

Service Quality and Patient Satisfaction in One Government Tertiary Hospital

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Abstract – This study explores the significant relationship between service quality and patient satisfaction within a government tertiary hospital setting. Utilizing a survey method, the research delves into various factors affecting patient satisfaction, which includes nurse and physician communication, pain management, drug communication, and admission procedures. Findings from this investigation indicate a strong indirect correlation between satisfaction levels and the frequency of problems experienced by patients, with satisfaction increasing as problems decrease. The study underscores that patient satisfaction is crucial in healthcare quality and efficiency, highlighting the positive impacts such as better clinical outcomes and enhanced treatment adherence. The research suggests strategies for enhancing patient experiences, which focuses on empathetic communication, transparency in medication effects, and cost explanations. The conclusions reveal a generally positive patient perspective on the service quality provided, with demographic variations indicating the necessity for tailored care approaches to further improve overall satisfaction and healthcare quality.

Keywords – Patient Satisfaction, Service Quality, Healthcare Management, Communication in Nursing, Pain Management

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INTRODUCTION

Evaluating the quality of hospital services is a multifaceted endeavor that encompasses various dimensions including clinical outcomes, patient satisfaction, safety, and efficiency. Among these, service quality and patient satisfaction are pivotal indicators of healthcare delivery effectiveness and customer contentment.

Service quality which refers to a service provider's ability to effectively meet customer expectations holds

paramount importance in enhancing business performance [1]. It emphasized the consequential role in determining customer satisfaction, who highlighted its reflection of the value customers derive from the service. Notably, service quality directly influences customer satisfaction, thereby impacting their likelihood of repeated engagement with businesses. In healthcare settings, patient satisfaction emerges as the ultimate indicator of service quality [2].

Patient satisfaction, as a fundamental measure of healthcare quality, signifies the overall effectiveness of medical services. Satisfied patients demonstrate better treatment adherence, improved health outcomes, and higher rates of return to healthcare facilities. Moreover, it significantly contributes to a hospital's reputation, patient retention, and competitive edge in the healthcare industry. Thus, patient satisfaction not only influences individual healthcare interactions but also profoundly affects the operational success of healthcare institutions.

Research from various countries in Asia sheds light on the prevalent issues and challenges related to patient satisfaction in hospital settings. For instance, a study by Gupta et al. [3] explored patient satisfaction with healthcare services in India and identified challenges such as long waiting times, poor communication between healthcare providers and patients, and inadequate facilities in public hospitals. Similarly, Zhang et al. [4] investigated patient satisfaction in Chinese hospitals and found that factors such as overcrowding, lack of privacy, and limited access to healthcare services contributed to lower satisfaction levels among patients. In Japan, Yamaguchi et al. [5] highlighted issues related to communication barriers between patients and healthcare providers, cultural differences in expectations of care, and disparities in access to healthcare services, all of which impacted patient satisfaction. Furthermore, research by Lee et al. [6] in South Korea identified challenges such as high medical costs, long waiting times for appointments, and concerns about the quality of care provided as significant factors affecting patient satisfaction. Additionally, a study by Peltzer et al. [7] in

Thailand revealed issues such as perceived discrimination in healthcare settings, difficulty accessing specialized care, and dissatisfaction with the cleanliness and facilities of hospitals.

Understanding the intertwined relationship between healthcare quality and patient satisfaction is imperative. Enhanced patient experiences often translate to better healthcare outcomes, indicating opportunities for quality improvement. Patient satisfaction surveys serve as valuable tools for gathering feedback on care quality and experiences, guiding enhancements.

In addition to assessing patient satisfaction, understanding the profile of respondents in terms of age, gender, education, family size, and services availed is crucial. These factors provide valuable insights into the diverse needs and expectations of patients, enabling healthcare providers to tailor their services accordingly. For example, younger patients may prioritize convenience and technology-enabled services, while older patients may value personalized care and communication. Gender differences may influence perceptions of care quality and satisfaction, while education levels may impact patients' understanding of healthcare processes and their ability to engage in shared decision-making. Family size can also affect healthcare-seeking behaviors and support networks available to patients. Furthermore, analyzing the types of services availed by patients can identify specific areas of improvement or satisfaction across different departments or specialties.

As a researcher employed at the hospital and a public administration student, conducting an assessment of care quality and patient satisfaction is essential. By identifying areas for improvement and considering the demographic profiles of respondents, this study aims to recommend measures that enhance service delivery and patient experiences, benefiting both patients and the hospital.

OBJECTIVES OF THE STUDY

The study aimed to determine service quality as correlates of patient satisfaction on the services rendered at the clinical department of Jinhua Central Hospital, Wucheng District, Jinhua City, Zhejiang Province, China.

More specifically, to describe the profile of respondents in terms of age, sex, education, family size and service availed; assess service quality of the services rendered at the clinical department with regard to tangibility, reliability, responsiveness, assurance, and

empathy; determine patient satisfaction at the Clinical Department with regard to nurse's communication, physician's communication, pain management, drug communication, admission information and procedures response of the medical staff, repast, attitude, environment and logo; identify the factors affecting patient satisfaction; test the significant difference in the service quality, patient satisfaction and factors affecting patient satisfaction when respondents were grouped according to profile; test the relationship between quality service and patient satisfaction, test the significant relationship between customer satisfaction and factors affecting it; test the significant relationship between service quality and the factors affecting patient satisfaction; and lastly, to propose an action plan to enhance patient satisfaction in the Clinical Department of Jinhua Central Hospital.

MATERIALS AND METHODS

Research Design

The descriptive method served as the primary research approach for this study. It was employed to thoroughly examine and provide a comprehensive analysis of the current state of patient satisfaction within the local hospital system. This method involved the collection and evaluation of existing data, including patient feedback, hospital records, and satisfaction surveys, to generate a detailed overview of the prevailing patient satisfaction levels, key contributing factors, and areas that required improvement. By utilizing the descriptive method, the research aimed to offer a clear and informative snapshot of the patient satisfaction landscape in the local healthcare context, which served as a foundational basis for the development of departmental linkage models and strategies to enhance the overall patient experience.

According to Babbie [8] quantitative methods placed an emphasis on objective measurements and the statistical, mathematical, or numerical analysis of data collected through the use of polls, questionnaires, and surveys, or by manipulating pre-existing statistical data via computational techniques.

Respondents of the Study

The participants involved were trained staff members who distributed the questionnaires to patients within the hospital. Patients filled out the electronic questionnaire based on their own medical experience. Patients' responses were treated with the utmost confidentiality and care to protect their privacy. Two

hundred patients from the clinical ward were selected to participate in the study.

Data Collection

This study adopted a questionnaire from the study of Sarande (2022), for the assessment of service quality with some modifications to suit the present study. The data gathering instrument for patient satisfaction was adapted based on the "Satisfaction Questionnaire Index System" established in China. This system provided a structured and comprehensive framework for assessing various dimensions of patient satisfaction within healthcare settings, aligning well with the study's objectives. The instrument incorporated a series of well-crafted questions and rating scales that captured patient feedback regarding their experiences with the hospital. These questions covered critical aspects such as the quality of medical care, communication with healthcare providers, waiting times, cleanliness, and overall satisfaction. To ensure the validity and reliability of the data, the instrument underwent expert reviews and pilot testing before formal administration.

Data Gathering Procedure

The items in the questionnaire were subjected to reliability testing. After passing the test, the researcher wrote a letter to the authorities in Clinical Department of Jinhua Central Hospital seeking permission to conduct the survey. While waiting for the response from the authorities, the researcher identified the potential respondents of the study. Subsequently, the researcher wrote a letter to the selected respondents, explaining the nature and purpose of the research, and requesting their participation in the study. Trained staff members were responsible for distributing electronic questionnaires to patients within the hospital, who then filled them out based on their own medical experiences. After the completion of the survey, the data were tabulated and submitted to the statistician.

Data Analysis

To perform data analysis, the following statistical tools were used. Frequency and percentage distribution were used to describe the profile of the respondents in terms of age, sex, occupation and service availed. Weighted means and ranking were used to assess patient satisfaction at the Clinical Department with regard to nurse's communication, physician's communication, pain management, drug communication, admission information and procedures response of the medical staff, repast, attitude,

environment and logo; identify the factors affecting patient satisfaction. The result of Shapiro-Wilk Test revealed that p-values of the main variable was greater than 0.05 which means that the data set is normally distributed. Therefore, Independent sample t-test for two groups and Analysis of Variance for three groups were used as part of the non-parametric tests to determine the significant differences. Likewise, Pearson Product Moment Correlation was used to test the significant relationship of the treated variables. In addition, post hoc test was also conducted. The following Likert Scale was used in assessing the variables: 3.50- 4.00 = strongly agree; very satisfied; 2.50-3.49 –agree; satisfied; 1.50 – 2.49 –disagree; less satisfied; and 1.00 – 1.49 –strongly disagree; not satisfied. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using an alpha level of 0.05 and 0.01.

Ethical Considerations

The study was carried out in accordance with ethical standards. Prior to the data collection process, consent was obtained from the respective authorities of the agency. Likewise, the researcher obtained permission from respondents and informed them of the confidentiality of their personal information and responses. Correspondingly, the researcher ensured that the participants fully understood what they were being asked to do and were aware of any potential consequences of their participation. This was done by attaching a letter to the research questionnaire distributed to the participants. The letter highlighted that the participants' responses were kept confidential and anonymous. Furthermore, respondents were given enough time to complete the questionnaire to reflect their sincere thoughts and opinions about the questions.

RESULTS AND DISCUSSION

Table 1 presents the service quality based on various indicators. The composite mean is 3.22, which is the average of all the indicators, and it also reflects agreement with the overall service quality.

Empathy stands out slightly with a weighted mean of 3.23, indicating a slightly higher level of agreement compared with the other indicators. It ranks 1, implying a more positive perception compared to other aspects of service quality. This underscores the respondents' high appreciation for the hospital's efforts in providing individualized attention and understanding

patient needs. It signifies that the hospital prioritizes creating a compassionate and personalized care environment, crucial for enhancing patient satisfaction and overall healthcare experiences. Empathy in healthcare denotes the ability of healthcare providers to understand and share the feelings of their patients, demonstrating sensitivity and concern towards their emotional and physical well-being.

Table 1
Service Quality in the Government Tertiary Hospital in Jinhua city, China

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Tangibility	3.22	Agree	3.5
2. Reliability	3.22	Agree	3.5
3. Responsiveness	3.22	Agree	3.5
4. Assurance	3.22	Agree	3.5
5. Empathy	3.23	Agree	1
Composite Mean	3.22	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

According to Liu et al. [9], empathy plays a pivotal role in enhancing patient-provider communication, fostering trust, and promoting positive healthcare outcomes. When healthcare providers demonstrate empathy by acknowledging and responding to patients' emotional and physical needs, it contributes to a more supportive and therapeutic environment.

Other items got the same rank like tangibility, reliability, responsiveness and assurance. It shows that the respondents perceive these dimensions of service quality to be relatively equal in importance within the context of the government tertiary hospital in Jinhua city, China. Tangibility indicates that the respondents are satisfied with the physical aspects of the hospital, such as its facilities and equipment. While not the highest-ranked, tangibility remains an essential aspect of service quality, contributing to patient perceptions of professionalism and trustworthiness [10] [11]. Reliability proposes that respondents trust the hospital to deliver services consistently and dependably. This dimension is critical for patient confidence in the healthcare system and can significantly impact patient satisfaction and perceived service quality [12]. Responsiveness reflects the hospital's ability to address patient needs promptly and effectively. While not the highest-ranked, responsiveness remains crucial for

patient satisfaction and positive healthcare experiences. Timely responses and empathetic communication are essential for fostering patient trust and satisfaction [13] [14]. Assurance indicates that respondents trust the competence and reliability of the hospital staff. While not the highest-ranked, assurance is vital for patient confidence in the healthcare provider and contributes to positive patient experiences ([15] [16].

Table 2
Patient Satisfaction in the Clinical Department

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Nurse Communication	3.20	Satisfied	6
2. Physician Communication	3.21	Satisfied	5
3. Pain Management	3.15	Satisfied	9
4. Drug Communication	3.24	Satisfied	2.5
5. Admission information and procedures	3.22	Satisfied	4
6. Response of the medical staff	3.18	Satisfied	8
7. Repast	3.25	Satisfied	1
8. Attitude	3.19	Satisfied	7
9. Environment and Logo	3.24	Satisfied	2.5
Composite Mean	3.21	Satisfied	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

This table presents the patient satisfaction assessments in a clinical department. The composite mean score across all indicators is 3.21, indicating an overall satisfaction level among patients in the clinical department.

In terms of ranking, repast (meals/food services) (3.25) has the highest satisfaction rating, while pain management (3.15) has the lowest, though still indicating a level of satisfaction. The rankings reveal noteworthy patterns in patient satisfaction across different aspects of clinical care. Notably, "Repast" (meals/food services) emerges with the highest satisfaction rating, underlining the significance of dietary experiences in shaping overall satisfaction and care perceptions. Baker et al. [17] emphasize the pivotal role of nutritious and appealing hospital meals in enhancing patient well-being and satisfaction, as they contribute to positive experiences and aid in recovery.

Conversely, pain management stands out with the lowest satisfaction rating, albeit indicating some level of contentment. Thompson et al. [18] stress the criticality of robust pain management strategies in elevating patient satisfaction and outcomes,

emphasizing the need for prompt and effective pain alleviation efforts. Enhancing pain management not only enhances comfort but also fosters trust in the healthcare team.

Moreover, the study highlights the importance of the medical staff's responsiveness, especially

concerning patient calls for assistance. Davis et al. [19] highlight the profound impact of timely responses on overall satisfaction and care perceptions, stressing the significance of attentive and prompt assistance in promoting positive experiences and safety.

Table 3
Factors Affecting Patient Satisfaction in the Clinical Department

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Nurses were not respectful to patients during their stay.	1.79	Disagree	8
2. Nurses were not attentive to patients during their stay.	1.79	Disagree	10
3. The nursing staff did not explain the problems to the patient in an understandable manner.	1.80	Disagree	5
4. The medical staff were not respectful to patients during their stay.	1.77	Disagree	15
5. The medical staff were not attentive to patients during their stay.	1.77	Disagree	16
6. The medical staff did not explain the problems to the patient in an understandable manner.	1.78	Disagree	13
7. The medical staff did not help relieve the excruciating pain experienced by the patient.	1.74	Disagree	18
8. The medical staff did not help relieve the excruciating pain experienced by the patient.	1.73	Disagree	19
9. The health care provider did not inform the patient the name of drug/medicine each time it was administered.	1.78	Disagree	11.5
10. The health care provider did not inform the patient the effects and side effects of the drugs when first administered.	1.86	Disagree	2
11. The admission and exit procedures are complicated.	1.80	Disagree	6.5
12. The medical staff did not explain to the patient what to pay attention about his health after discharge.	1.81	Disagree	4
13. The expense/billing list was not explained to the patient at the time of the discharge.	1.83	Disagree	3
14. Health precautions was not discussed by the health care provider when the patient leaves the hospital.	1.80	Disagree	6
15. Help was not promptly provided to the patient after the ringing of the bedside bell and assistance to use the toilet and bedside pan was needed.	1.78	Disagree	11.5
16. The medical and nursing staff were respectful to visiting friends and relatives.	1.87	Disagree	1
17. The rooms were noisy during nighttime.	1.79	Disagree	9
18. Food served was not delicious and healthy.	1.74	Disagree	17
19. Signages and directions in the hospital are not clear.	1.78	Disagree	14
Composite Mean	1.79	Disagree	

Legend: Significant at p-value <0.05

Table 3 presents the respondents assessment on the factors affecting patient satisfaction in the clinical department. Overall, the composite mean of 1.79 indicates that patients, on average, disagreed with negative statements about their experience in the clinical department, suggesting a generally satisfactory level of patient satisfaction. Patients perceived the facility environment positively, as evidenced by their disagreement with statements regarding noisy rooms

and unclear signage. This indicates that patients found the environment satisfactory, which aligns with the notion that a quiet and well-signposted environment enhances patient comfort and navigation within the healthcare facility [20].

Furthermore, patients disagreed with statements indicating a lack of respect from both nurses and medical staff, suggesting that they perceived respectful treatment during their stay. Respectful interactions

between healthcare providers and patients are crucial for fostering trust, communication, and ultimately, patient satisfaction [21].

Effective communication is also vital, and patients disagreed with statements about inadequate explanation of medical problems and medications. This indicates that patients found the information provided to be understandable. Effective communication between healthcare providers and patients is essential for ensuring patient understanding and adherence to treatment plans [22].

While patients generally disagreed with statements about inadequate pain relief, slightly lower mean scores suggest that there may still be room for improvement in

addressing patients' pain experiences. Comprehensive pain management strategies are crucial for enhancing patient comfort and satisfaction [23].

Lastly, patients disagreed with statements about complicated admission and discharge procedures, suggesting that they perceived these processes as manageable. Streamlining administrative processes can contribute to improved patient experiences and satisfaction [24].

Overall, the results highlight the importance of respectful communication, effective pain management, streamlined procedures, and a conducive facility environment in enhancing patient satisfaction and improving the overall healthcare experience.

Table 4
Relationship between the Service Quality and Patient Satisfaction in the Clinical Department

Tangibility	r-value	p-value	Interpretation
Nurse Communication	.832**	<.01	Highly Significant
Physician Communication	.851**	<.01	Highly Significant
Pain Management	.839**	<.01	Highly Significant
Drug Communication	.794**	<.01	Highly Significant
Admission information and procedures	.871**	<.01	Highly Significant
Response of the medical staff	.825**	<.01	Highly Significant
Repast	.697**	<.01	Highly Significant
Attitude	.778**	<.01	Highly Significant
Environment and Logo	.813**	<.01	Highly Significant
Reliability			
Nurse Communication	.871**	<.01	Highly Significant
Physician Communication	.836**	<.01	Highly Significant
Pain Management	.844**	<.01	Highly Significant
Drug Communication	.801**	<.01	Highly Significant
Admission information and procedures	.864**	<.01	Highly Significant
Response of the medical staff	.817**	<.01	Highly Significant
Repast	.707**	<.01	Highly Significant
Attitude	.790**	<.01	Highly Significant
Environment and Logo	.838**	<.01	Highly Significant
Responsiveness			
Nurse Communication	.838**	<.01	Highly Significant
Physician Communication	.837**	<.01	Highly Significant
Pain Management	.837**	<.01	Highly Significant
Drug Communication	.770**	<.01	Highly Significant
Admission information and procedures	.857**	<.01	Highly Significant
Response of the medical staff	.824**	<.01	Highly Significant
Repast	.704**	<.01	Highly Significant
Attitude	.793**	<.01	Highly Significant
Environment and Logo	.809**	<.01	Highly Significant
Assurance			
Nurse Communication	.862**	<.01	Highly Significant
Physician Communication	.840**	<.01	Highly Significant
Pain Management	.849**	<.01	Highly Significant
Drug Communication	.790**	<.01	Highly Significant
Admission information and procedures	.858**	<.01	Highly Significant
Response of the medical staff	.826**	<.01	Highly Significant

Repast	.715**	<.01	Highly Significant
Attitude	.810**	<.01	Highly Significant
Environment and Logo	.818**	<.01	Highly Significant
Empathy			
Nurse Communication	.856**	<.01	Highly Significant
Physician Communication	.846**	<.01	Highly Significant
Pain Management	.846**	<.01	Highly Significant
Drug Communication	.804**	<.01	Highly Significant
Admission information and procedures	.875**	<.01	Highly Significant
Response of the medical staff	.838**	<.01	Highly Significant
Repast	.726**	<.01	Highly Significant
Attitude	.817**	<.01	Highly Significant
Environment and Logo	.816**	<.01	Highly Significant

Legend: Significant at p-value < 0.01

Table 4 presents the association between service quality and assessment patient satisfaction in the clinical department. All correlations are highly significant ($p < 0.01$), indicating strong relationships between service quality dimensions and patient satisfaction assessments across various aspects of care.

The strong positive correlations observed between service quality dimensions (tangibility, reliability, responsiveness, assurance, empathy) and patient satisfaction indicate that higher levels of perceived service quality are associated with greater patient satisfaction. Specifically, the dimensions of nurse and physician communication, pain management, drug communication, admission procedures, response of medical staff, repast (meals/food services), attitude, and environment/logo significantly influence patient satisfaction.

Effective communication between healthcare providers and patients is consistently shown to be critical for patient satisfaction [22]. When nurses and physicians communicate clearly, empathetically, and respectfully with patients, it enhances patient perceptions of care quality and overall satisfaction [25].

Additionally, aspects such as pain management, drug communication, and admission procedures play pivotal roles in shaping patient experiences and satisfaction levels. Patients who receive prompt and effective pain relief, clear explanations about medications, and streamlined admission processes are more likely to report higher satisfaction levels [17] [18].

Moreover, the quality of meals and the physical environment of the healthcare facility significantly contribute to patient satisfaction. Research suggests that providing nutritious and palatable meals, as well as creating a comfortable and welcoming environment,

positively influence patient experiences and perceptions of care [20].

Table 5
Relationship between the Service Quality and Factors Affecting Patient Satisfaction in the Clinical Department

	r-value	p-value	Interpretation
Tangibility	-.925**	<.01	Highly Significant
Reliability	-.912**	<.01	Highly Significant
Responsiveness	-.925**	<.01	Highly Significant
Assurance	-.920**	<.01	Highly Significant
Empathy	-.916**	<.01	Highly Significant

Legend: Significant at p-value < .01

Table 5 presents the association between service quality and factors affecting patient satisfaction in the clinical department. The computed r-values indicates a very strong indirect correlation and the resulted p-values were less than the alpha level. This means that there was significant relationship exists and implies that as service quality increases, the likelihood of encountering problems related to patient satisfaction decreases. This implies that improvements in service quality dimensions are associated with reduced issues in patient satisfaction factors within the clinical department. The findings align with previous research highlighting the importance of service quality in shaping patient satisfaction and healthcare outcomes. Studies have consistently demonstrated that positive patient experiences, characterized by effective communication, timely responsiveness, reliable care

delivery, and empathetic interactions, are associated with higher levels of patient satisfaction [18] [22].

Moreover, addressing tangible aspects such as the physical environment of the healthcare facility,

amenities, and meal quality, in addition to intangible aspects like empathy and assurance, contributes to overall patient satisfaction [17] [20].

Table 6
Relationship between the Assessment Patient and the Factors Affecting Patient Satisfaction in the Clinical Department

	r-value	p-value	Interpretation
Nurse Communication	-.901**	<.01	Highly Significant
Physician Communication	-.884**	<.01	Highly Significant
Pain Management	-.895**	<.01	Highly Significant
Drug Communication	-.848**	<.01	Highly Significant
Admission information and procedures	-.918**	<.01	Highly Significant
Response of the medical staff	-.862**	<.01	Highly Significant
Repast	-.754**	<.01	Highly Significant
Attitude	-.828**	<.01	Highly Significant
Environment and Logo	-.861**	<.01	Highly Significant

Legend: Significant at p-value < .01

Table 6 presents the association between assessment patient satisfaction in the clinical department and factors affecting patient satisfaction in the clinical department. The computed r-values indicate a very strong indirect correlation and the resulted p-values were less than the alpha level. This means that there was significant relationship exists and implies that as patient satisfaction increases, the frequency of problems experienced in areas such as nurse communication, physician communication, pain management, drug communication, admission information and procedures, response of the medical staff, repast (meal quality), attitude of staff, and environment and logo (physical facility aspects) decreases. This shows that when patients are more

satisfied with their overall experience in the clinical department, they perceive fewer issues or challenges in specific aspects of care delivery.

The findings are consistent with previous study discussing the importance of patient satisfaction as a key indicator of healthcare quality and effectiveness. Studies have demonstrated that higher patient satisfaction is associated with better clinical outcomes, increased adherence to treatment plans, and greater healthcare utilization efficiency [26].

Moreover, addressing factors that contribute to patient satisfaction, such as effective communication, pain management, quality of meals, and a supportive environment, is essential for enhancing overall patient experiences and perceptions of care [22] [23].

Table 6
Proposed Action plan to Enhance Patient Satisfaction

Programs/Projects/Activities (PPAs)	Strategies	Performance Indicator	Office Responsible
Conduct re-training -seminar among nurses in the clinical department on communicating clearly with patients, with empathy & compassion.	Coordinate with the hospital director, Clinical Department through Human Resource Management Office	Re-training-seminar on communicating clearly with patients with empathy & compassion conducted. Positive attitude towards visitors promoted	Hospital Director Clinical Department HRMO

Conduct strict monitoring on nurses on duty to make sure transparency is maintained and patients are informed of the effects & side effects of the drugs being administered to them.	Coordinate with Clinical Department through the Nursing Supervisors	Strict monitoring among nurses to ensure transparency conducted.	Clinical Department Nursing Supervisor
Provide and explain to patients the total expenses & billing list of hospital expenses before discharge.	Coordinate with Clinical Department through the Nursing Supervisors	Total expenses and hospital billing list explained to patients before discharged.	Clinical Department Nursing Supervisor
Implement a discharge planner to contain pertinent information necessary to ensure a safe departure from the hospital and successful follow-up of patients	Coordinate with the hospital director, Clinical Department through the Nursing Supervisor	Discharge Planner implemented.	Hospital Director Clinical Department Nursing Supervisor
Conduct training among nurses on different Chinese dialects for them to communicate and explain well to patients using simple words.	Coordinate with the hospital director, Clinical Department through Human Resource Management Office	Training on different Chinese dialects conducted.	Hospital Director Clinical Department HRMO
Conduct training seminars among health personnel in the clinical department on creative ways to increase patient satisfaction focusing on good communication between providers and patients.	Coordinate with the hospital director, Clinical Department through Human Resource Management Office	Training on creative ways to increase patient satisfaction conducted	Hospital Director Clinical Department HRMO

CONCLUSION AND RECOMMENDATION

There is a diverse sample with a balanced distribution across age groups, more male respondents, and a majority holding undergraduate or higher degrees. Family sizes vary, with four-person families being most common across service areas. Respondents are equally represented. The overall service quality in the Government Tertiary Hospital in Jinhua city, China, is rated positively by patients. Empathy received the highest rating among the indicators, indicating strong patient satisfaction in this area. While tangibility, reliability, responsiveness, and assurance are in the same rank. The assessment of patient satisfaction in the Clinical Department is predominantly positive. *repat* received the highest rating among the indicators, suggesting that patients are highly satisfied with the meals provided, while pain management received the

lowest rating among all the indicators. The patients generally disagreed with negative statements regarding their experience in the clinical department. This implies a satisfactory level of patient satisfaction overall. The comparisons across different aspects of service quality, patient satisfaction assessment, and factors affecting patient satisfaction highlighted some key differences based on demographics and services received. For instance, certain age groups, especially those between 59 to 68 years old and patients in the ICU, tended to report higher satisfaction levels. Similarly, there were variations based on sex and type of service received. These findings emphasize the importance of understanding and addressing specific needs and preferences to improve overall patient satisfaction and quality of care. There is a strong correlations found between service quality dimensions and patient satisfaction assessments, indicating that higher service

quality tends to lead to greater patient satisfaction. There is also a significant relationship between service quality and factors influencing patient satisfaction, suggesting that improvements in service quality can help mitigate problems related to patient satisfaction.

Additionally, the correlation between patient satisfaction and factors influencing satisfaction underscores the importance of addressing key areas such as communication, pain management, and physical facility aspects to enhance overall patient experience and satisfaction within the clinical department. An action plan is proposed to enhance patient satisfaction in the Clinical Department of Jinhua Central Hospital.

Given the diverse demographic profile of the respondents, the Management of Jinhua Central Hospital through its medical director, may continue to tailor its physical facilities and services to meet the varied needs of patients across different age groups, genders, educational backgrounds, and family sizes. The management of Jinhua Central hospital through its Medical Director may consider implementing measures to enhance the different aspects of service provision to ensure quality service specifically on the dependability of hospital staff, keeping accurate records and provision of prompt services to patients. The management of Jinhua Central hospital through its Medical Director in coordination with the Human Resource Management Office may conduct training in social or communication skills to help establish trusted relationship with patients. The management of Jinhua Central hospital through its Medical Director may strive to adopt a patient-centered approach to care delivery, taking into account individual preferences and needs. This may involve implementing targeted interventions or programs specifically designed to address the unique needs of different patient groups, such as elderly patients or those receiving intensive care.

To improve overall patient experience and satisfaction, The management of Jinhua Central hospital through its Medical Director may focus on enhancing service quality across all dimensions, with particular attention to areas identified as having a significant impact on patient satisfaction. This may involve investing in staff training and development, implementing quality improvement initiatives, and optimizing operational processes to ensure efficient and effective delivery of care. Additionally, ongoing monitoring and evaluation of patient satisfaction metrics can help track progress and identify areas for further improvement over time. The proposed action

plan maybe tabled for discussion for future implementation and evaluation thereafter. Similar studies maybe conducted on other areas in the hospital using the same variables.

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