

Original Research Article

THE EFFECT OF “REACH” COMMUNICATION (RESPECT, EMPATHY, AUDIBLE, CLARITY, HUMILITY) TOWARD THE CARING BEHAVIOR OF NURSES IN TUBAN

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ABSTRACT

Introduction. Caring behavior is influenced by several factors, one of which is communication. Effective communication good will improve the good relationship between a nurse with the client. Caring behavior is an effort nurses make to be close to clients and understand what clients are doing so that nurses can carry out nursing care effectively. Place according to the problems experienced by the client. The study aimed to analyze the effect of reach communication and the caring behavior of nurses toward patients in Tuban. **Method.** The study used a pre-experimental design with a one-group pre post-test design. The sampling method used is simple random sampling with 27 respondents and questionnaires. The sample in this study were all nurses and medical personnel who had communicated with patients at the Tuban. To avoid sample deviation, inclusion and exclusion criteria were found. **Result & Analysis.** Data analysis was undertaken using Wilcoxon Statistical tests. The results of the statistical test obtained asymp. Sig. (2-tailed) $p = 0.001$ where the value of $p < (0.05 < 0.05)$ the H_0 is accepted, meaning that there is an influence of the REACH communication method (respect, empathy, audible, clarity, humility) on caring behavior in the public health center. **Discussion.** Nurses should increase reach communication when meeting patients to increase the caring behavior of nurses, doctors, and midwives.

Keywords: REACH Communication, Caring Behavior, Doctors, Nurses, Midwives

INTRODUCTION

Caring means the behavior of nurses providing nursing care.: handling client complaints, do not discriminate against the client. Caring behavior that is neglected will have an impact, both on nurses as well as doctors and midwives at the community health center who relate to the patient (Ray, 2021). Nurses who do not apply caring behavior well is tend to have less motivation to perform professionally. Caring behavior is influenced by several factors, one of which is communication. Effective communication good will improve the good relationship between a

nurse with the client (Mahvar et al., 2020). The level of knowledge and attitude of nurses will influence effective communication; if effective communication between the nurse and the client is not well-established, it will decrease the nurse's motivation to undergo caring behaviour (Appah, 2020).

Good communication will improve good influence between nurse and client. The level of knowledge and attitudes of nurses will affect REACH communication (Masood et al., 2020). When REACH. communication between nurses and clients not well established, it will reduce the motivation of nurses to apply caring

behavior. Communication is essential to note in daily life activities because our lives can be disturbed if we cannot run effective communication. There are five indicators or the five laws of effective communication (the 5 inevitable laws of effective communication) and summarized as REACH (respect, empathy, audible, clarity, humility).

Based on data from the Department of Health Tuban Regency (2019) in Jenu community health center, a total of 23,583 with a total of Jenu Health Center patient visits. From these data, it was noted that the total visits to the Jenu Public Health Center rank 12th, with total visits the lowest, out of 33 community health centers in Tuban Regency. In cases that often occur between nurses and patients as a result of REACH communication resulting in patient disappointment. Male patients amounted to 11,127, and female patients totaled 12,456. Moreover, there are two villages of Remen and Purworejo including sub-health centers, village Remen with a total of 1,869 visits, while in Puwerejo Village, the number of visits is 1,010. Total auxiliary health center number of visits: 2,879, while the number of village clinic visits totaled: 20,770.

Based on the initial survey on January 4th (2021) using interviews and observations of as many as 5 people, who found that the application of behavior caring for more than half of the nurses (30.5%) at the Jenu Health Center is included in the low category through from interviews some clients say that nurses are

less responsive and attentive, researchers also conduct observations and interviews about behavior caring, the results obtained by researchers that nursing services in aspects of caring nurses have not carried out research that has been carried out at the Jenu Health Center, it was found that the service at the Puskesmas in the nursing field was quite good, but there was a criticism stating that some clients were dissatisfied because the nurses were less friendly and less clear in providing information to clients, do not care about patients, there are often misunderstandings between nurses and clients as a result of REACH communication, causing disappointment in patients (Trisnawati, 2021).

Based on patients and patients' family's expectation, nurses caring in providing each service have not been carried out optimally. This can be seen by several research results which show that the behavior of caring nurses is still lacking (Kaldy, 2022). It was found that there were many nurses with care that is poor-caring, affecting the professional attitude of nurses. Moreover, five nurses or 55.8% nurses lacked care in providing services to patients. Likewise, research was conducted on the correlation between behavior caring with the level of patient satisfaction at the Jenu Public Health Center, more than half of the clients (57.1%) were dissatisfied with the behavior of caring nurses.

One of the factors that influence the behavior of caring nurses is the workload. The negative result of the increase of

workload is the possibility of nurses' emotions arising that is not as expected by the patient. This excessive workload greatly affects the productivity of nurses. The number of existing nurses is not proportional compared to the amount of work that must be completed. This condition can trigger the emergence of work stress because all patients who visit indirectly demand to get effective and efficient services to resolve problems faced by patients (Oluma and Abadiga, 2020).

The behavior of service nurses in health care facilities or Pukesmas in dealing with patients will determine the satisfactory. Nurses have a big influence on determining the quality of hospital services, especially with an attitude of caring. Humanistic attention to patients will improve nurse-client relationships to be harmonious and increase patient satisfaction.

Nursing services play an important role in determining patient satisfaction. This nurse service includes hospitality services, and speed in service to evaluate service quality service. There are five groups of characteristics used by customers: physical evidence of the hospital or reality (tangibles), the willingness of employees and employers for communication, caring behavior while providing nursing care to patients so that the patient's needs can be met. One way to overcome this problem is by the attitude of caring. Nurses with caring behavior are needed in fostering a harmonious relationship between nurse and client.

Caring nurses involve efforts to treat clients humanely and intact as human beings who are different from other humans (Mahvar et al., 2020).

Caring behavior towards patient is a concern that must be based on REACH communication which is the first law in developing effective interpersonal communication is respect, which is an attitude of respect for each individual who is the target of the message that respects each individual who is the target of the message that we convey respect and mutual respect is the first law and we communicate with others. Concern for slow communication will form a therapeutic relationship with the nurse, thus the client will feel comfortable and reduce stress levels. Several factors affect the nature of caring including individual factors, psychological factors, and organizational (Jabarkhil et al., 2021) behavior caring given by nurses to clients can have an impact on the emotional and spiritual well-being of clients. Moreover, such factors can increase the dignity of clients, personal self-examples, increase physical healing, provide security, and create a trusting relationship between nurses and clients. According to (Shannon, Blythe and Peters, 2021), states that until today, some efforts have been made to improve caring behavior, such as increasing the knowledge of nurses by creating a learning environment that can encourage nurses to caring (Foote, 2021)(Nelson, 2022).

From this explanation, researchers are interested in analyzing the effect of REACH communication (respect, empathy, audible, clarity, humility) on the caring behavior of nurses in Tuban Regency.

METHOD

The research design in this study was pre-experimental by designing one group pre-test post-test design which using research that provides an initial test before being given treatment, and a final test after being given treatment. The population in the study was the subject (eg humans: clients) who meet the criteria that have been set (Nursalam, 2016). The population used in this study were all nurses at the Jenu Public Health Center, Jenu District, Tuban Regency, with as many as 27 respondents consisting of 9 nurses, 10 midwives, and 5 doctors. The sample in this study were all nurses and medical personnel who had communicated with patients at the Jenu Health Center, Jenu District, Tuban Regency. To avoid sample deviation, inclusion and exclusion criteria were found. Research used probability sampling with simple random sampling techniques.

RESULT

From the results of collecting respondents, the researcher obtained information from 24 respondents where the respondents were willing to become respondents, carry out pre-tests, training, and post-tests. Research data are grouped

by researchers into 2, namely general data and specific data, which are described as follows:

- 1. General data
 - a. Characteristics of Respondents Based on Age.

Table 1

No.	Age	f	Percentage (%)
1.	<25	10	41,7%
2.	25-45	14	58,3%
Total		24	100 %

Based on the 1 table above, it can be seen that most of the 14 (58.3%) respondents were aged 25-45 years. table 1 above, it shows that almost half of the respondents aged 25 years.

- b. Characteristics of Respondents Based on gender.

Table 2

No.	Gender	f	Percentage (%)
1.	Male	5	20,8%
2.	Female	19	79,2%
Total		24	100 %

Based on the 2 table above, it can be seen that most of the respondents were female, amounting to 19 people (79.2%) and a small proportion of male respondents were 5 people (20.8%).

- c. Characteristics of Respondents Based on the education level

Table 3

No.	Education Level	f	Percentage (%)
1	Midwife	10	41,7%
2	Nurse	9	37,5%
3	Doctor	5	20,8%
Total		24	100 %

Based on the 3 table above, it can be seen that most of the respondent's education level, the largest were 10 midwives (41.7%), and a small proportion of doctors were 5 (20.8%) respondents.

2. Special Data

a. Caring Behavior Before Giving REACH Communication Training (Respect, Empathy, Audible, Clarity, Humble)

Table 4

No.	Caring Behavior	<i>f</i>	Percentage (%)
1	Good	3	12,5%
2	Enough	15	62,5%
3	Less	6	25,0%
Total		24	100 %

Based on the 4 table above, it can be seen that most of the respondents lacked caring behavior towards REACH communication, namely 6 people (25.0%), while a small proportion of respondents are good, namely 3 people (62.5%).

b. Caring Behavior After Being Provided with REACH Communication Training (Respect, Empathy, Audible, Clarity, Humble)

Table 5

No.	Caring Behavior	<i>f</i>	Percentage (%)
1	Good	16	66.7%
2	Enough	5	20,8%
3	Less	3	12,5%
Total		24	100 %

Based on the 5 table above shows that most of the respondents after being

given the REACH communication training intervention, it is known that most of the respondents, namely 16 people (66.7%) were good and only 3 people (12.5%) respondents who lacked of caring behavior.

c. Analysis of the Effect of REACH Communication Method (Respect, Empathy, Audible, Clarity, Humble) on Caring Behavior

Table 6

Table 5 Analysis of the Effectiveness of Emergency Training Using the Chair Side Talk Method on Mother's Ability in Handling Children's Fever Seizures Mander Village, Tambakboyo District

Pre Test	Post Tes			
	Always	Often	Rarely	No Once
Good	0 (0%)	2 (8,3%)	1 (4,2%)	0 (0%)
Enough	6 (25%)	0 (0,0%)	0 (0,0%)	0 (0 %)
Less	10 (25%)	3 (12,5%)	1 (4,2%)	1 (4,2%)
Total	16 (66,7%)	5 (20,8%)	2 (8,3%)	1 (4,2%)
Wilcoxon Test Asymp. Sig. (2-tailed) = 0,001				

Based on the 6 table shows that before being given treatment, most of the 6 (25.0%) respondents had less category. After being given treatment, as many as 16 (66.7%) respondents have a good category in caring behavior.

DISCUSSION

1. Characteristics Identify Caring Behavior Before Given RACH Komunikasi Communication Training

(Respect, Empathy, Audible, Clarity, Humble) at Jenu Health Center

Based on the results of the study in 4 table shows that reach communication at Jenu Health Center Tuban in 2021 totaling 24 respondents (100%) respondents at pre-test or before being given a partial reach communication exercise most respondents have caring behavior (less) namely 6 people (25.0%), and a small proportion have caring behavior (good) which is 3 people (12,5%). This matter proved at the time of the pre-test assessment at the time of research, that respondents who have (less) caring behavior, including respondents at the Jenu Health Center, do not all respondents relate to patients or have no contact with the patient because there were parts which were separate. Therefore, the respondent needs to apply reach's communication skills to assure the patient that the services provided by the respondents caring behavior received well and by communicating with 5 moments (Respect, Empathy, Audible, Clarity, humble).

REACH communication means we can achieve attention, interest, care, love, sympathy response, and positive response. Communication is the process of exchanging information or conveying information well done so that the reception of the message can understand

the content of the message conveyed by the sender of the message. In the process of providing nursing care, several stages of communication must be implemented or really must be controlled

by a nurse which are communication before taking action on the patient, communication at the time of taking action, and communication after performing nursing actions.

All of these stages of communication must be applied at the time of providing nursing care to the patient so that a good relationship arises between nurses and patients.

This opinion is in line with the theory, which stated that There are several stages of communication in nursing, including the preparation/pre-interaction stage, hold introduction/orientation, work stage, and termination stage (Simpson and Fagan, 2021).

Other opinion stated that by communication, which are open, honest, and accept clients as they are, nurses will improve the client's ability to build a trusting relationship (Savage, 2020). The same idea was expressed that deep communication and relationships used between nurses and clients is an area to express needs, solve problems, and improve coping.

This is in accordance with the research conducted in the Khotijah Hospital obtained the result that nurses have consistently applied communication (Trisnawati, 2021).

Among the total respondents, nurses, doctors, and midwives, 24 people evaluated using a measuring instrument in the form of SOP with a questionnaire about the application of REACH communication in interacting with clients. it was obtained

data that all respondents claimed to have implemented communication effectively.

The results of research conducted by researchers indicate that nurses and midwives or doctors at Jenu Health Center have implemented communication REACH, but it was found that there were 27% of nurses and midwives or doctors were less effective in communicating, there was still an answer from respondents who answered sometimes, rarely, and never as much as >50% especially the statement nurses in exploring feelings, frustrations, self-fear, emotional. besides, there is nurse's statement in making a meeting plan with the patient.

Researchers assume that some nurses are still in the category of less effective in doing communication, this is not solely due to the lack of the ability of nurses to feel rushed and lacking focus on nursing care.

However, it is best to do nursing care actions a nurse does not only focus on time but also must pay attention to communication because the communication that reaches will also have an impact on client convenience.

2. Mother's Ability Identify Caring Behavior After Giving REACH Communication Training (Respect, Empathy, Audible, Clarity, Humble) di Jenu Health Center

Based on the 5 table above shows that most of the respondents after being given the intervention REACH Communication Training at Jenu Health Center know that most of the respondents

were 16 people (66.7%) and only 3 (12.5%) respondents who lack of caring behavior. Reason respondents have attended REACH communication training.

Based on the presentation, it is known that respondents experience change and increase in ability or skills in handling become more advanced after being given training.

The results of this study are in line with the previous research by Kaldy (2022) theory which is an attitude of nurses who related to caring behavior include: knowing, presence, touch, affection listen and understanding the patient (Kaldy, 2022). Touch is a form of non-verbal communication that can be influenced by the comfort of the client. Very caring behavior is important in nursing as a maximum form of service and quality.

The higher the nurse's caring behavior, the client and the family will feel that they are valued so the relationship between nurse and patient and the patient's family will be nurtured well.

This is in line with research conducted in the Baptist Hospital Inpatient Installation Kediri, who concluded that as many as 49 (51%) respondents from nurses have caring values for good nursing (Jayalakshmi and Kalaimathi, 2020).

The results of the research conducted by researchers show that the caring behavior of nurses in Jenu Public Health Center has entered the good category after being provided with REACH communication training to

respondents in Jenu Public Health Center. From these results, most of the respondents which are 14 people (58.3%) have attended training because of their realization that experience change and there will be an increase in ability or skills in handling after being given Training REACH communication.

Researchers assume that nurses as a health service center in providing patient's care should not only focus on the treatment of the disease but also must pay attention to the process of doing nursing care such as caring attitude, mutual attention or appreciate how the patient feels.

Several factors influence caring behaviors including Age, Type, Gender, Position, Or Education, Based on the results shows that as many as 10 midwives (417%), 9 nurses (37.5%), and 5 doctors (20.8%).

The training shows the average age (25-35 years) were 14 people (58.3%) and have a good caring behavior after training which means caring behavior at the Jenu Public Health Center was at productive age group, so that there is a significant relationship between age and caring behavior.

This is related to the Desller's (2010) theory using the productive age of 25-35 years. This stage is a determinant of a person to have a field of work that is in accordance with the individual's career.

According to researchers, physical and physiological changes will cause a decrease in motivation to do their work.

They assumed the caring behaviour of nurses when providing nursing care.

The results showed that the caring behaviour of nurses and midwives or doctors in female respondents was 19 (79.2%) and five men (20.8%). Men and women had tenderness of heart. Thus, they had different caring attitudes. Women have softer hearts and a greater sense of concern. Based on the results of research conducted by Sunardi RSWH Malang, most of the implementing nurses were women, as many as (79.2%). The personnel managers tended to recruit female workers. Women were more empathetic and able to understand other people's feelings better. There was no relationship between gender and the ability to provide nursing care. However, women tend to analyse a problem more deeply and thoroughly before deciding on men. Thus, they will behave ethically more quickly.

According to researchers, the female and male sexes have characteristics. One of them was proven when taking action with patients; female nurses were more gentle and patient in handling patients.

3. Mother's Ability in Handling Children's Analysis of the Effect of the REACH Communication Method (Respect, Empathy, Audible, Clarity, Humble) on Caring Behaviour at Jenu Health Centre

The results of the data analysis used in this study were the Wilcoxon test. The statistical test results showed the influence

of the REACH Communication Method (Respect, Empathy, Audible, Clarity, Humble) on Caring Behaviour at Jenu Health Centre.

Before carrying out the statistical test, the researcher first tested the normality of the data using the Kolmogorov-Smirnov test. It aimed to find out whether the data was standard or not. The results of the data normality test conducted by the researchers obtained the results of the sig value. 0.001 (pre-test) <0.05 and 0.004 <0.05 (post-test) means that the data was abnormal. Therefore, the researcher used the Wilcoxon statistical test, a non-parametric test.

Table 4 showed that before being given the reach communication exercise, most of the respondents had less, namely 6 respondents. Meanwhile, based on table 5, after being given the communication exercise, most of the reach has always been 16 respondents.

The results of the data analysis used in this study were the Wilcoxon test using SPSS with a significance level of = 0.05, and the Asymp value was obtained. Sig. (2-tailed) = 0.001 where 0.001 < 0.05, then H1 was accepted, H0 was rejected, so it can be concluded that there was an influence of the REACH Communication Method (Respect, Empathy, Audible, Clarity, Humble) on Caring Behaviour at Jenu Health Center.

Watson's statement (Potter & Perry, 2009) argued that caring behaviour was said to be good if nurses and doctors or midwives provided nursing care to patients

through the basic aspects, such as acceptance, attention, responsibility, and communication. The client wants a nurse who has a good nature, is smiling, is understandable, has a sincere desire to help, and can respect clients. Nurses are also expected to always be beside the client, responsive to the client's needs, and feel what the client is going through (Carter, 2021).

These results were strengthened by Nur Laili Hidayat's research, which stated that caring feelings for clients were influenced by reach communication and physical interventions carried out by nurses (Nelson, 2022). By providing REACH communication, a good relationship with the client will be formed; the client will feel safe and feel that he is valued, so the nurse's caring behaviour will appear. Nurses in communication must be considered, for example, age and stage of growth and development.

In this study, the researcher assumed that nurses must apply REACH Communication in providing nursing care to create a good relationship between nurses and clients. Hence, it will affect the healing process and the client's health so that clients feel that they are valued and cared for. It is necessary to hold regular evaluations by the health centre and hold training on communication and caring behaviour to anticipate that REACH communication and caring behaviour will continue to be carried out correctly.

Based on the facts and theory above, the researcher argued that REACH

communication practice is beneficial in caring behaviour where it occurs by getting used to caring behaviour treatment with clients.

The success of implementing the REACH communication exercise is due to the provision of the REACH communication exercise going well and being carried out with implementation instructions or SOPs. The success was also supported by the TU of Jenu Tuban Health Centre, the midwife or nurse at the Jenu Health Centre, who was good at participating in the training. The success of providing training can have a positive impact on decreasing caring behaviour at the Jenu Tuban Health Centre.

CONCLUSION

Based on the results of this study, it can be concluded that: Most caring behaviours were sufficient before receiving the REACH communication exercise at the Jenu Health Center. Most caring behaviour after receiving the REACH communication exercise at the Jenu Health Center was good. The REACH Communication Method (Respect, Empathy, Audible, Clarity, Humble) influences Caring Behavior at Jenu Health Center.

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