



The Impact of Service Quality Provided by Hospitals and Nurses on Patient Satisfaction

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Abstract:

Background: Patient satisfaction is a critical indicator of healthcare quality, reflecting patients' experiences and perceptions of the care they receive. This study focuses on analyzing patient satisfaction with the quality of health care provided at the outpatient department specifically examining the impact of service quality from healthcare centers and nurses on patient satisfaction.

Materials and Methods: A cross-sectional study was conducted, involving 407 consented patients selected through simple random sampling. Data on demographics and patients' perceptions of their nurses, treatment, and health facilities were collected using a researcher-made, adapted Medical Interview Satisfaction questionnaire. Statistical analysis was performed using SPSS version 23, including descriptive statistics, correlational analysis, and group comparison analyses.

Results: The study found that patients at KMMHF expressed high satisfaction levels with physician-patient interaction, treatment effectiveness, and overall healthcare facilities. The mean scores for physician-patient satisfaction, treatment effectiveness, and healthcare facilities were 4.089 ± 0.5 , 4.088 ± 0.5 , and 4.077 ± 0.5 , respectively.

Conclusion: The findings indicate that patients visiting KMMHF are generally satisfied with the quality of healthcare services, particularly in terms of physician-patient interaction and treatment effectiveness.

Keywords: Effective treatment, healthcare facilities, healthcare service, patient satisfaction, physician-patient interaction, service quality

Introduction

Delivering high-quality healthcare services within the constraints of limited medical resources is a central challenge for healthcare systems globally. A robust healthcare system must effectively balance quality, cost, and resource allocation. Patient satisfaction serves as a reliable and straightforward metric for assessing healthcare service quality, as it reflects the system's ability to meet patient needs and expectations. (Evans et al., 2016)

Patient satisfaction is particularly critical in government-provided healthcare services in Malaysia, where maintaining a certain level of satisfaction is essential for competitiveness against the private sector. Three main factors influence patient satisfaction: healthcare service quality, physician-patient relationships and interactions, and patients' preconceived expectations. Managing and improving these factors are crucial for sustaining and enhancing overall patient satisfaction. (Ganasegeran et al., 2015)

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This study aims to evaluate the healthcare service quality offered by Klinik Kesihatan Maharani Muar Healthcare Facility (KMMHF), Muar, Johor, from the perspective of patients. It focuses on assessing the relative importance of factors such as physician-patient interactions, treatment effectiveness, and overall healthcare facilities within KMMHF. (Ismail et al., 2018)

While patient satisfaction is a key measure of quality, comprehensive data specifically addressing service quality improvement at KMMHF are lacking. This research seeks to bridge this gap by gathering patient feedback to inform quality enhancement programs, total quality management initiatives, and service outcomes.

Our research focuses on understanding patients' satisfaction with the hospital and physician services at KMMHF. Although the methodology may have limitations in precision, the findings will help identify areas for improvement within the service framework. (Tan et al., 2019)

The study's objective is to analyze patient satisfaction with the quality of healthcare services provided at the outpatient department (OPD) of KMMHF, Johor.

Materials and Methods

This cross-sectional study was conducted . The OPD provides services to patients with diabetes, hypertension, and other common diseases, with a daily load of 500-600 patients. The total sample size for this study was 407, with a participation rate of 100%.

Data collection involved demographic information and patients' feedback on nurses , treatment effectiveness, and overall healthcare facilities. We used a researcher-made questionnaire that was pretested on 10% of participants before administration to the actual study participants. The questionnaire comprised four segments: demographic information, physician-patient interaction, treatment effectiveness, and overall health facility assessment.

Participants were randomly selected on a daily basis from the pool of OPD patients at KMMHF using a convenient sampling method. Each participant received a self-administered questionnaire with Likert scale responses ranging from "strongly disagree" to "strongly agree" (scored 1-5), where a mean score >3 indicated satisfaction with healthcare services.

Content validity was assessed using the content validity index (CVI), with values of 0.8 or above considered acceptable. All study items had CVI values ranging from 0.8 to 1.0, indicating content validity. Internal consistency was assessed using Cronbach's Alpha, yielding a value of 0.887, indicating a high degree of correlation among questionnaire items.

The study was approved by the Medical Research Ethics Committee. Informed and written consent was obtained from all participants, ensuring confidentiality and data security. Data analysis was performed using SPSS version 21, including descriptive statistics, correlational analysis, and group comparison analyses.

Results

The demographic distribution of respondents showed that Among the participants, 50.9% were female. A significant portion (83%) were married, and 51.4% were employed. Educationally, 80.4% had completed secondary education, with 15.7% having tertiary education and 3.9% having primary education.

The analysis of nursing-patient interaction satisfaction revealed an overall mean score of 4.089 ± 0.5 . Notably, respondents expressed high satisfaction with the opportunity to ask questions freely, with a mean score of 4.120 ± 0.5 . Other aspects that contributed to high satisfaction were physician professionalism (4.108 ± 0.75), patients' understanding of their conditions (4.091 ± 0.25), nurses ' expertise in explaining medical issues (4.071 ± 0.5), and the time spent with nurses (4.054 ± 0.5).

Regarding the effectiveness of treatment, participants expressed highest satisfaction with regular medical checkup facilities (4.145 ± 0.75) and nurses ' concern for patient confidentiality and privacy (4.138 ± 0.25). Other factors contributing to satisfaction included the effectiveness of prescribed medications (4.069 ± 0.5), patient involvement in decision-making (4.052 ± 0.5), and the impact of nurses ' advice on lifestyle improvement (4.039 ± 0.5).

Analysis of overall healthcare facilities satisfaction yielded an overall mean score of 4.077 ± 0.5 . Participants were most satisfied with the skills and expertise of healthcare staff (4.172 ± 0.75) and the

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provision of medical records (4.118 ± 0.25). Other factors contributing to satisfaction included the clinic's convenient location (4.081 ± 0.5) and registration process (4.020 ± 0.75). The least satisfactory aspect was the condition of medical equipment in the clinics, with a score of 3.995 ± 0.25 .

Table 1: Patients' feeling about the nurses

Aspects of Physician-Patient Interaction	Mean Rating
Chance to express concerns and questions	4.120 ± 0.05
Professionalism	4.108 ± 0.75
Improved understanding of illness	4.091 ± 0.25
Explanation of medical issues	4.071 ± 0.05
Adequate time with the physician	4.054 ± 0.05
Overall mean rating	4.089 ± 0.5

Table 2: Perceived Effectiveness of the Treatment

Aspects of Treatment Effectiveness	Mean Rating
Regular medical checkups	4.145 ± 0.75
Confidentiality and privacy considerations	4.138 ± 0.25
Effectiveness of prescribed medicine	4.069 ± 0.5
Involvement in decision-making	4.052 ± 0.5
Impact of physician's advice	4.039 ± 0.5
Overall mean rating	4.088 ± 0.5

Table 3: Health Facility Survey

Aspects of Health-Care Facilities	Mean Rating
Skills and expertise of staff	4.172 ± 0.75
Medical record provision	4.118 ± 0.25
Location convenience	4.081 ± 0.5
Registration process ease	4.020 ± 0.75
Equipment modernity	3.995 ± 0.25
Overall mean rating	4.077 ± 0.5

Discussion

Patient satisfaction is a crucial quality indicator in healthcare, influencing various aspects such as clinical outcomes, hospital reputation, and patient retention. While it serves as a proxy indicator, its impact on the delivery of timely, efficient, and patient-centered quality healthcare remains significant. The success of nurses and hospitals is closely tied to patient satisfaction. (Bhattacharya & Kaushal, 2018)

Our study focused on evaluating patients' satisfaction with the quality of healthcare services at the outpatient department (OPD)

Our study results revealed that participants reported the highest satisfaction in physician-patient interaction, with a mean score of 4.089. This finding aligns with previous studies such as one conducted in Nigeria by Kuteyi et al., which emphasized the importance of patients' confidence in their nurses for overall satisfaction. However, contrasting views exist, such as the study by Al-Abri R et al. in the United States, where nursing care quality was deemed more critical to overall satisfaction than physician care. (Al-Abri & Al-Balushi, 2014)

Satisfaction with the effectiveness of treatment closely followed, with a mean score of 4.088. This highlights the crucial role of nurses in administering appropriate treatments, offering proper consultations, and building patient trust. Studies like the one by Lin et al. in Iran have also shown a positive link between overall patient satisfaction and physician-patient confidentiality, although contrasting findings exist, such

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as those by Ahmadi Kashkoli et al., which reported no significant impact of confidentiality on satisfaction. (Ahmadi Kashkoli et al., 2017)

Overall healthcare facilities satisfaction ranked lowest, with a mean score of 4.077. This finding is consistent with studies like the one by Baal Baki I et al. in the USA, which emphasized the association between nurses' qualifications, waiting times, and patient satisfaction. Additionally, studies like that by Zineldin et al. in Sweden highlighted factors like patients' sense of well-being, availability of visitor parking, and waiting times as influencing overall satisfaction levels. (Baalbaki et al., 2008)

Conclusion

The majority of patients visiting Healthcare Facility expressed high satisfaction with the physician-patient interaction at the clinic, while satisfaction with overall healthcare facilities ranked lower. Patients play a significant role in the healthcare sector, emphasizing the importance of effective and efficient service quality in healthcare centers.

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