

RESPONSIBILITY OF PATIENT COMPLAINTS VIA SOCIAL MEDIA AT BIDADARI HOSPITAL, BINJAI

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Send: 26 Agustus 2026	Revision: 29 Agustus 2026	Accepted: 31 Agustus 2026
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ABSTRACT

Study This aim For analyze responsiveness service in handling complaint patient via social media at Bidadari Binjai Hospital , including experience and perception patient , mechanism handling complaints , and ability communication officer in respond complaints . Research use approach qualitative descriptive and was conducted in September 2025–June 2026 at Bidadari General Hospital, Binjai . Informants chosen purposive sampling based on involvement direct in the process of handling complaint through social media and experience convey complaints . As many as seven informant participate , consist of on three related internal officers with management complaints and four patient or family patient . Data collected through interview in-depth semi- structured , observation , and documentation . Data analysis was carried out using the interactive model of Miles and Huberman through data reduction , data presentation , and withdrawal and verification conclusion , then developed through analysis thematic For identify patterns and themes main . Data validity is strengthened through triangulation technique and member checking. Results study show three theme main . First , experience and perception patient to responsiveness , namely social media chosen Because easy accessible and practical , but part patient Still experience delay response or need convey complaint back . Condition the in line with internal data for 2023–2025 showing improvement achievements responsiveness from 60% in 2023, 71% in 2024, to 85% in 2025, however still below the housing target Sick by 90%. In 2025 there were 35 complaints , with 30 complaints followed up in time not enough from 1 × 24 hours. Second , the mechanism handling complaints , which include reception complaint , giving response initial , verification problems , coordination with related units , determination priority based on type complaints and standards time , action continue , and delivery results to patients . However , the mechanism the Not yet supported by special SOPs handling complaint via social media , not yet all over officer get training special, and there is limitations amount officers and duplicates tasks. Third , ability communication officer , as shown through use polite language , request sorry , empathy , election careful word , usage Language simple , verification information before delivered , as well as communication interactive during the completion process complaint . Findings study show that responsiveness

handling complaint through social media has own channel implementation , but Not yet fully standardized . Limited SOP, HR, training , and duplicate task become factor contributing organizations to delay part response . Therefore that , the increase responsiveness need standardization flow and time target through special SOPs , strengthening human resources, and improvement competence digital communication and handling complaint .

Keywords: Complaint Handling , *Responsiveness* , Social Media

DOI: 10.31949/fbmj.v4i1.19894

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INTRODUCTION

Responsiveness in handling complaints is a crucial aspect in improving service quality and patient trust in hospitals. Patient complaints not only reflect dissatisfaction with services but can also serve as a source of information for hospitals to continuously evaluate and improve services. With the development of digital healthcare, social media is increasingly used as a means of communication and complaint submission, allowing patients to quickly share their experiences and complaints and receive a response from the hospital.

Bidadari Binjai General Hospital has provided social media as a channel for patient complaints. Internal data shows that the number of complaints via social media increased from 2023 to 2025. In 2023 there were 20 complaints, increasing to 21 complaints in 2024 and 35 complaints in 2025. Although the ability to follow up in less than 1 x 24 hours increased from 60% in 2023 to 71% in 2024 and 85% in 2025, this achievement is still below the hospital's responsiveness target of 90%.

This situation indicates that the increase in the number of complaints via social media has not been fully accompanied by optimization of the speed and accuracy of responses. The results of the patient satisfaction survey at Bidadari Binjai Hospital from February to July 2025 also showed that the information provision aspect received a score of 84% and the complaints aspect 85%, indicating that there is still room to improve the quality of patient complaint management.

This issue is becoming increasingly important because the characteristics of social media demand fast, interactive, precise, and responsive communication. Complaints that don't receive an immediate response can be resubmitted by patients via social media, potentially impacting the hospital's perception and reputation. At Bidadari General Hospital in Binjai, repeated complaints were reported via social media due to the lack of an initial response or adequate follow-up.

On the other hand, research on service responsiveness has so far focused more on direct or face-to-face service. Research specifically exploring how responsiveness in handling complaints via social media is implemented, how officers interpret responsiveness, and how organizational dynamics influence responses to patient complaints remains limited. Therefore,

this study utilizes a New Media Theory perspective to understand the interactive, fast-paced, and two-way communication characteristics of social media in the patient complaint handling process.

Based on these conditions, this study aims to analyze the responsiveness of services in handling patient complaints via social media at Bidadari Binjai Hospital, including patient experiences and perceptions, complaint handling mechanisms, and the communication skills of officers in responding to patient complaints.

LITERATURE REVIEW, CONCEPTUAL FRAMEWORK

Responsiveness in Handling Complaint

Responsiveness is ability organizer service in recognize need users service , providing response in a way fast and precise , and follow up problem until get settlement . In context service health , responsiveness No only related with speed officer give answers , but also includes accuracy information , willingness listen complaints , abilities do action continue , and certainty that patient get information about development settlement complaint . Research previously show that responsiveness service reflected through friendliness , politeness , ability responding , accuracy service and speed officer in fulfil need patients (Sari, 2023; Prasetyo & Yunanto , 2024; Daud et al., 2023).

In study this , responsiveness defined in a way operational as ability Bidadari Binjai Hospital officers in receive , understand , respond , coordinate , and follow up complaint patients who are delivered through social media in a way fast , precise , communicative and responsible answer . Definition the used For direct qualitative data exploration on three aspect main , namely : (1) experience and perception patient to responsiveness , (2) mechanism handling complaints , and (3) ability communication officer. For strengthen analysis , concept management complaint used through four dimensions , namely access, responsiveness, accountability, and effectiveness. *Access* refers to convenience patient in convey complain and get channel communication with House sick . *Responsiveness* refers to speed and accuracy House Sick in give response to complaints . *Accountability* related with not quite enough answer officers and organizations in ensure complaint handled as well as give information regarding the resolution process . Temporary that , *effectiveness* refers to the ability House Sick finish problem in a way precise and provide appropriate results with need patient . Fourth dimensions the used as lens analytical For understand experience patients and treatment process complain , not as tested variables in a way quantitative .

New Media Theory and Context Handling Complaint

The development of digital media has change pattern communication between organization service health and patients . Social media No Again only functioning as a delivery medium information , but also become room interactions that allow patient convey experiences , questions , and complaint in a way direct to organization . In New Media Theory perspective ,

new media own characteristics main in the form of interactivity , two -way communication , speed exchange information , connectivity , and ability users For participate in production and distribution information . Characteristics the distinguishing social media from pattern communication conventional which tends to One direction. Proposition main relevant New Media Theory with study This is that characteristics of new media form pattern more communication interactive , fast , participatory , and enabling occurrence exchange information in two directions . In context complaint patient characteristics the create expectation that House Sick No only provide access For convey complaints , but also provide response in a way fast , communicative , and sustainable . Thus , social media No seen only as channel delivery complain , but as room interactions that influence How responsiveness implemented and interpreted by officers and patients. Mapping New Media Theory against focus study done through three aspects . First , interactivity mapped to capabilities communication officer in build dialogue with patient , understand complaints , giving response , and provide room for patient For convey information continued . Second , speed and connectivity mapped to the mechanism acceptance , giving response initial , internal coordination , and action carry on to complaints . Third , two-way communication and participation users mapped to experience and perception patient in get response , information development , as well as settlement Complaints . Mapping This allows study understand responsiveness No only as problem speed service , but as an ongoing communication process in digital media environment .

Synthesis Study Previous and Research Gap

Study previously show existence equality that responsiveness is element important in quality service and handling complaints . Sari (2023), Prasetyo and Yunanto (2024), and Daud et al. (2023) all show that responsiveness related with ability officer give service in a way friendly , polite , precise , and fast . Research about management complaint by Musu et al. (2020) added that success handling complaint No only influenced ability officers , but also commitment organization , availability source Power people , facilities , learning , and guidelines handling complaint . Meanwhile that , research by Amalia et al. (2025) in general more specific show the importance of digital communication strategies in handle complaint patient through social media . Although own equality in put speed response , communication , and resolution problem as element important , research the own difference in context and focus analysis . Some research discuss responsiveness to service health in a way direct or face face , while study about management complaint more Lots focus on systems and factors organization . Research about social media start study handling complaint in digital space , but Not yet in a way deep explore How characteristics of new media forming a responsiveness process , how officer interpret responsiveness said , and how internal organizational dynamics influence speed as well as quality response .

Based on synthesis said , research gap research This lies in the limitations studies that are special integrate draft responsiveness , management complaints , and characteristics of New Media in context handling complaint patient through social media House sick . Research previously tend

see responsiveness as quality service or ability organization in give response , while study This explore responsiveness as a digital communication process that involves interaction between patients , staff , and organizations. With Thus , the novelty of the research This lies in understanding responsiveness handling complaint patient through social media as a process influenced by the characteristics of new media simultaneously by mechanism and capacity organization . Perspective the used For explain How complaint received and followed up , how patient experience and interpret response given , as well How ability communication officers and dynamics organization influence quality responsiveness .

Framework Conceptual

Framework conceptual study placing social media as environment communication New Media based which has characteristics interactive , fast , participatory , and enabling two- way communication . Characteristics the become context ongoing handling process complaint patient . Next , the process analyzed use draft responsiveness and management complaint through four dimensions , namely *access*, *responsiveness*, *accountability*, and *effectiveness* .

Framework the directed at three focus research , namely (1) experience and perception patient to responsiveness , (2) mechanism handling complaint patient through social media , and (3) ability communication officer in give response . Third focus the furthermore analyzed with notice factor organizations , such as availability of SOPs, sources Power human , division tasks , coordination inter-unit and competency officer . Framework This used For understand in a way contextual How responsiveness handling complaint through social media carried out at Bidadari General Hospital, Binjai .

Research methods

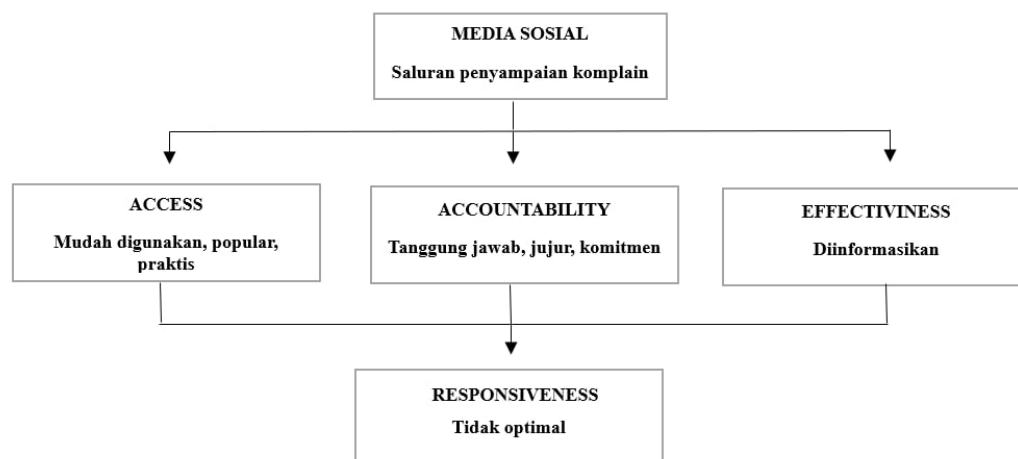
This use approach qualitative descriptive For analyze responsiveness service in handling complaint patient through social media at Bidadari Binjai Hospital . Research implemented in September 2025 to June 2026. Informant chosen use technique *purposive sampling* with consider involvement and experience direct in the process of handling and delivery complaint via social media . Informant amount to seven people, consisting of on officer *handling complaints* , PIPP officers , staff marketing , as well as patients and families patients who have convey complaint through social media . Data collection was carried out through interview in-depth semi-structured interviews , observation , and documentation . done with parties involved in management and handling complaint as well as patient or family patients who have experience convey complaint via social media . Interview use guidelines that have been arranged , but still give room for informant For explain experiences , perceptions and views in a way in-depth . Recording interview transcribed verbatim for furthermore analyzed .

Data analysis was performed in a way qualitative with approach analysis thematic . Analysis process covering familiarization to data, provision code initial coding , grouping code to in categories , development and review theme , as well as naming and interpretation theme .

Theme analyzed based on three focus main research , namely experience and perception patient to responsiveness handling complaints , mechanisms handling complaint through social media , and the ability communication officer in respond complaints . The analysis process also takes into account factor emerging organizations from data and influence to responsiveness service . In thesis , the data analysis process is explained through data reduction , data presentation , and withdrawal and verification conclusion , with results interview categorized based on emerging themes .

Data validation is carried out through triangulation sources , triangulation techniques , and *member checking* . Triangulation source used with compare information from party management or officer with experience patient or family patient . Triangulation technique done with compare results interview with results observation and documentation . *Member checking* done For ensure suitability interpretation researchers with information conveyed by the informant. Aspects ethics study implemented with guard confidentiality identity and information patient . Informant given explanation about research objectives and processes as well as participate in a way voluntary through *informed consent* . Identity informant disguised use code , whereas information that can identify patient No listed in presentation results study .

RESULTS AND DISCUSSION



Picture Patient Perception Patterns Regarding Responsiveness of Complaint Handling Through Social Media

Perception Pattern Patient to Responsiveness Handling Complaint via Social Media

Analysis Results thematic show that perception patient to responsiveness handling complaint through social media formed from three subtheme main , namely (1) speed response , (2) accuracy and continuity action further , and (3) quality digital communication and interaction . Findings the obtained through triangulation source between patient / family patients and staff manager complaint as well as strengthened with results observation to channel communication complaint through social media.

1. Response speed as a key indicator of service responsiveness.

Patient look at speed get response as indicator main that House Sick responsive to complaints submitted through social media . Social media give expectation that complaint can get response in a way fast Because communication ongoing digitally and not limited by distance and face face .

Informant PS1 (patient) said : " I hope if Already delivered via social media That There is response fast , because right We contact House Sick via social media so that more easy and fast ." However , the perception the Not yet fully fulfilled . Some patient disclose that response beginning from House Sick felt slow so that patient must return contact party House Sick through other channels .

Informant (family patient) said : " Initially Already I convey it on social media , but the response No directly . Because it hasn't been There is answer , finally I contact WhatsApp again." Findings the show that responsiveness aspect not yet only determined by the existence of answers , but also by speed House Sick give response to needs and complaints patient . In New Media context , social media own characteristics immediacy, namely allows communication ongoing fast and interactive . Therefore that , the delay response can cause perception that House Sick not enough responsive even though in the end give action carry on.

Interview results patient the in line with information officer . The K3 informant (complaint handling officer) explained , " We are still concurrent assignment , so No just focus on handling complaint patients on social media ." The results of the observation also showed that incoming complaints through social media No always direct handled on the same channel , however patient can directed For continue communication via WhatsApp. Conditions the show that access communication of course available , but speed response Still influenced by internal mechanisms and availability officer .

2. Action clear continuation determine responsive perception

Responsiveness patient No only assessed from how much fast House Sick give response beginning , but also from ability House Sick give action carry on until problem get clarity or settlement . PS4 informant (patient) conveyed "Yes, officer. send message through WA, provide information if complaint I currently prosecuted carry on ." On the contrary , there is experience patients who show that response beginning Not yet always followed with immediate resolution . Patient must do communication repeat For get information about development complaint . PS3 informant said " After I ask return about action continued the officer new to inform his to I ."

Findings This show existence difference between response early and responsive in a way comprehensive . Response beginning can show existence attention to complain , but greater responsiveness strong seen when officer capable give information development , doing internal coordination , and ensure patient get settlement . From the perspective of New Media Theory, the condition the related with characteristics of interactivity. Social media allows communication two - way so that patient No only expect answer one time, but also interactions advanced until need or his complaint get clarity . Thus , responsiveness through social media should nature responsive , interactive , and sustainable .

3. Quality communication influence perception responsiveness

Besides speed and action continue , how to officer communicating also affects perception patient to responsiveness . Patient expect response that is not only fast , but also polite , empathetic , clear , and provide solution .

PS2 informant said that " officers repay with accept love as well as application sorry and pinned emoticons ." Some patients can accept delay if get good explanation and feel his complaint attention . On the other hand , less response communicative or impressed No empathetic can strengthen perception negative to service House Sick .

PS4 informant says "I don't feel officer try dig information more carry on . Response given like same answer For all complaint ." Findings This show that **responsiveness has dimensions behavior communication** , not just speed repay message . In New Media environment , communication ongoing through text so that nonverbal expressions such as intonation , expression face and language body No can used . Because of this that , word choice , structure message , sign read , and use expression empathy become the more important For build perception positive patient .

Triangulation and negative cases

Triangulation results show that there is suitability between perception patient and information officer about existence challenge in give response complaint through social media , especially related monitoring messages , sharing tasks and actions carry on complaints . However , cases were also found negative , namely permanent patients get response and action carry on with relatively Good through channel communication House Sick . Case the show that responsiveness Actually can achieved when complaint quick known officers , there are coordination inter-unit and patient get action further clear . Thus , the delay response No always caused by social media That alone , but also related with internal mechanisms , division tasks and readiness source Power man in manage digital communication .

In a way overall , pattern perception patient show that responsiveness handling complaint through social media Not yet consistent . Patient expect fast , interactive , clear , and continuous response . Findings This show existence suitability between the concept of responsiveness with characteristics of New Media, especially immediacy, interactivity, and accessibility . Social media has open access more communication easy for patients , but benefit the not optimal if Not yet

supported by mechanisms handling structured complaints , officers special , time target response and action further documented .

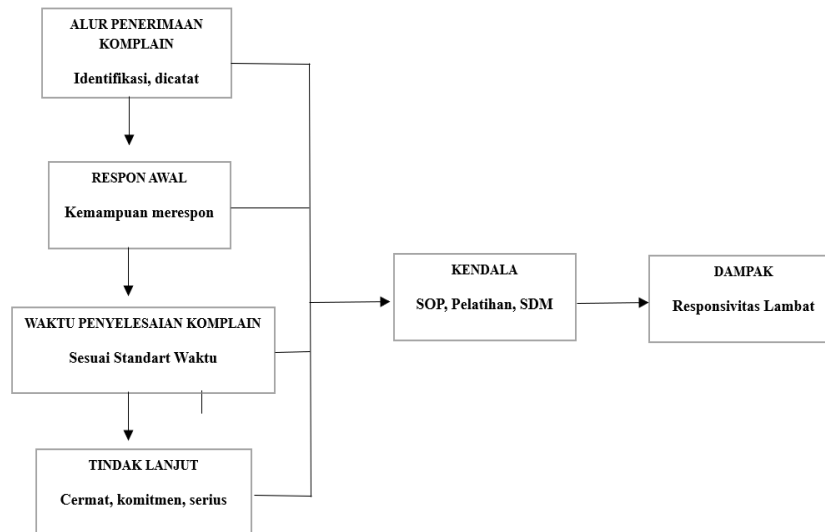


Figure . Pattern of Patient Complaint Handling Mechanisms Submitted Through the Media Social

The results of the study indicate that the mechanism for handling patient complaints via social media at Bidadari Binjai General Hospital begins with receiving complaints, identifying and recording them, providing an initial response, determining priorities, coordinating and following up with relevant units, and delivering the resolution to patients. This mechanism has been running, but it is not yet optimal due to the lack of specific SOPs, limited human resources, multiple tasks, and uneven distribution of complaint handling training. These conditions impact the speed of response and the follow-up process for some patient complaints.

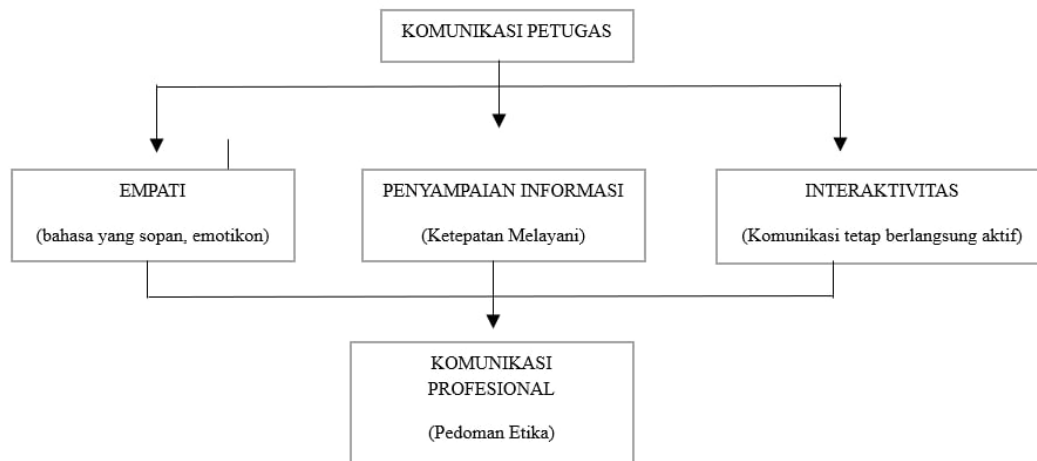


Figure . Officers' Communication Skills in Responding to Complaints via Social Media

The study results showed that the communication skills of officers in responding to complaints via social media were generally good. Officers used polite and empathetic language, provided easy-to-understand information, maintained communication throughout the follow-up process, and maintained professionalism and patient confidentiality. However, several shortcomings were still found, such as rushed responses, less than optimal in-depth understanding of complaints, and not providing sufficient space for patients to provide further information. Therefore, officer communication skills still need to be strengthened so that responses to complaints are more consistent, transparent, and oriented towards patient needs .

CONCLUSION

Research shows that responsiveness in handling patient complaints via social media at Bidadari General Hospital, Binjai, has been quite good, encompassing the stages of complaint receipt, verification, coordination with relevant units, follow-up, and delivery of resolution results to patients. Patients consider social media to be an easy, practical, and quickly accessible complaint channel. Staff responses are generally demonstrated through polite, empathetic, interactive, and professional communication while maintaining patient confidentiality. However, responsiveness is not optimal due to delays in response and inconsistencies in providing information on the progress of complaint resolution.

The main obstacles in handling complaints via social media are the lack of specific SOPs, limited human resources, and officers having multiple duties , which impact the speed of coordination and complaint resolution. Therefore, increasing responsiveness requires strengthening the digital complaint management system, developing specific SOPs for social media, optimizing human resources, and improving officers' digital communication competencies to ensure faster, more consistent, more effective, and more patient-satisfaction-oriented complaint handling.

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