



A STUDY TO ASSESS THE PATIENT SATISFACTION WITH HEALTH SERVICES IN TERTIARY CARE HOSPITALS IN DISTRICT BATHINDA

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ABSTRACT

BACKGROUND: Customer satisfaction is one of the intended outcomes in healthcare and is correlated with the use of healthcare services. The goal of this study was to gauge the perceived levels of patients' satisfaction with healthcare services offered at Specialized Hospital because there is insufficient information on how users view the service provided in the hospital after adopting the hospital's process.

METHODS: A cross sectional study was conducted from June 2020 on a sample of 400 service users of the hospital using systematic random sampling technique. Data was collected using structured questionnaire and analyzed by SPSS for windows version 16.0. Statistical tests were employed where necessary at $p < 0.05$ level of significance.

INTRODUCTION

The degree of a customer's experience after using a service is known as patient satisfaction. Therefore, it indicates the discrepancy between the service that is provided and what is expected from the perspective of the patient. In hospitals and clinics all around the world, measuring patient or patient satisfaction has become an essential component of management methods. Additionally, the majority of nations' quality assurance and accreditation procedures call for regular measurements of patient satisfaction. A crucial step in enhancing the standard of care is to consult with patients about the care and treatment they have received. The demands of local patients are being met by the health system. It is well-known that a person's level of satisfaction affects whether they seek medical advice, follow treatment plans, and continue to work with practitioners. Client

satisfaction is fundamentally important as a measure of the quality of care, according to Donabadian, who is arguably the top theorist in the field of quality assurance. This is because it reveals whether the provider is successful in meeting the client's values and expectations, which are matters over which the patients have the say. Healthcare facilities satisfied. In the past, when hospitals were emblems of humanitarian endeavors for the welfare of the community, performance accountability was not a major concern. But now, people are more worried than ever about how hospitals are performing because An ever-increasing share of the limited community resources are used by hospitals. Concerns regarding effectiveness and quality are growing. Additionally, improving those components of healthcare services that people most readily value, like access, provider relationships, information accessibility, and engagement opportunities, can affect the quality of treatment provided. According to a recent study from Bangladesh, provider behavior, particularly respect and courtesy, was the most effective predictor of patient satisfaction with health treatment. According to evidence, the majority of developing countries' health care systems have severe problems with funding, efficiency, equity, and quality, and they are ill-equipped to handle these challenges. This study will make a significant contribution to the assessment of the level of client satisfaction with outpatient and inpatient health care services, the identification of patient satisfaction-affecting factors, and the formulation of recommendations for improved health service delivery. These recommendations will help to close knowledge gaps in the field and will ultimately improve the standard of patient care in hospitals and the degree of client satisfaction.

REVIEW OF LITERATURE

Quality has been a topic of discussion since decades. In literature, quality has been defined in a number of different ways (Campbell et al., 2000), and when it comes to defining healthcare quality, different perspectives on, and dimensions of, the quality make it further Difficult to have a consensus on a universal definition (Piligrimienė and Bučiūnienė, 2008). Building on the works of Parasuraman et al. (1988) and Akter et al. (2013), perceived quality of healthcare services can be defined as the patients' judgment or impression about a 490 IJHCQA 31,6 healthcare unit's overall excellence and superiority. This perception of service quality is very essential these days since it is in practice to increase its applicability and continuance with view to gain superior health outcomes for patients (Akter et al., 2013).

The impact of features or dimensions of a product or service on customers' perceptions

and expectations (and thus on their decision to continue or discontinue using that product or service) is not unknown in literature (see e.g. Blut et al., 2014; Javed and Javed, 2015). For most of the people health concerns are of prime importance and their decision to continue or discontinue a healthcare service is strongly driven by their expectations from the healthcare service quality features (Akter et al., 2013). They are more likely to quit seeking the service if they see healthcare system not worth trusting or reliable. How service providers respond to the needs of service seekers defines the latter's evaluation of service quality (Piligrimienė and Bučiūnienė,

2008). Ryu et al. (2012), in their study on hospitality sector, report that physical atmosphere and the staff's response to consumer's needs are important attributes that consumers consider in evaluating service quality. As the competition is intensifying across the board, more organizations are realizing that producing satisfied consumers through superior quality services is of strategic importance to achieve competitive edge (Ryu et al., 2012). Today, service quality and service seekers' satisfaction can be considered the fundamental marketing priorities because they lead to positive word of mouth and thus help organizations or service providers in building positive image that can influence the perception of potential consumers (Ryu et al., 2012). As patients' quality perceptions account for 17–27 percent of variation in financial performance of a healthcare system (Naidu, 2009), undermining the importance of these critical issues can be terrible for hospitals in long run. Patient satisfaction is one of the most widely studied concepts in literature. Consumer satisfaction in healthcare sector can be referred as patient satisfaction that is one of the most frequently reported outcome measures for quality of care used in interventional and quality improvement studies (Barnett et al., 2013; Sawyer et al., 2013). Shabbir et al. (2016) defined patient satisfaction as an important characteristic of healthcare service quality and an important indicator of success sign in healthcare. According to Grigoroudis et al. (2013), measures of customer satisfaction include expectations, performance, and loyalty. Oliver (2010) discussed four perspectives (relating to consumer, organization, industry, and society) in his extensive study on satisfaction. While discussing the consumers' perspective, the author states that satisfaction (or the lack of satisfaction) is an inevitable outcome of consumption of services. Thus, it can be argued that patient satisfaction is a consequence of perceived service quality and is a function of observed performance of healthcare service and patient expectations (Shabbir et al., 2016; Oliver, 2010).

Role of healthcare service quality in shaping patient satisfaction. There are different ways to define and operationalize the construct of patient expectations of service quality of healthcare sector because of the absence of standards definition of "healthcare service quality" and presence of numerous dimensions of service quality in literature. Patient satisfaction is an appraisal of distinctive healthcare dimensions (Naidu, 2009). According to Naidu (2009), these dimensions could be core services, customization, professional credibility, competence, communications, admissions, discharge, nursing care, food, housekeeping, and technical services. Combination of these features can significantly and positively influence patient perception and thus satisfaction. It can create such a "quality experience" for a hospital's patients that cannot be copied by its competitors easily, which thus can create a source of competitive advantage/edge for the hospital. This may also makes the organizational capability to create a quality experience as one of the sources of competitive advantage for an organization (hospital). Successful management/organization 491 Healthcare sectors of Pakistan of dimensions or features of a healthcare service quality thus are crucial in controlling patients' perceptions.

OBJECTIVE

- To explain the satisfaction level of patient from the staff nurses care

METHODS

Data collection: Data was collected from two cross-sectional studies. The first study surveyed the job satisfaction of tertiary healthcare workers (physicians and nurses) admitted patients to hospital provide health facilities. The second study was conducted with the aim of assessing patient satisfaction with health care services in public health facilities in the hospitals. In addition to general inquiries (gender, age, level of education, and financial situation), the questionnaire about patient satisfaction with healthcare services in hospitals also asked about how satisfied patients were with hospital policies and procedures as well as with the nursing, medical, and other services provided there. For all inquiries pertaining to the degree of satisfaction.

Conclusion

According to the method's results, staff happiness with the amount of time they have to complete their jobs is most important for patient satisfaction, according to the data that were presented. As a result, this indicator has to be addressed to increase patient satisfaction. In recent years, medical institutions have started standardizing the work of doctors and paying them according to how many exams they complete. The findings of this study demonstrate the error of this technique. In fact, patients are more satisfied when they have more time to complete activities. The standardization of the time allotted for administering exams is incompatible with this. The study's findings clearly show that employee contentment, as measured by things like pay, has little bearing on patient satisfaction. This is in line with the fundamental idea that salaries, expenses, and efficiency should never come before the care of people in healthcare quality management. To improve the population's quality of life, the best outcomes can be obtained by lengthening the time allotted for chores. It is a moral requirement, aligned with healthcare professionals' dedication to serving mankind to the best of their abilities and judgment, regardless of pay, their satisfaction with interpersonal relationships, and their satisfaction with possibilities for professional growth, satisfaction with educational possibilities, professional development chances, or having received precise instructions regarding the standards they must uphold at work. The study's findings may be useful for future research aimed at identifying additional critical variables that, in addition to those examined in this study, have a major impact on patient satisfaction. The foundation for managing these elements should be the identification of those that have an impact on the caliber of healthcare services.

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