

# Analysis of Communication Integrity Against Loyalties Mediated Satisfaction at UPTD Binjai Elderly

Agriani Sartika Sitompul, Elfitra Desy Surya, Erwansyah, Mesra B

## Abstract

This study aims to analyze the influence of communication integrity on loyalty mediated by satisfaction in the Binjai Elderly UPTD. In this study, communication integrity is measured based on the openness, honesty, and consistency of information conveyed to visitors or service users. Visitor satisfaction is measured based on aspects of convenience, quality of service, and responsiveness to their needs, while visitor loyalty is measured by commitment to continue using the service and recommending the service to others. The method used in this study is a quantitative approach using path analysis to test the relationship between the variables involved. Data was collected through a questionnaire distributed to visitors to the Binjai Elderly UPTD. The results show that communication integrity has a significant positive influence on service user satisfaction, and satisfaction acts as a mediator that connects communication integrity with loyalty. This means that communication with integrity can increase user satisfaction which in turn encourages their loyalty to UPTD. Based on the results of this study, it is suggested that UPTD Elderly Binjai continues to improve the quality of communication with visitors, pay attention to user satisfaction, and develop programs that can strengthen the loyalty of service users. Thus, UPTD Elderly Binjai can build a stronger and sustainable relationship with the community, especially elderly service users.

**Keywords:** Communication Integrity, Satisfaction, Loyalty, UPTD for the Elderly, Binjai.

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## Introduction

Effective communication and integrity in the delivery of information are important elements in maintaining a good relationship between service providers and service recipients, especially in the context of public services. In the Binjai Elderly Service Technical Implementation Unit (UPTD), the quality of communication built between staff, managers, and the elderly plays an important role in creating an environment that supports the welfare of the elderly. Clear, transparent, and honest communication will affect the level of trust and comfort felt by the elderly, which in turn can affect their loyalty to the services provided. Therefore, this study aims to examine how integrity komunikasi berpengaruh terhadap loyalitas lansia, dengan kepuasan sebagai variabel mediator.

The loyalty of the elderly to a health or social service is not only influenced by the quality of the service itself, but also by the way of delivering information and communication in it. The elderly often need more attention, both physically and emotionally. Therefore, open and honest communication is essential in creating a sustainable relationship between the Binjai Elderly UPTD and the elderly. This research will explore the role of effective communication and integrity in building elderly loyalty, as well as how elderly satisfaction is a connecting factor between the two.

Customer satisfaction or service users are one of the most widely used indicators in measuring service effectiveness. High satisfaction can increase the sense of loyalty to an institution or organization. In the context of the Binjai Elderly UPTD, the satisfaction of the elderly is influenced by various factors, including the quality of communication between the officers and the elderly. Communication that is not only clear, but also shows integrity and care, tends to create higher satisfaction. This study examines whether elderly satisfaction acts as a mediator variable that bridges the influence of integrated communication on elderly loyalty.

Furthermore, integrity in communication is a concept that needs to be studied in depth. Communication integrity includes honesty, consistency, and openness in the delivery of information. In the context of aged services, this means that communication not only relies on the delivery of clear messages, but also creates relationships full of trust. If UPTD Elderly Binjai staff are able to build an integrated communication with the elderly, they are more likely to feel valued and understood, which will have an impact on their loyalty to the service.

Loyalty, in the context of this study, refers to the willingness of the elderly to continue to receive services provided by the Binjai Elderly UPTD. Seniors who feel satisfied with the services and relationships they have with the officer will be more likely to return and recommend those services to others. Therefore, it is important to research the factors that can affect the loyalty of the elderly, and whether integrated communication and satisfaction can be the main predictors of achieving this.

This research is expected to provide deeper insight into the relationship between communication integrity and loyalty of the elderly, as well as contribute to improving the quality of services at the Binjai Elderly UPTD. Thus, the results of this study can be a reference for managers to optimize communication with the elderly, as well as increase their satisfaction, which will ultimately strengthen their loyalty to the services provided.

## Literature Review

### Communication and Integrity in Elderly Healthcare

Effective communication is one of the essential elements in any healthcare service, especially in institutions that serve the elderly. According to Barnett et al. (2017), good communication between service providers and service recipients can improve the quality of relationships established and reduce misunderstandings. In the context of elderly services, communication not only includes the delivery of clear information, but also show empathy and integrity. Integrity in communication, which includes honesty, openness, and consistency, can increase the confidence of the elderly in health workers. Research by Gray et al. (2019) shows that honest communication can reduce anxiety for the elderly, improve their well-being, and strengthen their relationships with service providers

### **Elderly Satisfaction in Health Services**

Customer satisfaction is one of the main indicators in assessing service quality. In the context of the elderly, satisfaction is often influenced by emotional and social aspects in addition to the accepted physical factors. According to a study by Wu et al. (2020), seniors who feel treated with respect and attention from healthcare providers tend to have higher levels of satisfaction. The study also states that honest and responsive communication to the needs of the elderly greatly affects their satisfaction. On the other hand, dissatisfaction often arises if there is a lack of clarity in communication, or if the elderly feel that they are not being cared for properly. Senior satisfaction, as a result of good communication and responsive service, plays an important role in shaping their loyalty to services.

### **Elderly Loyalty to Health Services**

Loyalty is a long-term commitment that an individual has to a service or product. In the context of elderly healthcare, loyalty can be measured by the level of sustainability of service use and the tendency of the elderly to recommend the service to others. As research by Parasuraman et al. (2018) shows that customer satisfaction has a direct influence on loyalty. Those who are satisfied with the services received are more likely to stick with the service and recommend it to others. The loyalty of the elderly to the Binjai Elderly UPTD can be influenced by how communication is built between officers and the elderly, as well as whether they feel valued and accepted in the service process.

### **The Role of Satisfaction as a Mediator**

Service user satisfaction not only serves as a result of the quality of the services provided, but it can also act as a mediator that connects various other factors that affect loyalty. A study by Kumar and Shah (2015) revealed that customer satisfaction can strengthen the relationship between various variables, such as communication quality and loyalty. In the context of this study, elderly satisfaction plays a mediator that connects communication integrity with elderly loyalty to the services provided. When seniors are satisfied with the way officers communicate and serve them, they will be more likely to remain loyal to those services.

Theoretical Models of Communication, Satisfaction, and Loyalty Various theoretical models have been used to link communication, satisfaction, and loyalty in the context of healthcare. The SERVQUAL model developed by Parasuraman et al. (1985) is one of the models that is often used to evaluate service quality based on dimensions such as reliability, responsiveness, assurance, empathy, and physical evidence. In this study, integrated communication can be seen as part of the dimension of responsiveness and empathy that can affect the level of satisfaction and loyalty of the

elderly. This model provides a basis for exploring the relationship between effective communication and elderly satisfaction, as well as how these two factors can affect loyalty to the Binjai Elderly UPTD.

### Related Research in the Context of Elderly Services

Previous research has shown that the quality of communication in elderly healthcare affects various aspects, including satisfaction and loyalty. For example, research by Harris and Powell (2017) revealed that clear and attentive communication plays an important role in increasing elderly satisfaction in medical services. A study by Williams et al. (2021) also found that seniors who feel treated with respect and receive special attention are more likely to return to using the same services. These studies provide an empirical basis that supports the importance of integrated communication in shaping the satisfaction and loyalty of the elderly at the Binjai Elderly UPTD.

### Research Methodology

This study adopts a quantitative explanatory approach that uses Structural Equation Modeling Partial Least Squares (SEM-PLS) as the main analysis method. This approach was chosen because it is suitable for examining complex causal relationships between latent variables and for assessing direct and indirect effects through mediating variables (Hair et al., 2021). The research model examined the relationship between communication integrity, satisfaction, and loyalty of residents at the Binjai Elderly Social Services UPTD, with satisfaction functioning as a mediating variable. The study was conducted at the Binjai Senior Social Services Unit in North Sumatra, a government-run social institution that provides long-term care and social services for older adults. The research lasted from August to October 2025, including the stages of instrument preparation, field data collection, and data analysis. The site was chosen because of its stable elderly population and intensive interpersonal communication environment between staff and residents of the condition which makes it the right setting to check communication integrity and social loyalty. The population of this study consisted of 160 elderly residents of UPTD Elderly Binjai, all aged 60 years and above, with the majority aged between 70 and 79 years old. Given the relatively small and homogeneous population, this study applied the census method (total sampling), in which the entire population was included as research participants (Sugiyono, 2022). The use of censuses minimizes selection bias and enhances internal generalization of the results of the analysis. To avoid ambiguity in the interpretation of the concept, each variable in this study is defined operationally based on relevant theories and previous empirical research. The study consisted of three main latent constructs: Communication Integrity (X), Satisfaction (Z), and Loyalty (Y). Each construct was measured using reflective indicators on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

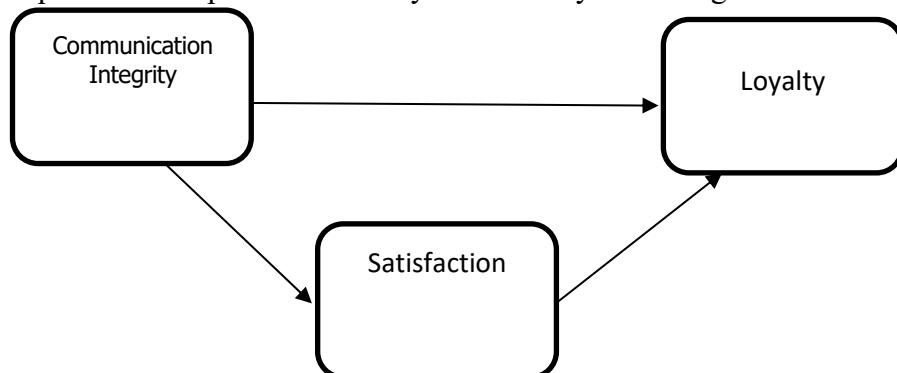
Table 1. Operational Definition of Research Variables

Variable	Operational Definition	Dimension	Indicator (Questionnaire Item)	Source
Communication Integrity (X)	Residents' perceptions of staff honesty, openness	1. Honesty 2. Transparency 3. Consistency 4. Empathy	1. Staff are always honest when providing information 2. Information is	Kim et al. (2023); Loureiro, 202

	and consistency in providing information and care		communicated clearly and openly 3. Staff behavior consistent 4. Staff show empathy toward residents' needs.	
Satisfaction (Z)	The feeling or state that a person feels when their expectations or needs are fulfilled by a certain experience or product	1. Service Quality 2. Facility Satisfaction 3. Experience Satisfaction	1. Reliability 2. Hygiene 3. Experience 4. Recommendations	Zeithaml, & Berry 2022
Loyalty Y	Residents' attitudes and intentions to remain, not switch institutions, and recommend the institution to another	1. Retention 2. Emotional commitment	1. intend to continue living at 2. I feel emotionally attached to this institution 3. I would recommend this institution to my family 4. I would recommend this institution to others	Kim, Lee, & Park (2023)

Source: Secondary Data, Processed by the Researcher (2025)

Data for this study were collected using a structured questionnaire distributed directly to all residents, with assistance from staff facilitators to ensure readability and comprehension among elderly respondents. In addition, non-participant observation was conducted to capture the daily interactions between staff and residents, thereby complementing and strengthening the interpretation of the quantitative findings. Content validity of the questionnaire was established through expert judgment from researcher, while instrument reliability was assessed using Cronbach's Alpha and Composite Reliability values analyzed through SmartPLS 4 software.



**Figure 1.** Framework

Source: SEM PLS (2025)

The data collected were analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS), an approach suitable for dealing with relatively small sample sizes, complex structural relationships, and reflective latent constructions (Hair et al., 2021). The analysis is carried out in two main stages: the external model and the inner model. The external model assessment included convergent validity testing, indicated by a factor load of  $\geq 0.70$  and an Average Variance Extracted (AVE) value of  $\geq 0.50$ ; discriminatory validity, evaluated through the Fornell-Larcker Criteria; and reliability construction, verified using a Composite Reliability value  $\geq 0.70$ . Evaluation of the model in examining the causal relationships between latent variables using path coefficients to determine specific direct and indirect effects to test mediating relationships. Statistical significance was assessed through t-statistics ( $\geq 1.96$ ) and p-values ( $< 0.05$ ), while  $R^2$  values were used to measure the explanatory power and robustness of the model. Hypothesis testing was carried out using the bootstrapping method with 5,000 iterations of resampling. The hypothesis is accepted when the path coefficient shows a positive direction and the p-value is less than 0.05, indicating a statistically significant relationship between the tested constructs.

## Results

Convergent validity and reliability of the model were assessed using loading factors, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. The analysis results (Table 1) reveal that all loading factors for each indicator exceeded the threshold value of 0.70, confirming that all indicators are valid and adequate for measuring their respective constructs (Hair et al., 2022). The AVE values for all constructs also significantly surpassed the critical value of 0.50. This indicates that these constructs are able to explain more than 50% of the variance of their indicators, thus fulfilling the requirements for convergent validity (Sarstedt et al., 2022). The AVE values for all constructs also significantly surpassed the critical value of 0.50. This indicates that these constructs are able to explain more than 50% of the variance of their indicators, thus fulfilling the requirements for convergent validity (Sarstedt et al., 2022).

**Table 2.** Results of Reliability and Convergent Validity Test

Construct	Indikator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Communication Integrity (X)	Com 1	0,954	0.942	0,923	0.853
	Com 2	0,952			
	Com 3	0,935			
	Com4	0,952			
Loyalty Y	Loy1	0,953	0.935	0.946	0.834
	Loy 2	0,963			
	Loy 3	0,959			
	Loy 4	0,943			
Satisfaction Z	STF1	0,934	0.957	0.921	0.835
	STF2	0,943			
	STF3	0,967			
	STF4	0,932			

Furthermore, in terms of reliability, the Cronbach's Alpha and Composite Reliability values for all constructs were above 0.90. This demonstrates a very high level of internal consistency and

proves that the research instrument is highly reliable in measuring its latent variables (Hair et al., 2022).

Discriminant validity was tested using the Fornell-Larcker Criterion. The results in Table 2 show that the square root of the AVE for each construct (values on the diagonal) is greater than the correlations between that construct and other constructs in the model. This finding proves that each construct in the model is unique and empirically distinct from the others, thereby satisfying the requirements for discriminant validity (Sarstedt et al., 2022).

**Table 3.** Results of Discriminant Validity Test (Fornell-Larcker Criterion)

Construct	Communication Integrity (X)	Loyalty	Satisfaction
Communication Integrity (X)	0.943		
Loyalty (Y)	0.922	0.911	
Satisfaction (Z)	0.912	0.910	0.879

Source: SEM PLS (2025)

The R-square value for the endogenous variable satisfaction (Z) is 0.817, indicating that 81.7% of the variance in Trust can be explained by Communication Integrity. Meanwhile, the endogenous variable Loyalty (Y) shows an R-square value of 0.853, suggesting that 85.3% of the variance in Loyalty is jointly explained by Communication Integrity and satisfaction. According to Hair et al. (2022), an R-square value exceeding 0.75 falls within the substantial category, implying that the model exhibits a very strong Communication Integrity can explain 81.7% of the variance in Trust capability.

The results of hypothesis testing for both direct and indirect effects are presented in Table 4. A hypothesis is considered supported when the T-statistic  $> 1.96$  and the p-value  $< 0.05$  (Hair et al., 2022).

**Table 4.** Hypothesis Testing Results

Hypothesis	Beta Coefficient	T-Statistic	p-value	Conclusion
[1: X → Y (Direct Effect)]	.402	.892	.003	Supported
[2: X → Z (Direct Effect)]	.903	3.407	.000	Supported
[3: Z → Y (Direct Effect)]	.473	.428	.002	Supported
[4: X → Z → Y (Mediating Effect)]	.439	.493	.000	Supported

Based on Table 4 the following interpretations can be made: Hypothesis 1 (H1) is supported. Communication Integrity had a positive and significant effect on Loyalty ( $\beta = 0.402$ ,  $p < 0.05$ ). Hypothesis 2 (H2) is supported. Communication Integrity had a strong positive and significant effect on Satisfaction ( $\beta = 0.903$ ,  $p < 0.001$ ). Hypothesis 3 (H3) is supported. Satisfaction had a positive and significant effect on Loyalty ( $\beta = 0.473$ ,  $p < 0.01$ ). Hypothesis 4 (H4) is supported. Satisfaction significantly mediated the relationship between Communication Integrity and Loyalty, with a specific indirect effect coefficient of 0.439 ( $p < 0.001$ ). These results confirm that Satisfaction acts as the main mediation mechanism that connects Communication Integrity with Resident Loyalty, emphasizing the importance of psychological and relational trustworthy and ethical communication within social service institutions such as UPTD Elderly Binjai.

The findings of this study provide strong empirical support for the Stimulus Organism Response (SOR) theoretical framework (Li et al., 2023; Zhang & Wang, 2024). Overall, all proposed hypotheses were found to be statistically significant, reinforcing the robustness of the conceptual model. First, the confirmation of H1 demonstrates that Communication Integrity directly enhances Resident Loyalty. This result aligns with the work of Chen et al. (2023), who emphasize that in social service contexts, ethical, honest, and transparent communication acts as a direct stimulus fostering loyalty-related behavioral responses. Specifically, among elderly residents, when information is conveyed clearly and staff behavior remains consistent, they experience greater respect, comfort, and psychological security factors that ultimately drive their willingness to remain and recommend the institution to others (Park & Kim, 2024).

Second, the strong statistical support for H2 ( $\beta = 0.904$ ) highlights that Communication Integrity serves as the foundational driver of satisfaction. This result is consistent with recent studies identifying reliable and transparent communication as a core antecedent of satisfaction in provider client relationships (Lee et al., 2024). As Gupta and Sharma (2023) assert, within highly interactive social care environments, alignment between words and actions represents a critical signal that shapes residents' confidence in the institution's integrity and benevolent intentions.

Third, the findings supporting H3 confirm that Trust acts as a powerful predictor of Loyalty. This conclusion resonates with contemporary research asserting that trust serves as a direct antecedent of loyalty within healthcare and social service domains (Wang et al., 2024; Kim & Lee, 2023). When elderly residents believe that staff and the institution genuinely act in their best interest, emotional attachment and long-term commitment naturally emerge, reinforcing their intention to remain loyal.

Most importantly, the findings for H4 elucidate the underlying psychological mechanism linking Communication Integrity to Loyalty. Satisfaction not only emerges as a consequence of ethical communication but also functions as a critical organismic mediator within the SOR framework (Li et al., 2023). The indirect effect ( $\beta = 0.437$ ) exceeding the direct effect ( $\beta = 0.404$ ) suggests that the majority of Communication Integrity's influence on Loyalty is transmitted through the formation of satisfaction. In other words, integrity-driven communication first evokes a psychological state of satisfaction among residents, which subsequently manifests as behavioral loyalty. This pattern reinforces the findings of Zhang and Wang (2024), who also identified satisfaction as a significant and robust mediator in public and non-profit service settings. Taken together, these results confirm that trust operates as a psychological bridge between

## Conclusion

Based on the results of the analysis carried out, it can be concluded that communication that has high integrity plays a significant role in forming loyalty to the Binjai Elderly UPTD. Communication integrity, which includes openness, honesty, and consistency of information, has a positive effect on the perception of service recipients' satisfaction. Satisfaction, in turn, proves to be an important mediator in building customer or service user loyalty.

These findings show that when UPTD can maintain and improve the quality of transparent and trustworthy communication, the level of satisfaction of visitors or clients served will increase. The satisfaction created from this good communication experience then encourages them to remain loyal to using the services provided by UPTD Elderly Binjai. Therefore, UPTD

managers should focus on developing and improving integrity communication, in order to increase the satisfaction and loyalty of service users.

Overall, the results of this study contribute to the understanding of the importance of integrity communication in the public service sector, especially involving the elderly group. It is hoped that this research can be a reference in the development of more effective and sustainable communication policies in similar institutions or agencies.

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