



Original Article

Culturally Responsive Health Services at Banjang Community Health Center

¹Novianti Rismawati, ²Zahara Monalisha, ³Nor Annisa Rizky Salsabila ⁴Nila Cahya

^{1,2,3} Department of Hospital Administration, Borneo Lestari University, South Kalimantan, Indonesia

⁴Department of Digital Business, Borneo Lestari University, South Kalimantan, Indonesia

E-mail Corresponding: noviantirismawati2@gmail.com

Article History:

Submit: January 2026

Accepted: May 2026

Keyword:

Cultural diversity;
Health care service;
Health workers;
Perceptions;
inclusivity



© 2026 Jambi Medical Journal
Published by Faculty of Medicine and Health Science Universitas Jambi.
This is an open access article under the CC BY-NC-SA license
<https://creativecommons.org/licenses/by-nc-sa/4.0/>

ABSTRACT

Background: This study describes health workers' perceptions, readiness, and experiences in providing culturally diverse-based services at Banjang Community Health Center. Such services are essential for inclusive and equitable healthcare that respects patients' differences in ethnicity, religion, culture, language, and personal habits.

Method: A descriptive quantitative method was used with open-ended questionnaires completed by 21 health workers, including medical staff, midwives, nurses, and administrative personnel. Data were analyzed descriptively by categorizing responses and identifying themes from six main questions.

Result: Results indicate that health workers understand the importance of cultural diversity, are prepared to serve patients from various backgrounds, and demonstrate empathy, effective communication, patience, and professionalism. Support from leadership and colleagues strengthens an inclusive work environment, although challenges such as language differences and local customs remain.

Conclusion: Recommendations include cross-cultural communication training, facility improvements, dissemination of diversity policies, and regular evaluations.

INTRODUCTION

Indonesia is a country with a high level of cultural diversity, including in the health service sector. Community Health Centers (Puskesmas) as primary healthcare facilities hold a strategic role in ensuring that every patient receives fair and dignified services regardless of ethnicity, religion, language, customs, or social status ¹. In the context of Puskesmas Banjang, which serves communities from various backgrounds,

culturally responsive healthcare services are essential to ensure an approach that is safe, humane, and attentive to patients' values ².

This study aims to describe the perceptions, readiness, and experiences of healthcare workers in providing culturally responsive services, as well as organizational support and challenges encountered in practice. The focus of this activity is related to previous educational and capacity-building efforts conducted by the

Puskesmas to improve service quality, but it specifically emphasizes mapping the cultural competence of healthcare workers³. Therefore, this study contributes significantly to formulating future strategies for culturally inclusive service improvement.

The novelty of this study lies in the direct mapping of perceptions, readiness, unique experiences, and training needs of healthcare workers using a comprehensive open-ended questionnaire. This approach provides contextual insights into service practices within a multicultural setting. As a conceptual foundation, the cultural competence frameworks described by Leininger and Campinha-Bacote are relevant in supporting the analysis, emphasizing cultural awareness, cultural knowledge, and cultural skills in delivering inclusive care⁴.

METHOD

This activity employed a qualitative descriptive approach to explore healthcare workers' perceptions and readiness in providing culturally responsive healthcare services at Puskesmas Banjang. Data collection was conducted using an open-ended questionnaire designed to obtain in-depth information regarding participants' experiences, attitudes, and perspectives toward inclusive healthcare practices.

The questionnaire consisted of six key questions that focused on healthcare workers' perceptions of culturally responsive services, readiness to serve patients from different cultural or religious backgrounds, unique cross-cultural experiences encountered during healthcare delivery, important attitudes and skills required for inclusive services, support received from leadership and colleagues, and suggestions for improving healthcare services.

The participants in this activity were 21 healthcare workers at Puskesmas Banjang, including medical personnel, midwives, nurses, and administrative staff. Respondents were selected using a total sampling approach to ensure representation from various professional backgrounds within

the healthcare facility. Prior to data collection, coordination was carried out with the management of Puskesmas Banjang to obtain permission and facilitate the implementation process.

The implementation stages began with the preparation and validation of the open-ended questionnaire according to the objectives of the activity. After coordination with the healthcare center, the questionnaires were distributed directly to all respondents. Participants were given sufficient time to complete the questionnaire independently and voluntarily. The completed questionnaires were then collected and compiled for further analysis.

Data analysis was conducted using descriptive thematic analysis. The responses obtained from participants were reduced, categorized, and identified based on recurring themes relevant to the objectives of the study. The analysis process involved reviewing all responses, grouping similar statements, identifying major themes, and interpreting the findings descriptively. The final stage of the activity involved the preparation of a comprehensive activity report summarizing the findings and recommendations for improving culturally responsive healthcare services.

This activity did not involve laboratory procedures or special technical equipment. The primary tools used were the open-ended questionnaire, writing materials, and a laptop for data compilation and analysis.

RESULT AND DISCUSSION

A total of 21 healthcare workers at Puskesmas Banjang participated in this activity, consisting of medical personnel, nurses, midwives, and administrative staff. The thematic analysis identified several major themes related to culturally responsive healthcare services.

Most respondents demonstrated a good understanding of culturally responsive healthcare services. Participants emphasized that healthcare services should be delivered without discrimination and

should respect patients' cultural backgrounds, including ethnicity, religion, language, and customs. Respondents highlighted the importance of creating an inclusive healthcare environment that values respect, empathy, and tolerance.

Several participants stated that healthcare workers should adapt

communication styles and service approaches according to patients' cultural needs. Respondents also expressed that respecting cultural diversity is not only a professional obligation but also an important aspect of humane and ethical healthcare practice.

Table 1. Summary of Key Findings

Theme	Main Findings	Example
Perceptions of Culture-Based Religious Services	Healthcare workers understand inclusive care as service delivery without discrimination and respect for differences in culture, religion, language, and customs.	Service provision for patients with diverse conditions in terms of ethnicity, culture, customs, language, and religion
Readiness to Provide Care for Patients from Diverse Cultural and Religious Backgrounds	Most respondents reported being prepared and accustomed; the main barriers were language and certain specific cultural practices.	They are always prepared due to prior experience in serving patients. If patients speak Javanese, it is advisable to have staff who are proficient in the Javanese language.
Unique Cross-Cultural Care Services	Experiences related to traditional practices, language barriers, family involvement in decision-making, and other cultural variations	A child experiencing seizures was treated with shrimp paste; patients with speech impairments require companions; medical decisions are made by family members.
Essential Attitudes and Skills	Empathy, effective communication, patience, politeness, professionalism, and non-discriminatory attitudes toward patients.	Service delivery characterized by patience and sincerity, with respect for differences.
Leadership and Peer Support	The majority perceived strong support from leadership and colleagues; however, diversity socialization needs to be strengthened.	Leaders provide positive role models, and staff members support one another.
Recommendations for Service Improvement	Competency training, facility improvement, discipline, evaluation, and the strengthening of a culture that values diversity.	Communication training, adequate facilities, professionalism, and the principle of equal treatment without favoritism

Readiness to Serve Patients from Different Cultural or Religious Backgrounds

Most respondents reported feeling ready and comfortable serving patients from diverse cultural and religious backgrounds. Common responses included statements

such as "normal," "no problem," and "stay friendly," indicating positive attitudes toward

inclusive service delivery. Some healthcare workers mentioned that communication barriers and differences in local customs occasionally required additional patience and adaptation.

Several respondents emphasized the importance of professional ethics and respectful communication regardless of patients' backgrounds. Others noted that familiarity with local languages and previous cross-cultural experiences helped improve

their confidence in interacting with patients from different communities.

Unique Cross-Cultural Experiences

Participants shared several unique experiences encountered while serving patients from diverse cultural backgrounds. Some healthcare workers reported situations involving traditional healing practices or local beliefs, such as elderly patients requesting traditional remedies or families asking for culturally specific practices during patient care.

Language barriers were also frequently mentioned, particularly when patients had limited proficiency in Indonesian and required the assistance of family members or interpreters. In several cases, healthcare workers described how healthcare decisions were strongly influenced by family leaders or community elders rather than by individual patients^{5,6}.

Other respondents described encounters with patients who requested treatment according to certain cultural or religious preferences. These experiences highlighted the need for flexibility, patience, and culturally sensitive communication in healthcare services.

DISCUSSION

The findings of this activity indicate that healthcare workers at Puskesmas Banjang generally possess positive perceptions and readiness toward culturally responsive healthcare services. Most respondents demonstrated awareness of the importance of respecting cultural diversity and providing healthcare services without discrimination. This finding suggests that healthcare workers recognize cultural sensitivity as an essential component of quality healthcare delivery⁷⁻⁹.

The positive attitudes shown by participants may contribute to better patient-provider relationships, improved communication, and increased patient satisfaction. Respect for patients' cultural and religious backgrounds can help create trust

between healthcare providers and the community, particularly in multicultural settings. Similar findings have been reported in previous studies, which emphasize that culturally responsive healthcare improves patient engagement and healthcare outcomes¹⁰⁻¹².

Despite the generally positive perceptions, several challenges were identified, particularly regarding language barriers and differences in cultural practices. Communication difficulties may affect the accuracy of information exchange and potentially influence patient understanding of medical advice. This finding highlights the importance of developing communication skills and providing additional support, such as interpreters or culturally adapted health education materials¹³⁻¹⁵.

The experiences shared by respondents also demonstrate that cultural beliefs and family involvement continue to play an important role in healthcare decision-making.¹⁶ In many communities, family members and local traditions strongly influence patients' choices regarding treatment and care¹⁷. Healthcare workers therefore need not only clinical competence but also cultural competence to negotiate healthcare decisions respectfully while maintaining professional standards¹⁸.

Furthermore, support from leadership and colleagues was considered important in strengthening healthcare workers' confidence in delivering inclusive services. Institutional support, training opportunities, and a respectful workplace environment may enhance healthcare workers' ability to provide culturally sensitive care effectively¹⁹⁻²¹.

Overall, the findings suggest that culturally responsive healthcare services at Puskesmas Banjang have been implemented positively, although continuous improvement is still needed²²⁻²⁵. Regular training on cultural competence, communication skills, and patient-centered care may further strengthen healthcare

workers' ability to address the diverse needs of the community²⁶⁻³¹

CONCLUSION

This activity demonstrates that healthcare workers at Puskesmas Banjang possess good understanding, high readiness, and adaptive experiences in providing culturally responsive healthcare services. Challenges such as language barriers, traditional practices, and differences in communication patterns are still encountered; however, these can be addressed through empathy, effective communication, and professionalism. Support from leadership and colleagues also strengthens the culture of inclusive service.

For future community service activities, it is recommended to conduct cultural competence training, improve facilities, and reinforce organizational-level diversity policies.

ACKNOWLEDGMENTS

The author extends sincere gratitude to Puskesmas Banjang for granting permission and facilitating the implementation of this activity, to all healthcare workers who participated as respondents, and to the institution providing academic support. Appreciation is also given to everyone who contributed to the data collection process and the preparation of this activity report.

REFERENCES

1. Mahadewi EP, Purnama S, Tamzil F et al. Family Communication Literacy Education and Social Marketing in Health Center West Java Indonesia. *International Journal of Community Service* 2023;3(3):219–26. <https://doi.org/10.51601/ijcs.v3i3.204>.
2. Ballart X, Fuentes G. Examining Improvements in a Mixed Healthcare System. 2022:241–63. <https://doi.org/10.1093/oso/9780197571101.003.0010>.
3. Stanfill MH, Marc D. Health Information Management: Implications of Artificial Intelligence on Healthcare Data and Information Management. *Yearb Med Inform* published online 2019. <https://doi.org/10.1055/s-0039-1677913>.
4. Khan A, Shaikh BT, Baig MA. Knowledge, Awareness, and Health-Seeking Behaviour Regarding Tuberculosis in a Rural District of Khyber Pakhtunkhwa, Pakistan. *Biomed Res Int* 2020;2020(1). <https://doi.org/10.1155/2020/1850541>.
5. Alanazi NA, Almoajel A, Tharkar S et al. Perceptions of Executive Decision Makers on Using Social Media in Effective Health Communication: Qualitative Study. *J Med Internet Res* 2025;27:e69269. <https://doi.org/10.2196/69269>.
6. Marni M, Abdullah AZ, Thaha RM et al. Cultural Communication Strategies of Behavioral Changes in Accelerating of Stunting Prevention: A Systematic Review. *Open Access Maced J Med Sci* published online 2021. <https://doi.org/10.3889/oamjms.2021.7019>.
7. Chidi R, Adeniyi AO, Okolo CA et al. Psychological Resilience in Healthcare Workers: A Review of Strategies and Intervention. *World Journal of Biology Pharmacy and Health Sciences* 2024;17(2):387–95. <https://doi.org/10.30574/wjbphs.2024.17.2.0088>.
8. Chang MC, Chen P, Lee TH et al. The Effect of Religion on Psychological Resilience in Healthcare Workers During the Coronavirus Disease 2019 Pandemic. *Front Psychol* 2021;12. <https://doi.org/10.3389/fpsyg.2021.628894>.
9. Ooms GI, Oirschot J v., Okemo D et al. Healthcare Workers' Perspectives on Access to Sexual and Reproductive Health Services in the Public, Private and Private Not-for-Profit Sectors: Insights From Kenya, Tanzania, Uganda and Zambia. *BMC Health Serv Res* 2022;22(1). <https://doi.org/10.1186/s12913-022-08249-y>.
10. Hafidz F, Bintoro BS, Rosha PT et al. Protecting the Community: Improving Knowledge, Attitude, and Behaviour Towards Health Insurance. *Journal of Community Empowerment for Health* 2023;6(1):18. <https://doi.org/10.22146/jcoemph.77439>.

11. Vandenhouten C. *Examining Students' Attitudes and Readiness for Interprofessional Education and Practice*. *Educ Res Int* published online 2019. <https://doi.org/10.1155/2019/2153292>.
12. Sveréus S. *Patient Choice and Provider Incentives : Socioeconomic Differentials in Effects From Market Reform in Swedish Primary Care*. published online 2024. <https://doi.org/10.69622/27122409>.
13. Sitaresmi MN, Rozanti NM, Wahab A. *Improvement of Parent's Awareness, Knowledge, Perception, and Acceptability of HPV Vaccination After an Educational Intervention*. published online 2020. <https://doi.org/10.21203/rs.3.rs-30161/v1>.
14. Indama V. *Digital Governance: Citizen Perceptions and Expectations of Online Public Services*. *Isslp* 2022;1(2):12–8. <https://doi.org/10.61838/kman.isslp.1.2.3>.
15. Mhlongo EM, Lutge E. *Facility Managers' Perceptions of Support and Supervision of Ward Based Primary Health Care Outreach Teams in National Health Insurance Pilot Districts in KwaZulu-Natal, South Africa. A Qualitative Study*. *Healthcare* published online 2021. <https://doi.org/10.3390/healthcare9121718>.
16. Friesen VM, Mbuya MNN, Neufeld LM et al. *A Framework for Evidence-Based Decision Making in Large-Scale Food Fortification Programs*. *Curr Dev Nutr* 2020;4:nzaa067_029. https://doi.org/10.1093/cdn/nzaa067_029.
17. Hanum C, Findyartini A. *Interprofessional Shared Decision-Making: A Literature Review*. *Jurnal Pendidikan Kedokteran Indonesia the Indonesian Journal of Medical Education* published online 2020. <https://doi.org/10.22146/jpki.49207>.
18. Livingstone KM, Love P, Mathers JC et al. *Cultural Adaptations and Tailoring of Public Health Nutrition Interventions in Indigenous Peoples and Ethnic Minority Groups: Opportunities for Personalised and Precision Nutrition*. *Proceedings of the Nutrition Society* 2023;82(4):478–86. <https://doi.org/10.1017/s002966512300304x>.
19. Gigliotti RA, Alvarez-Robinson SM. *The Role of Leadership Communication in Building Crisis Readiness and Resilient Leadership in Times of Disruption: An Exploratory Study*. *Behavioral Sciences* 2025;15(9):1260. <https://doi.org/10.3390/bs15091260>.
20. Becker ER, Chahine T, Shegog R. *Public health entrepreneurship: A novel path for training future public health professionals*. *Front Public Health* 2019;7(APR):1–7. <https://doi.org/10.3389/fpubh.2019.00089>.
21. Jain M, Sharma PK, Kamboj K et al. *The Impact of Social Media on Medical Education and Health-Care Communication*. *J Orthop Case Rep* 2024;14(9):1–3. <https://doi.org/10.13107/jocr.2024.v14.i09.4706>.
22. Ganesan MB. *Situational Analysis of Water, Sanitation, and Hygiene in Health-Care Facilities of a District in Central India*. *Int J Appl Basic Med Res* 2023;13(4):204–11. https://doi.org/10.4103/ijabmr.ijabmr_204_23.
23. Basapathy RR, Mathur MR. *Strengthening Governance for Universalising Primary Oral Health Care: Perspectives From Karnataka, India*. *Wellcome Open Res* 2025;10:305. <https://doi.org/10.12688/wellcomeopenres.24152.2>.
24. Afader M, Rahman PHA, Sunjaya DK. *Patients' Satisfaction in Public and Private Primary Health Care: A Study in Karawang Regency, West Java, Indonesia*. *Althea Medical Journal* 2021;8(4):224–30. <https://doi.org/10.15850/amj.v8n4.2340>.
25. Widyadhari E, Nurlestari A, Muthashani FD et al. *Analysis of Managed Care in Primary Health Care Services in Indonesian Health Insurance Management*. *International Journal of Health and Pharmaceutical (Ijhp)* 2025;5(3):493–9. <https://doi.org/10.51601/ijhp.v5i3.378>.
26. Campinha-Bacote J. *The process of cultural competence in the delivery of healthcare services: A model of care*. *Journal of Transcultural Nursing*. 2002;13(3):181–184. Available from: https://www.vhwwfresourcelibrary.org/resources/30_campina_bacote%20Cultural%20Competency.pdf

27. Creswell JW. *Research design: qualitative, quantitative, and mixed methods approaches*. 4th ed. Thousand Oaks: SAGE Publications; 2014. Available from: https://books.google.com/books?id=4uB76IC_pOQC
28. Kaihlanen AM, Hietapakka L, Heponiemi T. Increasing cultural awareness: qualitative study of nurses' perceptions about cultural competence training. *BMC Nursing*. 2019;18(38):1–9. Available from: <https://bmcnurs.biomedcentral.com/articles/10.1186/s12912-019-0363-x>
29. Leininger M. *Culture care diversity and universality: a theory of nursing*. New York: National League for Nursing Press; 1991. Available from: https://samples.jbpub.com/9781284026627/McFarland_CH01_Sample.pdf
30. Rahmawati D. Kesiapan tenaga kesehatan dalam pelayanan pasien multikultural di fasilitas kesehatan tingkat pertama. *Jurnal Administrasi Kesehatan Indonesia*. 2020;8(2):101–110. Available from: <https://journal.unhas.ac.id/index.php/jaki/article/view/10609>
31. Truong M, Paradies Y, Priest N. Interventions to improve cultural competency in healthcare: a systematic review. *BMC Health Services Research*. 2014;14(99):1–17. Available from: <https://bmchealthservres.biomedcentral.com/articles/10.1186/1472-6963-14-99>