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(2) Fakultas Ekonomi, Universitas Sriwijaya, Sumatera Selatan, Indonesia ,

(3) Fakultas Ekonomi, Universitas Sriwijaya, Sumatera Selatan, Indonesia ,

(4) Fakultas Ekonomi, Universitas Sriwijaya, Sumatera Selatan

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Faculty of Economics and Business, Universitas Brawijaya, Indonesia

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Dr. Sutikno

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Dr. Rulyanti Susi Wardhani

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Faculty of Economic, Universitas Bangka Belitung, Indonesia

0000-0001-7516-6097 (https://orcid.org/0000-0001-7516-6097)

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Department of Business Administration, Politeknik Sriwijaya, Indonesia

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Dr. Nurul Bariyah

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Faculty of Economics and Business, Universitas Tanjungpura, Indonesia
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6041704 (https://sinta.kemdiktisaintek.go.id/authors/profile/6041704)

Dr. Devi Valeriani

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Faculty of Economics & Business, Universitas Bangka Belitung, Indonesia

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_a1XT8MAAAAJ&hl (https://scholar.google.co.id/citations?user=_a1XT8MAAAAJ&hl=en)

57193762818 (https://www.scopus.com/authid/detail.uri?authorId=57193762818)

6040031 (https://sinta.kemdiktisaintek.go.id/authors/profile/6040031)

Dr. Wasiaturrahma

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Faculty of Economics & Business, Universitas Airlangga, Indonesia

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jZoBLgkAAAAJ&hl (https://scholar.google.com/citations?user=jZoBLgkAAAAJ&hl=en)

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Reviewer

Faculty of Economics, Universitas Sriwijaya, Indonesia

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Riri Zelmiyanti, S.E., M.Sc., Ak., CA

Reviewer

Politeknik Negeri Batam, Indonesia

0000-0003-0843-6186 (https://orcid.org/0000-0003-0843-6186)

dDCzPR4AAAAJ (https://scholar.google.com/citations?hl=en&user=dDCzPR4AAAAJ)

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6716207 (https://sinta.kemdikbud.go.id/authors/profile/6716207)

Dewita Puspawati, S.E., M.Sc., Ak., CA

Reviewer

Universitas Muhammadiyah Surakarta, Indonesia

0000-0002-2426-2190 (https://orcid.org/0000-0002-2426-2190)

1mrwV5MAAAAJ (https://scholar.google.com/citations?hl=en&user=1mrwV5MAAAAJ)

58922634400 (https://www.scopus.com/authid/detail.uri?authorId=58922634400)

5982028 (https://sinta.kemdikbud.go.id/authors/profile/5982028)

Fickry Widya Nugraha

Reviewer

Bank of Indonesia, Indonesia

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Enhancing Healthcare Service Accessibility through Signage Implementation at Griya Sehat Alfarisy, Ciledug

Teja Endra Eng Tju[1,*], Archita Desia Logiana[2], Raden Wahyu Utomo Martianto[2]

[1] Faculty of Information Technology, Budi Luhur University, Jakarta, Indonesia
[2]Faculty of Communication Science, Budi Luhur University, Jakarta, Indonesia
[*]Correspondence Email: teja.endraengtju@budiluhur.ac.id

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Abstract: Poor navigation within healthcare facilities can cause treatment delays, increase patient anxiety, and burden medical staff. One crucial factor affecting healthcare accessibility is the presence of clear and effective signage. This activity aims to enhance healthcare service accessibility at Griya Sehat Alfarisy, an alternative medicine clinic, by implementing an improved signage system. The methodology includes a comprehensive needs assessment, strategic signage design, and systematic implementation at key locations within the clinic. The study evaluates the effectiveness of the signage based on user feedback and direct observation, focusing on improvements in navigation efficiency, patient satisfaction, and staff workload reduction. Results indicate that the newly implemented signage system significantly enhances visitor wayfinding, with 85% of patients reporting improved navigation, 70% finding the signage visually appealing, and 90% of clinic staff experiencing reduced wayfinding-related inquiries. The new signage also minimizes staff interventions for directional assistance, improving workflow efficiency. These findings highlight the importance of well-designed signage in healthcare facilities, particularly in smaller clinics that often lack structured wayfinding systems. Additionally, this activity emphasizes the role of visual communication in reducing patient stress and optimizing clinic operations. Integrating user-centered design principles ensures that the signage remains functional, aesthetically cohesive, and accessible to a diverse range of visitors. Future research may explore the implementation of multilingual signage or digital wayfinding solutions to enhance patient navigation in healthcare environments further. This activity reinforces the significance of continuous evaluation improvements in healthcare signage systems.

Keywords: Healthcare; Navigation; Experience; Sign

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1. INTRODUCTION

Access to healthcare services is a fundamental aspect of public well-being. However, accessibility is not only about the availability of healthcare professionals or medical treatments; it also depends on how easily patients and visitors can navigate within a healthcare facility (Al-Sharaaet al., 2022). One critical yet often overlooked component of accessibility is the presence of clear and well-designed signage. Signage is a vital communication tool that helps guide individuals efficiently, reducing confusion and improving the overall user experience (Salawu, 2022). Accessibility in healthcare goes beyond physical proximity; it encompasses the clarity and effectiveness of communication tools, such as signage, which guide patients seamlessly through complex facilities. Properly designed and placed signage reduces confusion, supports patient autonomy, and ensures that individuals can navigate healthcare environments efficiently. This not

only improves patient satisfaction but also contributes to better health outcomes by facilitating timely access to necessary care.

Griya Sehat Alfarisy is an alternative medicine clinic operating since 2006, has treated more than 15,600 patients with various alternative therapies known for being natural, safe, and having minimal side effects, offers a variety of treatments, including acupressure (Komariah et al., 2021), cupping therapy (Annisa et al., 2021), acupuncture (Setiawati et al., 2021), and herbal medicine (Pradana & Pramitaningrum, 2020). The high patient volume at Griya Sehat Alfarisy highlights the need for better facility management, especially in wayfinding and signage, to ensure smooth patient flow and service quality. The current inadequate signage causes confusion for first-time visitors trying to find consultation rooms, therapy areas, and essential facilities, leading to frequent staff interruptions and reduced efficiency. Improving the signage system through community service will enhance accessibility, patient satisfaction, and clinic operations, supporting the clinic's mission to provide natural, safe, and effective healthcare in a well-organized environment. Despite its long-standing presence and comprehensive services, the clinic faces significant challenges in providing an effective signage system. Many visitors, particularly first-time patients, often struggle to find consultation rooms, therapy areas, and essential facilities such as waiting rooms and restrooms. The existing signage system is inadequate, resulting in frequent confusion and disruptions, as staff members are regularly required to provide verbal directions. This inefficiency not only affects the clinic's workflow but also impacts the overall patient experience, making navigation within the facility more challenging and time-consuming. Addressing these issues through an improved signage system is crucial to enhancing accessibility, optimizing operations, and ensuring a more seamless patient journey.

Signage (Deng et al., 2023) plays a crucial role in healthcare environments by ensuring smooth navigation, reducing patient anxiety, and creating a more organized flow of services. Previous studies emphasize that effective signage should be clear, intuitive, and accessible to all users, including those with visual impairments or language barriers. However, many healthcare facilities—particularly smaller clinics such as Griya Sehat Alfarisy—continue to struggle with outdated or ineffective signage, which can lead to confusion and inefficiencies in patient management. Most existing research on wayfinding in healthcare settings has focused on large hospitals, leaving a gap in understanding how signage functions in smaller, specialized clinics. Unlike traditional hospitals that typically have standardized layouts and well-established departments, alternative medicine clinics such as Griya Sehat Alfarisy often feature more varied and less structured spatial arrangements. This uniqueness creates distinct wayfinding challenges less addressed in existing research, highlighting the need for tailored signage solutions specific to alternative healthcare settings. Additionally, there is a lack of discussion on optimizing signage for alternative medicine facilities, which often have distinct layouts and service structures compared to conventional hospitals. Addressing these gaps is essential to improving patient experience and operational efficiency in diverse healthcare settings.

This community service project addresses these challenges by developing and implementing an improved signage system for Griya Sehat Alfarisy. The initiative focuses on designing clear and intuitive directional signs, room identification signs, and informational signs to enhance accessibility and facilitate seamless navigation within the clinic. By applying principles of visual communication, usability, and inclusive design, the new signage system is expected to minimize confusion, improve patient experience, and enhance the efficiency of clinic operations. In addition, the project will assess the effectiveness of the new signage through user feedback, direct observation, and usability evaluations to ensure its functionality meets the needs of both patients and clinic staff. Ultimately, this initiative aims to contribute to a more accessible and patient-friendly healthcare environment while supporting the clinic in delivering better services to the community.

2. LITERATURE REVIEW

Signage plays a crucial role in healthcare facilities by improving navigation, reducing confusion, and enhancing the overall patient experience. Studies have shown that well-designed wayfinding

systems reduce patient stress, minimize delays, and enhance hospital efficiency (Qi et al., 2022). Poorly designed signage, on the other hand, often leads to disorientation, increased anxiety, and negative perceptions of service quality (Vigolo et al., 2020). To ensure clarity and accessibility, signage should incorporate legible fonts, high contrast, and appropriate text sizes to support individuals with visual impairments. Additionally, universal symbols and multilingual signage have been found to improve inclusivity, particularly in diverse communities with language barriers.

Despite the importance of signage, many smaller healthcare facilities, including alternative medicine clinics, struggle with outdated or ineffective wayfinding systems. Most research on healthcare wayfinding focuses on large hospitals, leaving a gap in understanding how signage functions in smaller clinics. Unlike hospitals, which typically have structured corridors and designated departments (Morag et al., 2024) requiring customized wayfinding solutions (Zabihi et al., 2021). Studies suggest that poor signage in small clinics can disrupt patient flow (Preuss et al., 2022), increase staff workload (Kamaruzaman et al., 2020), and create inefficiencies in daily operations (Chandra & Staiger, 2020). This gap in research highlights the need for a signage system specifically designed for smaller healthcare providers, ensuring ease of navigation without disrupting workflow.

Table 1 summarizes key findings from various studies on healthcare signage, highlighting signage characteristics, observed user effects, and operational implications.

Table 1. Overview of Research Findings on Healthcare Signage

Reference	Wayfinding Features	Impact on Patient	Impact on Operations
Qi et al., 2022	Landmarks, outdoor windows	Better navigation, less anxiety	Smoother flow
Vigolo et al., 2020	Clear, large, uncluttered signs	Increased satisfaction, less negative emotions	Physical signs vital, esp. emergencies
Morag et al., 2024	Architecture + signage, personalized	Reduced confusion, improved orientation	Supports diverse users, improves efficiency
Zabihi et al., 2021	Integrated landscaping	Easier spatial understanding	Supports orientation and efficiency
Preuss et al., 2022	Patient flow modeling	Long waits, lower satisfaction	Identifies bottlenecks, improves flow
Kamaruzaman et al., 2020	Medical staff workload	High workload lowers care quality	Uneven staff distribution harms service

Advancements in digital wayfinding have introduced new possibilities, such as interactive digital signage, QR codes, and mobile applications, which can enhance navigation in healthcare settings. However, smaller clinics often face barriers to adopting these technologies due to budget constraints and varying levels of digital literacy among patients. Research indicates that a well-structured physical signage system remains the most practical and cost-effective solution for smaller healthcare facilities. This community service program aims to develop a more effective wayfinding system at Griya Sehat Alfarisy by implementing best practices in wayfinding and visual communication. Through user feedback and direct observation, this program is expected to improve accessibility, streamline clinic operations, and enhance patient experience.

3. MATERIALS AND METHODS

The program at Griya Sehat Alfarisy was carried out through several structured and systematic stages to ensure effective implementation and a significant positive impact. Figure 1 illustrates the stages of the signage implementation program at Griya Sehat Alfarisy.

Figure 1. Adaptation of the Method

The initial stage involved needs analysis and comprehensive design, where areas requiring signage were identified within the clinic. The team gathered data on frequently used visitor routes and determined strategic points that required directional and room identification signs. Based on this analysis, the signage design was developed to be easily understood and aligned with the clinic's aesthetic. Once the final signage design was approved, the next step involved selecting appropriate materials and tools for production and installation.

High-quality materials were selected to ensure durability, readability, and aesthetic harmony with the clinic's environment. The signage was primarily made of high-quality acrylic, chosen for its resistance to humidity and temperature changes, making it suitable for indoor and semi-outdoor use. The text and symbols were applied using vinyl cutting and digital printing techniques to enhance visibility and ensure long-lasting readability. Several tools and supporting materials were used to ensure proper placement and durability during installation. These included electric drills, screws, industrial adhesive, and mounting brackets to secure the signage firmly in place. Measuring tools such as rulers, measuring tapes, and water levels were employed to achieve precise alignment. The signs were produced according to the established specifications, and installation was carried out at key locations such as the main entrance, corridors, and waiting areas. Directional and room identification signs were strategically placed to facilitate navigation and improve service accessibility for patients and visitors.

Following the installation, a handover agreement and documentation were completed with the clinic management to ensure proper usage and maintenance of the signage. As part of this process, an assessment was conducted to determine whether the signage effectively improved accessibility and navigation. Feedback from clinic staff and visitors was gathered through direct observations and patient satisfaction surveys. These insights were used to evaluate the functionality and aesthetics of the signage, ensuring that it met the intended purpose. To support long-term effectiveness, the clinic was also provided with a signage maintenance guide and recommendations for periodic reviews and updates to keep the signage relevant to the clinic's ongoing developments.

4. RESULTS AND DISCUSSION

Implementing a comprehensive signage system at Griya Sehat Alfarisy was initiated to enhance patient accessibility and improve overall navigation efficiency within the clinic. Before this intervention, visitors frequently encountered difficulties locating key areas such as consultation rooms, restrooms, and waiting areas. This issue increased patient frustration and placed an additional burden on clinic staff, who often had to provide verbal directions. The primary objective of this project was to establish a seamless and user-friendly healthcare environment that optimizes patient satisfaction and enhances operational efficiency.

4.1 Implementation Results

The "Signage Implementation to Improve Healthcare Service Accessibility at Griya Sehat Alfarisy" program was successfully executed following a structured, phased approach. The initial phase encompassed a comprehensive needs assessment and signage design process to identify and address existing wayfinding challenges. This phase included a thorough site survey to assess areas where existing signage was unclear, insufficient, or entirely absent. The documentation of pre-existing signage, as depicted in Figure 2, provided a baseline for improvements.

Figure 2. Existing signage at Griya Sehat Alfarisy

Following the initial assessment, the development of new signage was undertaken in accordance with the clinic's established visual identity, functional objectives, and internationally recognized best practices in healthcare wayfinding. Each design component—such as color palette, typography, symbol system, and iconography—was carefully curated to optimize clarity, legibility, and user accessibility. Special consideration was given to visual hierarchy and contrast to ensure that information could be quickly and accurately perceived by individuals of varying ages and visual abilities. Moreover, the design process emphasized user-centered principles, aligning aesthetic consistency with functional requirements to support an intuitive navigation experience within the clinical environment.

Figure 3. Installation of new signage at locations

High-durability and hygienic materials were selected to guarantee long-term performance under conditions typical of healthcare settings, including exposure to humidity, cleaning agents, and frequent handling. The signage system was strategically positioned in key circulation areas—such as the main entrance, waiting zones, corridors, and consultation rooms—to maximize visibility and effectiveness, as shown in Figure 3. Placement decisions were guided by spatial observation and

iterative feedback collected from both clinic staff and patients, ensuring that the final installation addressed real user needs. This evidence-based approach not only enhanced the usability of the signage system but also demonstrated the importance of participatory design and environmental ergonomics in creating efficient and patient-friendly healthcare facilities.

4.2 Achievements and Impact of the New Signage

Implementing the new signage system has significantly improved visitor navigation and overall clinic workflow efficiency. By providing clear and well-structured directional guidance, the signage has effectively minimized instances of patients getting lost within the facility. Additionally, the room identification signage has played a crucial role in helping visitors quickly and accurately locate their required services. These improvements have collectively contributed to a more seamless and stress-free patient experience while simultaneously reducing the burden on clinic staff who previously had to spend time guiding and assisting visitors. Two primary types of signage were introduced as part of this initiative. The directional signage guides patients to essential areas such as consultation rooms, waiting areas, and restrooms. These signs incorporate arrows and a color-coded system to enhance clarity and facilitate easier comprehension, ensuring that patients and visitors can navigate the clinic with minimal confusion, as illustrated in Figure 4. Meanwhile, the identification signage is specifically designed to clearly label individual rooms and service areas, reducing potential confusion and ensuring patients can efficiently locate their intended destinations, as shown in Figure 5.

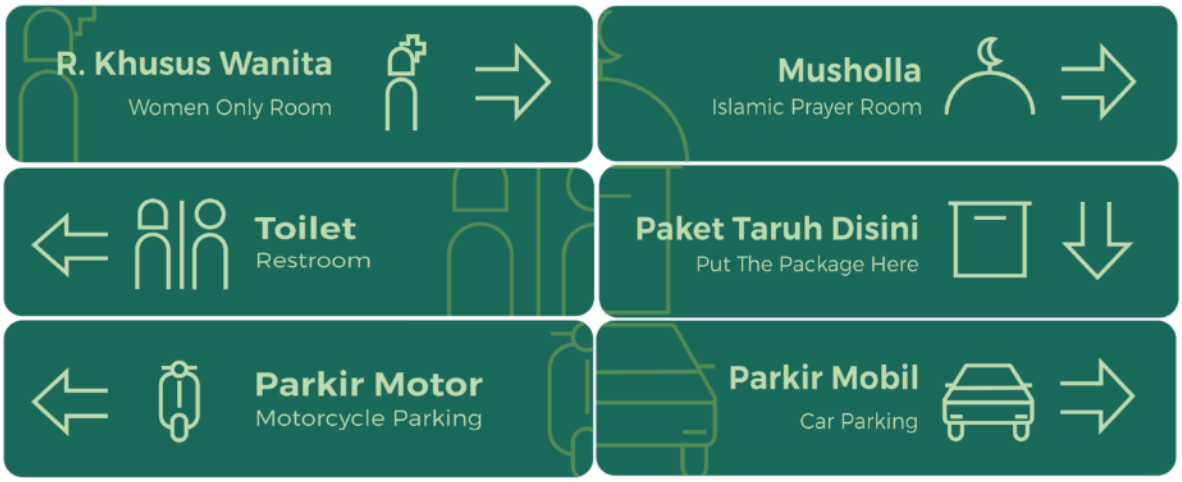

Figure 4. Directional Sign

Figure 5. Identification Sign

The positive impact of these enhancements extends beyond just the patients. The clinic staff have reported a substantial reduction in the number of navigation-related inquiries from visitors, allowing them to allocate more time and attention to their core medical responsibilities. By

streamlining navigation and improving overall wayfinding, the new signage system has contributed to a more organized and patient-friendly environment while significantly optimizing staff efficiency within the clinic.

4.3 Evaluation of Signage Functionally

The evaluation of the newly implemented signage system focused on assessing its usability, readability, and overall impact on patient navigation and staff efficiency. Surveys conducted among visitors revealed that 85% of patients experienced improved wayfinding, as they could locate key areas such as consultation rooms, waiting areas, and restrooms more easily. Many patients also noted a reduction in confusion, particularly during their first visit to the clinic. In addition, 70% of respondents found the signage visually appealing, as it complemented the clinic's interior design and contributed to a more organized and welcoming environment. Observations indicated that the use of clear typography, color-coded directional indicators, and universal healthcare symbols played a crucial role in enhancing the legibility and effectiveness of the signage system.

From the clinic staff's perspective, the signage's impact was equally significant. Previously, staff members frequently had to provide verbal directions to patients who struggled with navigation, which often disrupted their workflow. After the signage installation, 90% of staff members reported a decrease in wayfinding-related inquiries, allowing them to allocate more time to administrative and medical tasks. This improvement also contributed to a more efficient patient flow, as fewer visitors experienced delays due to difficulty in locating consultation rooms or other essential areas. Moreover, reception staff noted that the system helped in reducing congestion in high-traffic areas, as patients no longer needed to stop and ask for directions as frequently as before.

Despite these positive outcomes, certain areas required further refinement to enhance signage effectiveness. Observations highlighted that sign visibility was compromised in dimly lit corridors, making it difficult for some visitors to read directional indicators clearly. In addition, some signs were positioned too high or placed at angles that were not immediately visible upon entry, requiring slight repositioning to optimize readability. Based on these findings, adjustments were suggested to improve contrast, font size, and illumination for enhanced clarity. Additionally, there is potential for future improvements, such as integrating multilingual signage and digital navigation tools, to further enhance accessibility for diverse patient demographics. These refinements reflect the importance of continuous evaluation and iterative improvements in healthcare wayfinding solutions, ensuring that the system remains responsive to the needs of both patients and healthcare providers. By addressing these challenges, the wayfinding system can better support an inclusive and user-friendly environment, ultimately improving the overall healthcare experience.

The findings of this study align with existing research emphasizing the crucial role of clear, user-centered signage systems in healthcare environments to improve patient navigation and reduce staff burden (Al-Sharaa et al., 2022; & Bubric et al., 2021). The observed enhancements in wayfinding efficiency and patient satisfaction at Griya Sehat Alfarisy reflect principles established in healthcare wayfinding literature, highlighting how well-designed signage can alleviate stress and improve operational workflow. Despite the significant progress, this study also confirms the ongoing need for continuous evaluation and iterative improvements, such as enhancing sign visibility and integrating multilingual or digital navigation tools, to serve diverse patient populations better and ensure inclusive accessibility (Chou En-I et al., 2023). These insights underscore that successful healthcare signage systems require both thoughtful initial design and adaptive management over time to maintain their effectiveness.

5. CONCLUSIONS

Implementing a new signage system at Griya Sehat Alfarisy has significantly improved healthcare service accessibility by enhancing navigation, reducing confusion, and elevating the overall patient experience. The newly installed directional and identification signs have streamlined patient flow, minimized staff workload, and increased visitor satisfaction. Evaluation results indicate that most visitors found the signage system effective in guiding them to their intended destinations,

thereby reducing reliance on verbal directions from staff. Additionally, clinic personnel reported a noticeable decrease in navigation-related inquiries, allowing them to focus more on patient care. Despite these improvements, minor refinements—such as better lighting in dimly lit areas and font size adjustments—were recommended to optimize readability further.

Moreover, this project provided valuable learning experiences for participating students in areas such as signage design, usability testing, and real-world implementation. The integration of user feedback into the signage design process underscored the importance of continuous improvement in healthcare wayfinding solutions. Moreover, this project provided valuable learning experiences for participating students in areas such as signage design, usability testing, and real-world implementation. The integration of user feedback into the signage design process underscored the importance of continuous improvement in healthcare wayfinding solutions. Additionally, the findings from this project can inform signage improvements in similar alternative medicine clinics and serve as a reference for policy-makers to establish standardized guidelines enhancing patient experience and accessibility.

Future studies may explore further refinements in signage effectiveness, particularly in multilingual settings or through digital wayfinding systems. This study highlights the critical role of well-designed signage in healthcare facilities, reinforcing the need for user-centered implementation strategies and ongoing enhancements to ensure accessibility for all visitors.

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