Institutional Ethical behavior of Nurses: A Qualitative Case Study at Budi Rahayu Catholic Hospital, Blitar

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ABSTRACT

Professional ethics governs the behavior of nurses in carrying out their responsibilities and maintaining the integrity of the nursing profession. This study aimed to explore the factors that influence nurses' ethical behavior toward their institution at Budi Rahayu Catholic Hospital, Blitar. A qualitative case study design was employed. Seventeen implementing nurses were selected through purposive sampling based on predetermined inclusion criteria. Data were collected through in-depth interviews, observations, and document reviews, and analyzed using the stages of data reduction, data presentation, and conclusion drawing. To ensure data validity, source triangulation was conducted with five head nurses and one head of the nursing division. The findings show that nurses possess an understanding of ethical behavior toward the institution, which includes compliance with hospital regulations, adherence to the nursing code of ethics, maintaining professional conduct, and upholding the hospital's reputation. Several factors were identified as influencing ethical behavior, including individual motivation, knowledge, workload, social environment, role models, organizational regulations, and the influence of social media trends. The study also found that efforts to improve ethical behavior require periodic socialization of ethical guidelines, strengthening supervision, clear policies regarding social media use, continuous coaching, and the provision of rewards and sanctions. In conclusion, nurses' ethical behavior toward the institution is shaped by a combination of personal, environmental, and organizational factors. Strengthening ethical awareness and institutional policies is essential to enhancing ethical practice and maintaining the quality and professionalism of nursing services.

Keywords: ethical behavior, healthcare institutions, nurses, nursing ethics

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BACKGROUND

Professional ethics serves as a foundation for guiding nurses' behavior in carrying out their duties, as stated in the nursing oath and the Nursing Code of Ethics established by professional organizations in collaboration with the government. Ethical principles direct nurses in their relationships with patients, colleagues, and society, ensuring that nursing care is delivered with integrity, responsibility, and respect. Although ethical violations in nursing do not always constitute legal violations, they still require ethical investigation by the Honorary Council of Nursing Ethics (MKEK-PPNI), whereas legal violations are processed through judicial mechanisms (Nursalam, 2022).

In recent years, several cases of ethical misconduct by nurses and nursing students in Indonesia have gained public attention, particularly through social media. Examples include a viral video in which a nursing student in Yogyakarta recorded and uploaded a catheter insertion procedure on TikTok (Desideria, 2022), healthcare workers livestreaming during the labor process (Dewi et al., 2022), and a nurse admitting to being reluctant to serve BPJS patients while smoking in an examination room (Ustin, 2023). These incidents highlight the growing challenges posed by digital media and underscore the urgent need to strengthen the ethical awareness of nurses.

Similar ethical issues have also occurred at Budi Rahayu Catholic Hospital, Blitar, where documented cases include major ethical violations between nurses and toward the institution in 2021, as well as additional institutional-related ethical violations in 2024. Despite these cases, the hospital does not yet have clear regulations regarding the use of social media among nurses, and disciplinary actions for minor violations are often limited to verbal reprimands by the head nurse.

Ethical nursing practice is essential for maintaining public trust and preserving the dignity of the profession. According to the Indonesian National Nurses Association (PPNI, 2017), nurses are expected to demonstrate good character by dedicating themselves to patient welfare, maintaining professional conduct, and upholding the reputation of the institution. Ethical deficiencies, while not always resulting in legal consequences, can compromise patients' trust and damage the image of the profession and the healthcare institution.

To better understand nurses' ethical behavior toward their institutions, it is important to situate the issue within relevant theoretical frameworks. The SERVQUAL model (Parasuraman et al., 1988) emphasizes service quality dimensions—such as assurance, empathy, and reliability—that are directly influenced by nurses' ethical conduct. The Patient-Centered Care (PCC) model (Institute of Medicine, 2001) positions ethical behavior as a core component of patient-centeredness, involving respect for patient values, effective communication, and emotional support. Additionally, the Nursing Code of Ethics (PPNI, 2017) outlines the moral and professional obligations of nurses, serving as the primary benchmark for evaluating ethical practice.

Given the ethical issues observed in practice and the theoretical importance of professional ethics in supporting quality care, this study aims to explore nurses' ethical behavior toward their institution at Budi Rahayu Catholic Hospital, Blitar, including influencing factors and strategies for improvement.

METHODS

This study employed a qualitative research design with a case study approach to explore nurses' ethical behavior toward their institution. A purposive sampling technique was used to select participants who met the inclusion criteria: implementing nurses with a minimum of two years of work experience and a willingness to participate. A total of 17 nurses were included as primary informants. Additionally, six triangulation informants consisting of five head nurses and one head of the nursing division were involved to enhance data validity.

The study was conducted at Budi Rahayu Catholic Hospital, Blitar, from July 25 to August 25, 2024. Data were collected through in-depth interviews, non-participant observations, and document reviews. Interview guidelines and an audio recorder were used as the main research instruments. Interviews were conducted face-to-face and recorded with participants' consent.

Data analysis followed the interactive model of Miles and Huberman, which includes:

- 1. Data reduction (selecting, simplifying, and organizing raw data),
- 2. Data display (presenting data in narrative matrices or thematic categories), and
- 3. Conclusion drawing and verification.

To ensure the trustworthiness of the findings, source triangulation was applied by comparing data from nurses, head nurses, and the nursing division head. Credibility was also strengthened through prolonged engagement, member checking, and reflective field notes. Ethical approval and permission to conduct the study were obtained from the hospital, and all participants provided informed consent prior to data collection.

RESULTS

Table 1. Characteristics of Respondents

No	Variables	n	%
1	Age		
	25-30 years	1	5.9
	31-40 years	8	47.1
	41-50 years	5	29.4
	≥ 51 years	3	17.6
	25-30 years	1	5.9
	Total	17	100
2	Education		
	D3 Nursing	11	64.7
	S1 Nursing	6	35.3
	Total	17	100
3	Length of work		
	2-5 years	-	-
	6-10 years	6	35.3
	>10 years	11	64.7
	Total	17	100

Based on Table 1 shows that age Respondent with proportion most in the range age 31-40 years (47.1%), mostly big Respondent has a final education of D3 Nursing as many as 11 respondents (64.7%). The majority Respondent have a working period of > 10 years as many as 11 respondents (64.72%).

In research qualitative This has done interview deep to 17 informants For know things that influence behavior ethics nurse with institution at the Budi Rahayu Catholic Hospital, Blitar.

Theme 1

Knowledge of Nurses Regarding Ethical Behavior Toward the Institution

1) What are you know about behavior ethics nurse with institution?

Based on results interview above , can concluded that informant can know What do you mean with behavior ethics nurse with institution . According to informant , behavior ethics is behavior or appropriate attitude with regulation House sick , take care Name Good House Sick with Work according to SOP, behave friendly and giving good service to patients , as well as

attitude loyalty to House sick . Informants also said that behavior ethics nurse to institution is behavior that is guided by norms, namely norms of politeness , religious norms, legal norms , moral norms . And there are the informant said that behavior ethics nurse with institution is behavior that does all something in accordance code ethics nursing .

- "Appropriate behavior with regulation House sick" (informant 1).
- " Attitude to appropriate institution regulations" (informant 2).
- "Behavior that maintains Name Good House Sick with method Work according to SOP, provide good service to patient and behave friendly" (informant 3).
- " Behavior ethics is behave Good For institutions and bring Name Good institutions, such as comply existing regulations in the institution" (informant 4).
- " Behavior ethics nurse with institution That is How method We Work according to the applicable SPO, and we must Work in accordance rule House sick" (informant 5).
- "Not quite enough answer We to House sick, like Work according to SOP and according to regulation House sick. In addition cooperation/loyalty We to House sick." (informant 6).
- " Behavior We to institution for example discipline, honesty, loyalty to institutions and attitudes Good We in institution" (informant 7).
- " Behavior We in behave and carry Name Good House sick" (informant 8).
- "Behavior give the best For institution, no harm institution, behave good, take care Name Good institution, treat patient with good" (informant 9).
- " Behavior We to institution with obey the rules or regulation institution" (informant 10).
- "Honest behavior, loyalty, hard work according to SOP, responsible responsible, disciplined or comply regulations" (informant 11).
- " Behavior ethics That is behavior We to House sick, including in comply rules and regulations House sick" (informant 12).
- " Behavior that is guided by norms, namely norms of politeness, religious norms, legal norms, moral norms" (informant 13).
- "Behavior we who obey regulation Where We work, and also behavior We to patient, where We useful / can help patient (caring) and not harming others" (informant 14).
- "Behavior that complies with all regulations in the institution House sick and caring Name Good institution" (informant 15).
- "Behavior that does all something in accordance code ethics nursing, work in accordance regulation House sick and according to SOP" (informant 16).
- "Behavior that maintains Name Good institution" (informant 17).

Theme 2

Form behavior ethics nurse with institution

1) What has been You do For realize behavior ethics nurse with institution?

Informant Already show behavior proper ethics with guide ethics and discipline nurse . Informant Already behave like comply regulation House sick , behave discipline , follow activities held by the house sick , working according to SOP, maintain Name Good House sick , looking polite , caring communication or guard good relationship with friends and patients alike , behaving friendly , polite , caring confidentiality patients and provide good service to patient .

- "I take care behavior as nurse, behave in accordance rule House sick and fit oath as nurse" (informant 1).
- " *I obey regulation institution*, *maintain connection good / communication with friends* " (informant 2).
- " Work according to SOP, behave Good to patient, come service appropriate time / no too late" (informant 3).

- " Comply regulations and implementation action according to house SOP sick" (informant 4).
- " I try Work according to SOP and according to rule House sick" (informant 5).
- "I am working on all something according to house SOP sick, and I obedient regulation House sick" (informant 6).
- " Obey rules, attitude polite polite, no do detrimental action Name Good House Sick like behave No polite / rude to patient" (informant 7).
- " Give the best service to patient, do action according to SOP" (informant 8).
- "Behave Good to patient, respect / appreciate patient, care communication and doing action according to SOP" (informant 9).
- " Follow the rules at home sick, like come appropriate time, wear uniform in accordance terms and conditions and follow activity House sick" (informant 10).
- "I tried discipline in accordance regulation House sick, working according to SOP, provide comfort / satisfaction patient during treated at home sick, responsible responsibility, loyalty and care Name Good House sick" (informant 11).
- "I tried comply regulations, to do action according to SOP, comply with regulations House sick, weaving connection Good with Friend work and patients" (informant 12).
- " I always guard Name Good House Sick with comply with these norms, especially the norms of politeness. I behave polite to superiors, friends, patients and family patient. I try said No hurtful feelings, friendly, and polite appearance" (informant 13).
- "We work according to SOP, behave polite, friendly, respectful superiors, weave good cooperation with Friend Where We work" (informant 14).
- "I give service according to SOP and obey existing rules and regulations House sick" (informant 15).
- "I tried Work according to SOP and comply rules House sick" (informant 16).
- " Guard confidentiality patient, appreciate patient, foster connection each other believe with patient, friendly" (informant 17).

2) How method You look after quality service nursing?

informant always look after quality service nursing with method Work in accordance with SOP, maintain communication , serving patient with Good without differentiate , appreciate and respect patient , care patient with 3S (smile , greet , say hello), responsive with complaint or condition patient (caring), behaving good so as not to cause complaint to House sick , take care confidentiality patient , improve knowledge knowledge and skills with follow training /seminar, trying apply knowledge new in service although No all knowledge from training /seminar can applied in service , doing evaluation from things that become problem in service For find solutions for improvement service and provide care nursing in accordance condition patient .

- " Yes, it is me act according to SOP" (informant 1).
- " We do action according to SOP, communication effective, following training/seminars" (informant 2).
- " Work according to SOP, follow training /seminars" (informant 3).
- " Operate action according to SOP, follow training /seminar, serving px with good / not to discriminate patient" (informant 4).
- " We have to upgrade our knowledge with follow training /seminar, but No all knowledge from training /seminar can implemented in services" (informant 5).
- "Apart from working according to SOP, I increase knowledge with follow training /seminars, so that with increase knowledge knowledge Can give care nursing become more good" (informant 6).

- "Behave so as not to cause complaint to House sick, giving service in a way maximum to provide satisfaction to patients, and also follow training /seminar for increase knowledge knowledge" (informant 7).
- "We must follow development the latest knowledge so as not to left behind, with follow training /seminars" (informant 8).
- "We do evaluation from things that become problem in service For find solutions for improvement services, for example fast track is applied for patient with condition certain. We also follow training /seminar from inhouse training home Sick or from Ministry of Health" (informant 9).
- " In addition to following training /seminar, in the room there is also SOP socialization or knowledge sharing latest For increase quality service and also reduce risk complaint "(informant 10).
- "Foster Care nursing that we give to patient must in accordance with condition patient so that patient feel satisfaction with the service we provide give, work according to SOP, and we must add knowledge about nursing" (informant 11).
- " Give service to patient as much as possible maybe, do action according to SOP, appreciate and respect patient, care patient with 3S (smile, greet, say hello), and also follow training/seminars" (informant 12).
- "I tried responsive with situation patient (caring), no to discriminate patient, friendly, and also follow / learn knowledge new including follow training /seminars" (informant 13).
- "We work according to SOP, make diagnosis and intervention nursing in accordance condition patient, care confidentiality in place We work" (informant 14).
- " I work according to SOP, provide care nursing in accordance condition patient, following training /seminars" (informant 15).
- "I follow training /seminars and endeavors apply knowledge new ones that are obtained in the service" (informant 16).
- "Respect each other, take care of each other" confidentiality patient, giving the best service For patient, following training /seminar, work according to SOP" (informant 17).

3) Whether You do evaluation to care nursing that you give to patient?

informant do evaluation to care nursing care provided to patient every shift or after do action or when happen change condition , then to discuss together team For determine action next , report to DPJP if happen change conditions , and replace or increase diagnosis and intervention nursing in accordance with development condition patient , but There is a number of nurse For replacement of nursing diagnoses and interventions nursing seldom done or not enough orderly or Not yet Can do Because burden Work tall

- " We do evaluation and reporting to DPJP if happen change condition as well as add or replace the new nursing diagnosis as well as compile new interventions" (informant 1).
- "Yes, we do evaluation. If it happens change condition, report to DPJP and add or replace the new nursing diagnosis as well as compile new interventions" (informant 2).
- "We do evaluation to care the nursing care provided, then when happen change condition so We add or replace the new nursing diagnosis as well as compile new interventions" (informant 3).
- "Do evaluation every after do action. If intervention Already No in accordance with condition patient so discontinued and replaced with intervention new suitable with condition patient or a new nursing diagnosis" (informant 4).
- "Do evaluation every changeover shift, when There is care nursing that has been No in accordance with condition patient so done discussion For find solution from new

- problems. If the nursing diagnosis Already No accordingly, then replace nursing diagnosis and formulate new interventions" (informant 5).
- "We do evaluation, if care nursing Already No in accordance so care nursing (diagnosis or intervention) changed / replaced in accordance condition patient" (informant 6).
- "Do evaluation to care nursing care provided to patient so that patient go home in condition good. If during maintenance condition patient change and care nursing Already No in accordance so report to DPJP about condition patient latest. For replacement of nursing diagnoses and interventions nursing seldom done / less orderly "(informant 7).
- "Definitely do evaluation to care nursing care provided to patient. When diagnosis and intervention nursing Already No accordingly, then replace with diagnosis and intervention appropriate nursing care with condition patient" (informant 8).
- " Do evaluation and making intervention new in accordance condition patient" (informant 9).
- " Do evaluation and validation to patient every weigh accept . If care nursing Already No accordingly, then must changing diagnosis and intervention nursing in accordance condition the newest patient" (informant 10).
- "Do evaluation, if condition patient changed We report to DPJP. We also add/replace diagnoses and interventions nursing in accordance condition the newest patient" (informant 11).
- "We evaluate in accordance criteria time, for see success from action / intervention. If care nursing Already No according to us try change intervention in accordance conditions that occur in patients, so replace or increase diagnosis and intervention nursing" (informant 12).
- "Do evaluation every shift, when There is care nursing Already No in accordance with condition patient, then replace / add diagnoses and interventions new nursing in accordance condition patient" (informant 13).
- "Do evaluation, if there is care that has been No in accordance with condition patient, then will discussed together team, is it need add/replace diagnoses and interventions nursing in accordance condition patient" (informant 14).
- " Do evaluation every shift, when There is problem new so add/replace diagnoses and interventions nursing in accordance condition the newest patient" (informant 15).
- "I did evaluation, if care nursing care provided Already No accordingly, then replace / add diagnoses and interventions nursing in accordance condition the newest patient" (informant 16).
- " Do evaluation, follow up development from condition patients, adding / changing diagnoses and interventions nursing in accordance condition patient" (informant 17).
- 4) What are you do when find care nursing that is not in accordance with standard quality and safety patient?

informant find care nursing that is not in accordance with standard quality and safety patient, which is done is reprimand or to advise Friend with good communication and not right in front patient, or invite Friend For behave or act in accordance plan care or SPO, immediately repair action For prevent something that will harm patient and home sick, if friend who was reprimanded No changed so report to head room so that get guidance from head room, and done *sharing* or Study together according to the correct SOP.

"Reprimand / advise or invite Friend For behave / act in accordance plan care / SPO, if No changed reported to head room so that get guidance from head room " (informant 1).

- "Reprimand Friend with good communication, but No brave reprimand to the more senior because embarrassed" (informant 2).
- " Reprimand or remind friends who work No according to SOP/ not in accordance standard quality with good communication" (informant 3).
- " Telling you Friend that his actions No in accordance with SPO or interventions are planned, if No pay attention reprimand so tell KR to do guidance. Most of the seniors have already behave good and working according to SOP or rules." (informant 4).
- " If you find Friend Work No according to SOP then will reminded / reprimanded, and if No pay attention reprimand so report to more senior nurses. KR/WKR/ senior already give good example For behavior ethics" (informant 5).
- "Reprimand or tell and give directions according to the applicable SPO. If still repeat error will still repeat reprimand and if still No pay attention reprimand so report to KR, so that get guidance from KR. KR/senior already give good example about behavior ethics." (informant 6).
- "Remind each other, if No changed / not pay attention reprimand so report to KR to be given direction / guidance." (informant 7).
- "We are each other remind for good in service to patient. If not pay attention reprimand so talk about to KR, so that KR can provide guidance to friends who work No in accordance standard quality and safety patients." (informant 8).
- "Reprimed or remind Friend But No in a way direct in front of patient. Then when There is the missing thing in accordance in give care nursing, will sharing is done for Study together according to SOP." (informant 9).
- "Remind Friend with good communication and not right in front patients. There are still seniors working sometimes No according to SOP or standard quality, remains reminded with good communication. If friends No Want to changed, then report to KR to be given guidance more continue" (informant 10).
- "I'm known for being a talkative person, so when There is friends who give service not enough in accordance with standard quality, then will I reprimand/me remind. If friends No changed, then still I reprimand, then I discuss with KR, so that KR gives correct direction" (informant 11).
- "I tried For remind / notify, if Friend No changed so I convey to KR, so that friends get guidance more continue." (informant 12).
- " I will reprimand and inform that when do action must according to SOP because concerning law too. If not Want to changed or action taken at risk high, then reported to KR for guided and processed more continue" (informant 13).
- " First I will ask reason do matter then share or discuss which one is correct For done. If there is friends who have reminded but still Work No in accordance with standard quality and safety patient, i will report to superior For done guidance more continue." (informant 14).
- " I will remind friends who work No in accordance with standard quality and safety patient. If a friend No changed, then I will report to more senior nurses." (informant 15).
- " I remind you friends who work No in accordance with standard quality and safety patient, but No Once remind the more senior because hesitate. If friends No Want to changed, i convey to KR, so that friends given guidance more continue." (informant 16).
- "Remind friends and soon repair For prevent something that will harm patient and home sick. When friends still repeat his actions so report to KR." (informant 17).

Theme 3

Form behavior uphold tall Name Good profession nursing in institutions

1) How method You uphold tall Name Good profession nursing in institutions?

Informant always uphold tall Name Good profession nursing with method guard behavior as nurse , behave in accordance rule House sick and fit oath as nurse , working according to SOP, maintain confidentiality patient , work with heart conscience , behavior Don't until image nurse bad in front patient , as much as possible Possible patient like with service nurse , hope patient Can recover and go home with bring Name Good House sick , behave friendly , polite , mutual respect , improve care nursing with behave care (<code>caring</code>), take care communication with speak kind words , always increase knowledge and skills including continue education to higher level tall .

I take care behavior as nurse, behave in accordance rule House sick and fit oath as nurse" (informant 1).

- " Work with heart conscience Because Already choice become nurse" (informant 2).
- "Weaving good relationship / communication with fellow employees, comply regulation House sick" (informant 3).
- "Behave Don't until image nurse bad in front patient, as much as possible Possible patient like with service nurse hope patient Can recover and go home with bring Name Good House sick" (informant 4).
- " We must Work according to SOP and reduce level possible errors Can happened" (informant 5).
- " We must guard behavior polite behavior, our behavior and speech to patient must polite" (informant 6).
- " We must behave inappropriately harm Name Good House sick" (informant 7).
- " We must each other respect and maintain good communication" (informant 8).
- "Increase care nursing or increase service" (informant 9).
- "I take care behavior behavior and speech I with patient or guard polite polite to patient "(informant 10).
- " We as nurse must fulfil need patient (caring), maintain communication with patient / doctor/friend work" (informant 11).
- " Try behave polite, respect others, give service to patient with full heart" (informant 12).
- " I work professionally, working according to SOP, polite to patient" (informant 13).
- "We Work according to SOP, establish good cooperation with fellow friends, give service to patient in accordance applicable provisions, and also provide service with 3S (smile, greet, say hello)" (informant 14).
- "I did service according to SOP, do evaluation from care the nursing care provided, I upgraded my knowledge besides from training /seminars, I also continue education to the more high" (informant 15).
- " I work according to SOP, try guard communication with Friend work and try give the best service For patient" (informant 16).
- " Guard confidentiality and trust patient" (informant 17).

2) Like What good appearance and attitude as nurse?

Informant, good appearance and attitude as nurse is a well-dressed nurse clean, neat, uniform in accordance provision House sick, fragrant, make *up* No excessive, no use excessive jewelry. As well as attitude is friendly, polite, well spoken, respectful of others, capable give education in accordance with knowledge knowledge possessed, maintaining loyalty, remain enthusiastic although fed up in serve patient, serving with love */caring* and not to discriminate patient.

3) What opinion You when There is nurses who make videos or playing social media while service?

informant No agree if There is friends who make videos or play social media today service , because bother work or make not enough focus to work so that task become neglected , and brings Name Good House sick because of use uniform service or attribute House Sick as well as There is a number of movement less dancing appropriate . If the nurse make videos and be seen by others especially patients , such as as if the nurse Relax or No There is busy and not use time For nurse patients . Moreover at the time There is critical patient seen like nurse have no empathy to patient , because seen like having fun with make a video. Informant agree if making the video aiming For education to public or For promotion House Sick .

Theme 4

Things that influence behavior ethics nurse

1) According to you, what influences behavior ethics nurse with institution?

According to informant things that influence behavior ethics nurse is motivation individual or awareness self For comply rules and behavior good , knowledge that is Where Lots nurse who has forget about guide ethics and discipline nurse , development era or trends including social media development , environment or Friend Where existence invitation Friend For make a video online together , role models are lacking well , like : where There is senior nurse speaking or chat moment prayer before service , no Want to accept knowledge new , and There is the nurse who came late moment service . Things that affect other is lack of regulations clear about use social media at home pain , and burden Where do you work There is nurse who has chance or time free time For make a video, and there is nurse Because burden Work tall so that No Work according to SOP such as : they No Bring a mat when installing an IV .

- " Following trends, knowledge, also depends motivation from each person individually " (informant 9).
- " Influenced environment socializing / friends , trends and also influenced Because existence opportunity / time free time . Also influenced by knowledge and motivation individual" (informant 10).
- " Motivation individual, trend, burden work, skills / competence individual, environment / friends" (informant 11).
- " Habit individual / motivation self, rules not enough specific about use social media at home sick, influence environment / friends, trends, and knowledge" (informant 12).
- "Influenced development era/trend, knowledge, motivation less self responsible answer" (informant 13).
- " Awareness from self each of us / motivation self, knowledge, saturated with work" (informant 14).
- "Influenced knowledge, motivation self themselves, and follow trends" (informant 15).
- "Influenced by trends from social media, motivation self For comply regulations, and knowledge" (informant 16).
- "Personality everyone / motivation self, environment / friends, knowledge" (informant 17).

Theme 5

Things that can increase behavior ethics nurse with institution

How method For increase behavior ethics nurse with institution?

According to informant method For increase behavior ethics nurse is socialization periodic guide ethics and discipline nurses to have same understanding about behavior ethics, if need made book pocket guide ethics and discipline nurse, assessment behavior ethics nurse

in a way periodic, clear regulations related use social media in hospitals, training for KR/WKR/senior nurses to be more Good Again in guide nurse related behavior ethics, giving strict sanctions and coaching to a nurse who behaves ethics No good, socialization regular rules House sick, suspensory nursing, training (*in house training*) for increase knowledge and skills nurses, and giving rewards for nurse who has behave ethics Good so that nurse compete For behave Good in accordance guide ethics and discipline nurse.

- " Socialization " repeat guide ethics and discipline nurse in a way periodic every 6 months, assessment ethics in a way periodic every 6 months up to 1 year, need made book pocket guide ethics and discipline nurse" (informant 1).
- " Socialization " repeat guide ethics and discipline nurse in a way periodic every 3 months, KR/WKR/ Senior Nurse must be a good role model, mentoring / guidance For junior nurse" (informant 2).
- "Socialization" repeat guide ethics and discipline nurse in a way periodic every 1 year, given sanctions for those who do violation ethics, assessment behavior ethics in a way periodically, KR/WKR/Senior nurses must be a good role model" (informant 3).
- "Socialization" repeat guide ethics and discipline nurse in a way periodic every 1 year. Give rewards to nurses who have behave okay, so that nurse compete For behave Good in accordance code ethics nurse, who previously done Formerly evaluation behavior ethics nurse in a way periodic every 1 year" (informant 4).

Behavior ethics nurse with institution

Based on results research , found that informant can know What do you mean with behavior ethics nurse with institutions , and informants are also able to mention form behavior ethics they with institutions . Behavior ethics with institution they make it happen in form behavior compliance , good service , maintaining Name Good institutions and behavior in accordance ethics nursing . According to results triangulation data source to 5 heads room and 1 head field care , stated that part big behavior ethics nurse with institution is well , they behave with comply applicable regulations , carry out action according to SOP, provide good service, and behave in accordance ethics nursing , there is a number of nurse who does violation ethics and already get reprimand as well as guidance or coaching .

According to Nursalam , 2022, ethics profession arrange about professional behavior of nurses in operate his work , as listed in pronunciation oath , and code ethics nurses who are arranged organization professional together government . According to Rifai et al., (2021) in his research conclude that level knowledge nurse can influence method think , so that in a way No direct will to form attitude nurse in apply code ethics nursing . Knowledge is is a information, obtained through five senses a person , namely senses sight , hearing , smell , taste and touch . Most of knowledge obtained from eyes and ears . Knowledge is very important For to form action somebody in take action something (Notoatmodjo, 2014 in Pandelaki et al, 2021).

This matter in line with research conducted by Risnawati & Amir (2022), based on results study about analysis behavior description code ethics nursing care at home Sick Makassar education in 2021 was obtained results, namely: behavior nurse in one of the House Sick education Makassar city against realm patients, practices, & friends peer including in prime category in the description code ethics nursing. While behavior nurse to realm society and professions, including in category good at explaining code ethics nursing.

Quality of service nursing

Based on results research, found that informant always look after quality service nursing with method increase education or knowledge with attend seminars and training, behave *caring*, acting according to SOP, maintain ethics profession, doing evaluation and improvement service For increase satisfaction patient. According to results triangulation data

source to 5 heads room and 1 head field care, stated that nurse always look after quality service with method act according to SOP, behave *caring*, guarding ethics profession, improve knowledge and skills with attend a seminar or training, involved committee Hospital accreditation and continue to level more education tall.

In accordance with guidelines behavior ethics as description code ethics nursing (PPNI, 2017), behavior that can measured is nurse always follow activities For increase knowledge and skills in accordance with ability, nurse apply in practice daily knowledge knowledge and technology latest in give service, nurse follow and implement activities improvement and assurance quality, nurse in give intervention nursing must referring to the standards issued institution service health, nurse use technology nursing that has been tested validity (reliability) and reliability (legitimate) by authorized institutions.

Evaluation care nursing

Based on results research, found that informant do evaluation to care nursing care provided to patients. In addition to carrying out the evaluation process routinely, informants also carry out reporting and discussion, as well as do change towards diagnosis and intervention nursing. According to results triangulation data source to 5 heads room and 1 head field care, stated that nurse carry out evaluation and reporting processes , as well as do discussion with team to change conditions that occur in patients , only just Not yet all nurse do change towards diagnosis and intervention nursing because of burden Work every room different.

This matter in accordance with guidelines behavior ethics as description code ethics nursing (PPNI, 2017), behavior that can measured is nurse do evaluation self to achievement results care nursing, nurse in give care nursing must identify care nursing that is not in accordance with standard quality and safety patients, as well as nurse in give intervention nursing must referring to the standards issued institution service health.

Actions against mismatch

Based on results research, found that when informant find care nursing that is not in accordance with standard quality and safety patient, which is done is nurse will do guidance with good communication, discussion with team and do reporting to superior or head space. According to results triangulation data source to 5 heads room and 1 head field care, stated that nurse will each other remind with good communication, if find care nursing that is not in accordance with standard quality and safety patients. They will also do reporting to superior or head space, for furthermore followed up and carried out guidance to nurse who gives care nursing No in accordance with standard quality and safety patient. Head room Not yet do documentation according to standard format guide ethics and discipline nurse, therefore Not yet Once There is training special for related KR and WKR documentation to violation ethics and discipline nurse.

This matter in accordance with guidelines behavior ethics as description code ethics nursing (PPNI, 2017), behavior that can measured is nurse always do evaluation to another nurse who became not quite enough the answer in apply knowledge the latest knowledge and technology, nurses in give care nursing must identify care nursing that is not in accordance with standard quality and safety patient, nurse must convey to superior directly, if find service health that is not in accordance with standard quality and safety patient. For furthermore prosecuted follow up and nurse responsible answer in moral development of staff. According to Hasibuan et al., (2022) in effort finish problem behavior ethics nurse need made document supporters. As form effort guard behavior ethics nurse need drafting of coaching SOP behavior ethics, forms findings suspicion violation ethics, forms reporting violation ethics and discipline profession, as well as form coaching staff nursing.

Uphold tall Name Good profession nursing in institutions

Based on results research, found that informant always uphold tall Name Good profession nursing with method behave in accordance code ethics nursing , compliance to

regulations, maintain quality service, attitude *caring*, guarding image profession and interpersonal relationships. According to results triangulation data source to 5 heads room and 1 head field care, stated that nurse uphold tall Name Good profession nursing in institutions place work, with behave guard image profession and interpersonal relationships, obedience to rules, behavior in accordance code ethics nursing, behaving *caring* and maintaining quality service.

This matter in accordance with guidelines behavior ethics as description code ethics nursing (PPNI, 2017), behavior that can measured is nurse in give care nursing must identify care nursing that is not in accordance with standard quality and safety patients, as well as nurse in give intervention nursing must referring to the standards issued institution service health, nurse always look good neat and fragrant, nurse always can answer question client in accordance with knowledge knowledge possessed by nurses always keep promise, nurse always friendly, nurse use clean and appropriate uniform with norms of politeness as well as nurse speak with weak gentle.

Appearance and attitude nurse

Based on results research, found that according to informant, good appearance and attitude as nurse is nurse who takes care appearance and behavior in accordance ethics nursing, caring interpersonal relationships, and maintaining quality service. This is in accordance with guidelines behavior ethics as description code ethics nursing (PPNI, 2017), behavior that can measured is nurse always look good neat and fragrant, nurse always answer question client in accordance with knowledge knowledge possessed by nurses always keep promise, nurse always friendly, nurse use clean and appropriate uniform with norms of politeness, as well as nurse always speak with weak gentle.

Under care nursing, one of the implementation principle ethics that influence performance nurse is behavior *caring* or have a sense of caring. Manifestation from concern is in form relationship, which is very close between nurses and patients, fellow human beings nurses, organizations and communities. Every day, nurse sued must be professional in serve patient, communicate in a way effective and capable collaborate with colleague work (Barahama et al, 2019 in Hasibuan et al, 2022).

According to Nurasalam, 2022, good nurse is someone who has good personality (personal characteristics), behaving professionally (professional characteristics), providing service with patient centeredness, can become advocate (advocacy), competent (competence), able think critical (critical thinking) and able to give care nursing (patient care). According to Florence Nightingale in PPNI, 2017, so that the principles of ethics nursing can implemented, then nurse must own good character. Good character This when nurse dedicate all over his life for patients. Florence Nightingale also laid basics for nurses uphold tall his dignity in related with patient. Character a good nurse can also referred to to Carol Gilligan's theory in PPNI, 2017, namely Truth. Truth is a commendable character, where nurse responsible answer full to intervention nursing care provided to patient. Nurse will see interest patients and how interest This can fulfilled. Patient will feel safe in hand nurse, if nurse can fulfil principles ethics and nursing show profession his nobility to patients and society. This is what constitutes mark highest a profession nursing (PPNI, 2017).

Professional ethics nurse

Based on results study obtained that informant No agree if there is friends who make videos or play social media today service. Reasons for the informant No agree is Because bring Name Good House pain and use social media is annoying service to patient. Informant agree if making the video aiming For education to public or For promotion House sick. According to results triangulation data source to 5 heads room and 1 head field care, stated that There is room Where the nurse No someone made a video while currently service, and there is head the space that has been give reprimand oral to nurse who made the video while service.

This matter in accordance with the incident that occurred in Indonesia, namely in June 2022, Liputan6.com reported about violation ethics through social media namely Where student nursing in Yogyakarta make content on tiktok upload his experience moment inserting a urinary catheter into a patient men (Desideria, 2022). In November 2022 Kompas.com reported about health workers who *live on* TikTok during the labor process, which finally nurse the disabled and must be undergo hearing ethics by the assembly honor ethics nursing (Dewi et al, 2022). Serambinews.com in March 2023 reported about person health workers who went viral on TikTok Because admit to being lazy to serve BPJS patients and smoking in the room check (Ustin, 2023). Based on research in Turkey by Demiray et al., (2020) get results that use social media must entered in training ethics as part from the nursing program and it is recommended that training ethics to be continued throughout experience work in an institution health.

Internal and external factors

Based on results research, according to informant behavior ethics nurse to institution influenced by environment, trends, motivation individual, *role model*, habit or personality, rules, knowledge, opportunities, burdens work and boredom. Hi this in line with that conveyed by Nursalam, 2022, which caused problem ethics nurse among others: lack of formal education, lack of team ethics that resolve problem ethics, lack of support from groups and lack of authority in taking decision. While challenge in ethics nursing namely: values and morals that are increasingly fading, the foundation and foundation of religion are increasingly thinning, development increasing science and technology as well as globalization that causes competition free (orientation) service from social switch become business).

Motivation Work is factors in self someone who is able direct and move his behavior For reach a goals . Motivation process Work someone , appears from fusion draft needs , drives , goals and rewards (Tewat et al, 2017 in Porotu'o et al, 2021). Research conducted by Demur et al., (2019) obtained results burden work and motivation have significant relationship with behavior *caring* . Workload is the most influential factor to behavior *caring* . According to Rifai et al., (2021) conclude that level knowledge nurse can influence method think , so that in a way No direct will to form attitude nurse in apply code ethics nursing . Whereas research conducted by Napitupulu et al., (2022) obtained results there is influence style leadership situational head room to implementation principle ethics nursing in giving care nursing at the University of North Sumatra Hospital.

Improvement efforts behavior ethics nurse with institution

Based on results research, found that according to informant effort For increase behavior ethics nurse with institution is improvement knowledge, *role model*, giving sanctions, rewards, regulations yes clear and firm, assessment behavior ethics, and coaching. According to results triangulation data source to 5 heads room and 1 head field care, stated that during This effort For increase behavior ethics nurse with institution is continuous guidance and direction continuously done by the head room.

This matter in line with study Altuntaş et al., (2021) manager must act as an ethical role model for others, giving award to those who behave ethical and demonstrate good behavior to organization or institutions, and ensure that climate ethical implemented in all institutional units. According to study Nurhayati et al (2020) conclude that head room need provisioning before take office with improvement knowledge, skills as leaders and formation behavior ethics through senior mentoring, the existence of FGD forums between head room and its existence guide behavior ethics for head room as base reference in implementation task daily.

Supervision to nurse is important thing in to form behavior nurses (Garnham et al, 2016 in Yetti et al, 2020). According to Ferawati et al (2020) with professionalism and ethics very good job will increase performance employee. Employee will motivated with the leader who gives directions directly, do supervision with well, get rid of it interest personal for

achievement objective together, and giving sufficient support for his employees. Employee performance can influenced by professionalism and ethics Work employee, because the more Good professionalism and ethics Work employee so will the more good performance too the employee who was given to every incoming patients, patients will like If every employee have high professionalism and good performance. Research This in line with research conducted in Iran by Tehranineshat (2020), which recommends that nurses given training about method handle problem ethics, at the same time For increase climate ethical. At the time training, nurse can increase interaction with colleague work and also the manager, so that can increase climate ethical.

According to Hasibuan et al., (2022) in effort finish problem behavior ethics nurse need made document supporters. As form effort guard behavior ethics nurse need drafting of coaching SOP behavior ethics, forms findings suspicion violation ethics, forms reporting violation ethics and discipline profession, as well as form coaching staff nursing. While research in Turkey by Demiray et al., (2020) get results that use social media must entered in training ethics as part from the nursing program and it is recommended that training ethics to be continued throughout experience work in an institution health. According to Choe et al., (2020) ethics seminar help nurse grow become a moral professional, so reduce possibility the occurrence inappropriate behavior ethical among nurses. Ethics seminar and training ethics to nurse need done regularly so that strengthen competence ethical nurses in institutions. Borhani et al., (2021) say that For push behavior ethical nurses, then influential people, including maker policies, managers, doctors, nurses and staff other must follow as well as repair or to form climate ethics at home Sick.

CONCLUSION

Based on results study This obtained that nurse executor know about behavior ethics nurse with institutions, things that influence behavior ethics nurse with institutions and methods increase behavior ethics nurse with institutions. In research This obtained that behavior ethics nurse to institution influenced by environment, trends, motivation individual, *role model*, habit or personality, rules, knowledge, opportunities, burdens work and boredom. While effort for increase behavior ethics nurse with institution is improvement knowledge, *role model*, giving sanctions, rewards, clear and firm regulations, assessments behavior ethics, and coaching.

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