4,500 m², located on Jalan Ronggowarsito Ujung No. 5A Gobah, Sail District, Pekanbaru-Riau. Institutionally, Lancang Kuning Hospital has a vision, namely:

"Serving Quality Riau Public Health in a Comfortable Environment"

which is described through a mission to realize a healthy Riau society, prioritize patient safety, and consistently maintain the quality of health services.

In carrying out its service functions, Lancang Kuning Hospital provides a wide variety of general and specialist polyclinic services. General services include general medicine and dentistry, while specialist services include general surgery, internal medicine, obstetrics and gynecology, child health, pulmonary, psychiatry, and neurology. The completeness of these services shows the capacity of hospitals to handle various public health needs with different levels of complexity.

The hospital is supported by 60 inpatient beds, 12 polyclinic rooms, an Emergency Installation unit, and three operating rooms consisting of an operating room and a delivery room. In addition, there are medical support rooms such as pharmacy, radiology, and laboratory installations that ensure the smooth diagnostic and therapeutic process. The hospital also has 15 hemodialysis units, which expand the range of services especially for patients with chronic kidney disorders.

These medical facilities are strengthened by the existence of public facilities that support comfort and accessibility, such as 24-hour services, prayer rooms, nursery rooms, parking areas, and representative waiting rooms. This combination of medical and non-medical facilities is designed to enhance the experience of care for patients and families, so that the hospital not only serves as a place of care, but also as an environment that supports the recovery process.

Lancang Kuning Hospital has a drug and mental health rehabilitation unit, including inpatient services for patients with psychiatric disorders. These services demand a multidisciplinary approach and intensive communication between medical personnel, patients, and families. The availability of experts such as psychiatrists and general practitioners, as well as the support of supporting services, makes this hospital one of the institutions that has an important role in the implementation of mental health services in the Pekanbaru area and its

surroundings.

In mental health services, patient adherence to the visit schedule is an aspect that greatly determines the success of therapy. However, hospitals face challenges in the form of irregular patient visits which are largely influenced by family understanding factors related to treatment procedures, control schedules, and cost structures. Lack of understanding of the details of costs and their calculation mechanisms often causes confusion or inappropriate perception, resulting in delays and absences from patients in routine visit schedules.

Based on this background, Lancang Kuning Hospital is a relevant research object to examine the effectiveness of structured communication strategies and the application of the principle of cost transparency in improving family understanding and psychiatric patient compliance with visit schedules. The implementation of six elements of cost transparency, namely clarity of information, openness of calculation, affordability of access to information, relevance, accountability, and involvement of related parties is expected to reduce communication barriers and strengthen coordination between hospitals and patients' families.

Overview of Research Informants

In terms of age and gender, it can be seen that the informants have varied backgrounds so that a broader view can be obtained. Age differences provide a variety of experiences and maturity of perspectives, while gender diversity provides a balance in emerging viewpoints. This variation is important because a person's perception and experience are closely related by demographic factors, so the results of the study can be more comprehensive.

In addition, the categorization of informants into groups of sources shows their position or role in the context of the research, so that researchers can identify the contributions of each group more clearly. Each group of interviewees has different insights and experiences related to the research object, which makes the information collected more comprehensive.

Interview Results with Medical Personnel

The relationship of structured communication strategies to patient and family understanding

Based on the results of interviews with medical personnel, it can be seen that a systematically developed communication strategy is highly related to improving patient and family understanding of service details and cost transparency. All medical informants explained that the pattern of conveying information in a sequential manner, starting from the patient's health condition, the type of services needed, to the details of costs that help families follow the communication flow without feeling overwhelmed. This approach avoids the confusion that usually arises when information is given randomly or unstructured.

In addition to providing ease in understanding the material explained, medical personnel also assessed that a successful communication strategy accelerated the process of receiving information by the patient's family. All three informants emphasized that regular communication makes families more quickly grasp the intent of the explanation and ask fewer repetitive questions. A stable and targeted communication pattern also minimizes the possibility of miscommunication that can hinder the service process or cause a misperception of the costs that must be incurred.

Furthermore, structured communication strategies have been proven to build trust and comfort in patients' families. Clarity in the delivery of information makes them feel more confident in the medical decisions taken and better prepared in preparing for treatment needs,

including in terms of cost. When families understand the overall process well, they are better able to make decisions about visits and financial preparations well. Thus, the application of structured communication is a key component in strengthening family understanding related to cost transparency in hospitals.

Implementation of six elements of cost transparency in improving patient understanding

The interviews showed that the six elements of cost transparency, namely clarity of information, openness of calculation methods, affordability of information, relevance, accountability, and involvement of related parties have been implemented quite effectively by medical personnel and directly contributed to improving the understanding of patients' families. In terms of clarity, medical personnel use cost tables, non-technical language, and calculation examples to make information easier to receive. This approach ensures that families get a complete picture of costs without complicated terms that are difficult to understand.

In terms of the openness of the calculation method, the medical personnel break down the cost components in detail, explain the basis for calculating the cost of services, and provide evidence of calculation if the family needs it. Meanwhile, the affordability of information is achieved through the delivery of information that can be accessed at any time, either through direct explanations or the opportunity to ask questions. This makes families feel they have enough access to cost data so they don't hesitate to confirm information they don't yet understand.

The elements of relevance, accountability, and stakeholder involvement are also evident in service practice. The cost information provided by medical personnel is always adjusted to the medical condition and the needs of patient services, so that the family receives information that is truly relevant. Accountability is maintained through consistency between medical and administrative records, ensuring there are no discrepancies in information. In addition, the involvement of various parties such as medical personnel, administrative staff, and families creates a more comprehensive communication process.

The impact of cost understanding on patient compliance in following the visit schedule

The results of the interviews showed that the increased understanding of families regarding service costs had positive results on patient compliance in undergoing routine visits. According to medical personnel, families who understand the amount of costs and how they are calculated are better able to prepare for financial needs, so they no longer postpone or cancel visits due to unprepared costs. A better understanding also reduces anxiety about expenses and improves the family's ability to make timely visit decisions.

In addition, families who have understood the details of the costs show more disciplined and consistent behavior in following the visit schedule. Based on the information of the informant, families who receive a clear and systematic explanation of the cost are less likely to miss the schedule and reschedule less often. In contrast, families who do not have a good understanding of costs show a tendency to hesitate, confused, and often experience delays or delays in visits.

These findings suggest that understanding costs is not only an informative aspect, but also has direct consequences on patient compliance behavior. When families know what needs to be prepared and understand the reasons behind the cost structure, they become better prepared financially as well as mentally. So that cost transparency can be a determining factor in ensuring the continuity of patient care, especially in services that require regular visits such as the

treatment of patients with mental disorders.

The interaction between communication strategies and six elements of cost transparency on the effectiveness of patient compliance

The interaction between a good communication strategy and the implementation of cost transparency elements showed significant results in improving patient adherence to the visit schedule. Medical personnel explained that structured communication is a determining factor so that cost transparency information can be received by the family as a whole. Without clear and consistent communication, cost transparency is often misunderstood or even confusing.

In addition, the transparency of costs provided through clear details, open calculation methods, and easy access to information strengthen the message that medical personnel want to convey. The compatibility between structured communication and clarity of information creates a more comprehensive understanding in the family. This combination not only builds trust but also provides a sense of security because the family knows exactly what the cost is needed and the reason behind the calculation.

The results of the interviews also showed that the combination of these two aspects contributed to a significant increase in patient compliance. Medical personnel gave an example that after the family received a systematic and transparent explanation of the cost, they became more stable and routine in following the visit schedule. In other words, a strong communication strategy and complete cost transparency create a synergistic effect that plays a major role in maintaining the continuity of psychiatric patient visits at Lancang Kuning Hospital.

Results of Interviews with Administrative Staff

The Influence of Structured Communication Strategies

Administrative staff explained that the implementation of a structured communication strategy makes a significant contribution to the patient's family's understanding of cost information. The cost submission procedure always follows the SOP flow that starts from the registration process or after the service data is recorded in the system. With concise, clear, and delivered both orally and in writing, the patient's family obtains a systematic picture of the cost, thereby reducing the potential for misunderstanding.

In addition, the delivery format that is organized in an organized manner has been proven to help families more easily follow the payment flow. Staff said that with a list of costs or written details provided to families, the number of recurring questions can be minimized. Thus, a structured communication strategy not only facilitates the process of conveying information, but also makes the family better understand what is being explained.

The staff also mentioned that although there are still obstacles such as differences in understanding or the use of technical terms, communication that uses systematic measures is able to maintain clarity of information. Both written and direct explanations help reduce confusion, so structured communication becomes an important basis in delivering cost information to patients' families.

Implementation of the Six Elements of Cost Transparency

The implementation of the six elements of cost transparency is clearly reflected in the working mechanism of the administrative staff. Clarity of information is obtained through the provision of complete cost details, supported by a standard cost format that is easy to understand. The element of openness can be seen from the way the staff explains each component of the cost both in writing and through direct explanations so that families can find

out the total cost in more detail.

In terms of affordability and relevance of information, staff ensure that all cost data can be accessed through the administration counter and is always ready to be re-provided if the family needs clarification. The information is also tailored to the patient's medical condition and service needs, so that the family receives relevant explanations. Information accountability is strengthened through integrated cost recording in the hospital system as well as re-examination before being submitted to families, so that there is no mismatch between administrative data and medical services.

Meanwhile, the element of involvement of related parties can be seen from the direct involvement of the patient's family in the cost clarification process. Families are given the space to ask questions, review the details of the cost, and ensure that the cost is in accordance with the services provided. This involvement not only builds a better understanding, but also increases the family's trust in the cost transparency process that the hospital runs.

The Impact of Understanding on Compliance

Interviews show that a better understanding of costs has a direct effect on the level of family adherence in running a visit schedule. When the explanation of costs is understood from the beginning, families can manage the readiness of funds and schedule visits more in a timely manner, thus reducing the tendency to delay treatment due to financial problems or unclear costs.

Factors such as unpreparedness of funds, lack of understanding at the beginning, as well as concerns about additional costs, are usually the cause of non-compliance. However, administrative staff said that good cost transparency was able to reduce these obstacles. An open and structured explanation of costs helps families eliminate fear and confusion, so they are better able to make decisions quickly and appropriately.

In addition, a strong understanding of costs also makes families more confident in following the obligation of regular visits. They are no longer haunted by worries about hidden costs, so the pattern of visits becomes more regular. Thus, increasing understanding of costs has been proven to have a positive impact on compliance in carrying out patient care schedules.

Interaction Communication Strategy & Cost Transparency

The results of the interviews show that structured communication strategies and the implementation of cost transparency complement each other. Communications are delivered gradually to help clarify each information related to costs, so that transparency can be better received by the patient's family. The written media provided, such as the details of the cost, strengthened the oral delivery and became concrete evidence of the hospital's openness.

The combination of these two aspects is considered by the staff to be quite effective, although there are still areas that need to be improved, especially in the initial delivery stage to make it easier for the entire patient's family to understand. Without neat and orderly communication, cost transparency will not produce maximum impact because information may be received incompletely or incorrectly. Therefore, communication strategies act as an important bridge that helps the transparency process to be more effective.

The integration of communication and cost transparency is further strengthened with various additional initiatives such as the provision of cost brochures, cost simulations, and the addition of special officers for cost explanation. These efforts allow families to get a more comprehensive and clear picture of the cost of care, so that they become more prepared and

consistent in meeting the visit schedule. The synergy between structured communication and cost transparency ultimately forms a more effective and trusted service system for patients' families.

Results of Interviews with Patients' Families

The Influence of Structured Communication Strategies

Interviews with patients' families show that a systematically developed communication strategy has an important role in making it easier for them to understand hospital cost information. The delivery was carried out through successive stages, starting from an explanation of the service by medical personnel, then continued with details of the cost by the administrative staff. This flowing flow makes it easier for families to follow the information process from the beginning of the visit.

In addition, the gradual delivery of information provides space for families to ask questions when there are parts that are not clear. Some of the speakers admitted that although they were confused at first, the re-explanations provided with regular communication patterns helped them understand all the cost components. This shows that a good communication structure is able to accommodate differences in understanding between families.

An organized communication strategy also creates a sense of comfort and not rush during the explanation process. Families feel helped because information is not given haphazardly, but is conveyed in a logical order, so that they feel more prepared and less stressed during the ministry process.

Implementation of the Six Elements of Cost Transparency

Based on the results of the interviews, the six elements of cost transparency which include clarity, openness, accessibility, accuracy, completeness, and accountability have been implemented quite well by hospitals. Patients' families consider that explanations of costs are given clearly, both verbally and in writing, so that they can understand the details per service, the overall total, as well as the difference between fixed and variable costs.

The openness of the hospital is also felt through the opportunity given to families to ask questions whenever needed. Fee information is available at the counter and the administrative staff provides an explanation in person when requested. A positive assessment of the hospital's honesty and responsibility arose because the family felt that no information was hidden in the submission of the costs.

In addition, the accuracy and completeness of cost information also support family understanding. Delivery techniques such as providing examples of calculations or simplifying explanations make it easier for them to follow each detail. Even so, the family hopes that there will be additional facilities such as brochures or applications so that access to cost information will be more optimal.

The Impact of Understanding on Compliance

A good understanding of costs has been shown to have a direct impact on the level of family adherence to the visitation schedule. The family revealed that after knowing the estimated cost and the calculation mechanism, they were better able to prepare funds and arrange regular visit schedules. This understanding makes them more prepared and rarely postpones hospital visits.

A number of families admitted that they had been late for visits before getting a more detailed explanation of the cost. But after gaining a more comprehensive understanding, delays

are almost no longer occurring. This shows that clarity of cost information is an important factor related to family discipline in following treatment procedures.

Understanding the cost also provides a sense of peace of mind for families, because they know what needs to be prepared. Information and financial readiness make the visit process more organized and less confusing. Thus, understanding costs serves as a key driver that increases family participation and compliance during the service process.

Interaction Communication Strategy & Cost Transparency

Interviews show that a structured communication strategy and cost transparency are two mutually reinforcing aspects. Effective communication is more effective when supported by cost disclosure, while cost transparency becomes easier to understand when conveyed through clear communication patterns. The family stated that the combination of the two really helped them understand the ministry process without confusion.

This interaction can be seen from how the gradual explanation, accompanied by details of the cost that is open, makes the family feel more comfortable. When administrative staff provide details and examples of cost calculations, supported by reexplanations if needed, families find the process easier to understand and less stressful. This combination creates a more organized and informative service experience.

The impact of the synergy between the two also appears in increasing the discipline of visits. The understanding gained from structured communication and transparent cost information encourages families to prepare funds and visit schedules more carefully, so that delays are almost no longer the case. This confirms that the interaction of communication strategies and cost transparency plays an important role in creating family compliance and readiness during the patient care process.

The Influence of Structured Communication Strategies

A systematically designed communication strategy has been proven to provide substantial results on the effectiveness of delivering service and cost information at Lancang Kuning Hospital Pekanbaru. The results of interviews with medical personnel show that the delivery of information is carried out through a flow, starting from clinical conditions, service explanations, to cost estimates so that families can comprehensively understand the medical aspects before receiving financial information. This structured approach helps reduce confusion, steer family perceptions more positively, and strengthen trust in health workers. These findings are in line with research (Sujarwo, 2023) which emphasizes that systematic communication strategies are able to increase interaction and understanding, even in vulnerable groups such as ODGJ. This means that a clear communication structure has a universal function in strengthening interpersonal relationships and increasing the acceptance of information on various aspects of health services.

From the perspective of administrative staff, the implementation of structured communication is part of a standard operating procedure that emphasizes the separation of information into detailed components, such as cost details, calculation methods, and clarification spaces. This approach is also enriched through the use of written documents to ensure the consistency of the message. This is in line with research (Panjaitan et al., 2023), explaining that cost intransparency often arises as a result of communication that is not systematic and cannot be understood by patients. Thus, a structured communication strategy not only increases the clarity of information, but also serves as the basis for fulfilling patients'

rights as stipulated in health regulations. In addition, efforts to arrange cost information are also in line with the view (Lumbanraja & Sjaaf, 2023), which emphasizes that transparency in healthcare prices is only effective when information is conveyed clearly, completely, and easily understood.

The families of the patients interviewed also assessed that the delivery of information through logical stages made it easier for them to understand services and costs. Repeated explanations, simplification of medical terms, and the availability of clarification rooms are considered very helpful, especially for families who are unfamiliar with hospital administration. These findings are consistent with the results of the study (Rosita et al., 2025), which shows that clear costs and services delivered in an empathetic and professional manner have a significant impact on patient satisfaction. Regularity of communication flows not only enhances family understanding, but also strengthens their trust and involvement in the care-related decision-making process.

(Laranjeira et al., 2023) Affirming that consistent and structured communication is a key factor driving therapeutic adherence and patient engagement in care illustrates the broad relevance of communication strategies in supporting healthcare success. Previous research findings regarding patient schedule reminders by (Opon et al., 2020) and (Werner et al., 2023) It also emphasizes that structured communication strategies including reminders, clear delivery flows, and repetition of information can significantly improve patient discipline and lower absenteeism rates. This shows that the communication structure not only makes it easier to understand cost or service information, but also supports the overall operational effectiveness of the hospital.

Based on the results of interviews and previous research results, it can be concluded that structured communication strategies are the foundation in creating effective relationships between hospitals, patients, and families. Logically and systematically strung communication not only strengthens the understanding of service and cost information, but also supports hospital accountability, improves patient satisfaction, improves family engagement, and contributes to operational efficiency. This approach has proven to be relevant in both public hospitals, mental health services, sharia services, and international health systems. Thus, the implementation of structured communication strategies needs to be an integral part of hospital service standards to ensure the fulfillment of patient rights, improve service quality, and strengthen public trust.

Implementation of the Six Elements of Cost Transparency

Cost transparency in healthcare is an important foundation in realizing accountability, efficiency, and patient trust, which consists of six elements: clarity of information, accessibility, honesty–openness, details of cost components, clarification mechanisms, and consistency of information. Based on interviews with medical personnel, administrative staff, and patients' families, it can be seen that these six elements are not only applied, but become an integral part of how hospitals build communication and manage relationships with patients' families. The application of these elements is in line with the findings of previous research that emphasized that cost transparency increases trust, financial readiness, patient compliance, and minimizes absenteeism in healthcare (Laranjeira et al., 2023) and (Rosita et al., 2025).

The clarity of the information is clearly reflected in the interview, where the medical personnel provide an initial explanation of the medical procedure and the cost implications in

stages. The explanation is not given at once, but follows the stages of the family's understanding of the patient's condition. Administrative staff reinforce this clarity through the use of a standard fee format as well as oral delivery tailored to the family's level of understanding, especially when there are changes in services that make costs variable (Anwar et al., 2024). Meanwhile, the patient's family stated that the clarity they received came not only from the documents, but also from the re-explanations that staff gave when they were still confused. This approach supports the findings (Sujarwo, 2023) which states that gradual communication strategies can improve patient and family understanding in the context of healthcare, and are in line with the concept of clarity-driven communication in the health literature that allows patients to make information-based decisions.

The accessibility of information is reflected through the availability of cost information at various service points, ranging from administrative counters to medical services. The administrative staff explained that details of the cost can be requested at any time, and the medical personnel confirmed that they would connect the family to the administration department if more technical explanations were needed. Patients' families confirm that this flexibility makes them feel less difficult to obtain data, either directly or through additional explanations. This implementation is in accordance with the results (Lumbanraja & Sjaaf, 2023), which states that information accessibility is at the heart of healthcare price transparency and allows patients to plan their finances more effectively.

Honesty emerged as an important element as expressed by all the speakers. Medical personnel ensure that any new measures are explained before they are performed, so that no costs arise without the family's consent. The administrative staff supports this openness by recording all transactions and cost details in an integrated system that can be verified at any time by the family. Patients' families consistently state that hospitals are considered honest, especially when costs change based on the patient's condition because the changes are always accompanied by explanations and are never sudden. This is in accordance with the findings (Panjaitan et al., 2023), which emphasizes that hospitals are obliged to provide honest and complete cost information as part of public service accountability. The implementation of strong openness in healthcare institutions has also been shown to have a direct impact on increasing patient trust and their loyalty to services (Malik, 2025).

The details of the cost component are the most prominent element of transparency in the interview. The administrative staff explained that the list of costs is compiled using a standard format that lists all service components, both fixed costs (e.g. rooms, administration) and variable costs (e.g. additional measures, medications, advanced controls) (Putri et al., 2025). Medical personnel also play a role in explaining the medical basis of each cost component, so that families understand the rationalization of costs. Patients' families state that the breakdown of costs per service, including changing costs, goes a long way in helping them make budget estimates and avoid misunderstandings. This element is in line with global research trends that emphasize that itemized billing increases patients' perceptions of cost fairness and prevents financial conflicts between patients and hospitals (Araich, 2023).

The three groups of interviewees emphasized that families were given a wide space to ask for clarification. Administrative staff emphasized that families are allowed to ask questions before approving fees, as well as being often involved when there is a change in services. The medical staff confirmed that they always inform them of changes in medical procedures and

their new costs after the patient's condition changes, so that no decisions are made unilaterally. Patients' families appreciate this mechanism because they can ask for a re-explanation until they truly understand the cost. This element is in line with the findings of Opon et al. (2020), which show that the active participation of families in the clarification process increases the sense of control over the treatment process and has an impact on the stability of visits and adherence to schedules.

The consistency of information can be seen from the harmonization between medical and administrative explanations. Medical personnel emphasized that any changes in service will be immediately adjusted to the administration so as not to cause differences in information. The administration ensures that all the data submitted is official data from the system, so there is no difference between the officer's explanation and the cost document. The patient's family also considers that the explanation between the medical and administrative departments is never contradictory, which makes the flow of services easier to follow. This consistency supports the findings of Rosita et al. (2025), who stated that consistency of cost information contributes significantly to patient satisfaction and reduces confusion during the service process.

The Impact of Understanding on Compliance

Patients' families' understanding of cost information and service flows has been shown to have a significant impact on their adherence to visiting schedules and following hospital procedures. Based on the interview results, medical personnel, administrative staff, and patients' families showed a consistent response pattern, namely the better the understanding of the family, the higher the level of discipline and the less delays in control visits. This understanding is formed from a combination of structured communication strategies, cost transparency, and active involvement of families in the information clarification process. This is in line with the health literature which states that patient understanding has a direct role in health behavioral adherence (Opon et al., 2020).

Medical personnel said that when families are given a gradual explanation of the patient's medical condition, actions to be taken, and possible changes in services, the family becomes better prepared to face the treatment process. They emphasized that this understanding reduces family confusion so that there is no delay in the schedule of actions or follow-up visits. Medical personnel also explained that families who understand the medical reasons behind a cost such as additional costs due to emergency measures are less likely to refuse or delay services. Thus, understanding not only affects the administrative aspect, but also affects compliance with clinical procedures. These findings corroborate the research (Sujarwo, 2023) which emphasizes that patients who understand service procedures will be more compliant with the schedules and recommendations of health workers.

Furthermore, the administrative staff emphasized that the family's understanding of the fee structure and the way it is calculated greatly affects the timeliness of their arrival. They saw that families who already understood the details of the cost component and possible changes in costs tended to be more financially prepared, so there were far fewer delays or absences due to unpreparedness. Staff also added that when families engage in cost clarification before approving an action, they have a more realistic perception of the total cost, which ultimately improves discipline in following the service schedule. This is consistent with the results of Panjaitan et al. (2023) who stated that cost transparency improves patient budget readiness and reduces administrative delays.

Then the patient's family emphatically stated that their understanding of the cost and service process makes them calmer, more prepared, and more disciplined in meeting the visit schedule. Many of them admit that they have been late or absent in the past because they do not know the estimated cost or are worried about additional costs. However, after getting a clear and detailed explanation from the medical personnel and administrative staff, they feel better able to plan visits and prepare funds more regularly. Some families also said that this understanding made them "never late again" and "more obedient to the control schedule". These findings support the research of Malik (2025), who suggests that understanding costs can lower financial anxiety and improve patient compliance behavior.

Based on the results of the interviews, it can be seen that the understanding of the patient's family is the result of the interaction between structured communication strategies, information accessibility, and the consistent implementation of cost transparency. When all medical and administrative information is conveyed clearly and harmoniously, the family has a sufficient knowledge base to make timely and responsible decisions. These findings are consistent with the literature that understanding is an important mediator between patient communication and compliance in the healthcare system (Laranjeira et al., 2023).

Interaction Communication Strategy & Cost Transparency

The results of the interviews show that a structured communication strategy and cost transparency practices are two elements that reinforce each other in creating a more comprehensive service experience for patients and families. Medical professionals explain that the systematic presentation of information such as clinical conditions, action plans, and potential risks can help families understand why various components of costs need to be incurred. When medical explanations are given sequentially, the family's acceptance of cost information from the administration is better because they can see the direct link between the clinical action and the financial consequences. This is in line with the findings of Sujarwo (2023) who emphasized that a planned communication strategy is able to improve the quality of interaction and understanding of those who receive services.

From the administrative staff side, the success of cost transparency is largely determined by the alignment of information between units. When the family has gained an initial understanding from medical personnel, the process of submitting cost estimates, service explanations, and potential tariff changes can be accepted more openly. Administrative staff also emphasized that information inconsistencies are often a trigger for conflict and confusion, so communication coordination is an important aspect in ensuring cost clarity. These findings are supported by Lumbanraja & Sjaaf (2023) who state that although price transparency is indispensable to improve patient understanding, its implementation requires a consistent and accessible communication system so as not to cause misperceptions.

The patient's family perspective shows that when medical explanations and cost information go in sync, trust, security, and control over the treatment process increase. Cost disclosure helps families make administrative preparations early on, reduces worries about unexpected costs, and speeds up decision-making. This is reinforced by Rosita et al. (2025) who found that clear quality of service and transparent fees play an important role in improving patient satisfaction. In addition, research by Panjaitan et al. (2023) confirms that patients' right to know the diagnosis, medical procedures, risks, and estimated costs are the legal responsibility of hospitals, and transparency conveyed in an empathetic manner can improve compliance and

reduce potential disputes.

The integration of communication strategies and cost transparency forms a mutually reinforcing pattern of interaction. A thorough medical explanation increases the patient's readiness to receive the details of the cost, while cost transparency increases confidence in the information provided by the medical staff. The consistency of these two aspects realizes services that are more accountable, easy to understand, and oriented towards comfort and certainty for the patient's family.

CONCLUSION

Based on the results of the study, it can be concluded that: 1) A structured communication strategy plays an important role in increasing family understanding of services and costs at Lancang Kuning Hospital Pekanbaru. Delivering information through a flow, starting from clinical conditions to explanations of actions and costs, can reduce confusion, build trust, and improve the quality of interaction between health workers and families. The results of this study confirm that systematic communication is a basic element in the implementation of transparent and empathetic health services. 2) The implementation of the six elements of cost transparency (clarity, accessibility, openness, cost details, clarification space, and consistency of information) has gone well and has yielded positive results for patients' families. The implementation of cost transparency creates financial certainty, increases trust in the service system, and strengthens the family's perception of hospital professionalism and accountability. The alignment of information between medical officers and the administration is able to reduce information mismatches that have the potential to cause miscommunication. 3) The family's level of understanding of the service process and cost structure has a direct impact on their compliance in following control schedules, procedures, and hospital visits. Adequate understanding makes families feel more prepared, reduces anxiety related to costs, and increases discipline in receiving services. This shows that understanding is the main link that influences the relationship between communication, cost transparency, and compliance behavior in healthcare. 4) There is a mutually reinforcing relationship between structured communication strategies and cost transparency. When medical information and costs are delivered consistently, concisely, and easily understood, families feel more trusted, safer, and better able to make informed decisions. The integration of these two aspects creates more accountable, effective, and comfort-oriented services for patients' families, thereby strengthening the relationship between hospitals, patients, and families in the treatment process.

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