

# To study about various factors that influence quality of nursing care in health industry

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## ABSTRACT

Patient satisfaction is a vital element and must be taken into account when decisions are being made about changes and enhancements to services. Patient satisfaction has become one yardstick parameter of quality of nursing care. Patient satisfaction has become increasingly popular, as a critical factor in the measurement of quality of care in health care industry. Satisfaction is one of the cares out come for healthcare which is more desirable for any health care provider. Satisfaction with health care is measure with a long history in the social science. Nursing service is one of the most important components of health care service. To understand how things are looking through the patient's eye should be central part of quality improvement. The level of patient satisfaction with nursing care is a major indicator of quality of care provided in health care provider. Patient satisfaction is a term that can be interpreted differently by patients and it meaning can also differ for one patient at different times in different situation. Patient's satisfaction treated as an outcome measure of healthcare providers. A satisfied patient is more willing to recommend the hospital to provide his or her care to others which will be beneficial for that organisation. Patient rates high value on the interpersonal care provided by the nursing staff. Consumers of health care industry demand quality care and one parameter of quality is patient's satisfaction. Patient's satisfaction is an important indicator of quality of care from patient's perspective. Patient's satisfaction may be defined as patient's evaluation of their cognitive and emotional reaction as a result of interaction between their expectation regarding ideal nursing care and their perceptions of actual nursing care. Definition of nursing care is to promote health and to help support, educate, motivate and develop patient by liberating his or her own perception and resources. The nursing care provided by nurses is regarded as most yardstick factor in patient assessment of their satisfaction with health care provider. e. If patient is satisfied with health care received then this is a motivating factor not only for individual but also for nurse and entire health care organization.

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## 1. Concept of patient satisfaction.

Patients are those consumers who don't come with their own wish. We can delight and persuade a general consumer by Advertising, and promotional activities and create a utility for them. But a consumer of health care services is full of pain. Hence they need more in term of satisfaction.

If patient are satisfied than they can have a good mouth of word for that health care provider. Hence they can increase their goodwill or gain more customers. Hence patient satisfaction depends on various critical factors. These factors have a great impact on patient satisfaction which can vary with situations.

## 2. Background of the study

Nursing is a career, which defined for certain special qualities. Florence Nightingale is considered as the founder of modern nursing. She mentioned in her notes on nursing about the characteristics and virtues of a nurse. She says "A nurse must be no gossip, no vain talker is strictly sober and honest; but more than this, she must be devoted woman, she must have respect for her calling, she must be a sound, a close and

a quick observer, and she must be a woman of delicate and decent feeling". According to the American Nurses Association, "Nursing practice is a direct service, goal directed and adaptable to the needs of the individual, the family and community during health and illness. The nurse's primary responsibility is to those people who require nursing care. Nursing care has a vital role in patient satisfaction, patient satisfaction is an important measure of quality of care and healthcare facilities are interested in maintaining high levels of satisfaction in order. The main indication for assessment of patient satisfaction with nursing care is to identify area for improvement. During hospitalization patient's satisfaction shows a balance between patient's perception and exceptions of their nursing care. Patient's satisfaction is important patient-centered out come to measure, is accepted as standard measure of quality of care and it is a central aspect of health care system. Today's nurse plays various roles in approximately eight inter related roles: -care giver, advocate, critical thinker, teacher, communicator, manager, researcher & rehabilitator. Patient satisfaction with nursing care has found to be correlated with overall satisfaction care. Patient's expectation of nursing care and their perception of actual

nurse behaviour and characteristics have strong impact on patient satisfaction. Nursing is a process of recognizing; understanding and meeting health needs and wants of any person or society and is based on constantly changing the situations. Nurses and Doctors perceptions about good quality of care do not always agree with patients. Nursing is an accountable profession that guided by science, theory, code of ethics and the art of care. And comfort to treat human responses to health and ill Patient's satisfaction with nursing care is considered as an important factor in explaining patient's perception and attitude of service quality. The nurse work environment and scope has being found to be both directly and indirectly related to patient's satisfaction. Patient's satisfaction has been defined as an outcome measure of quality nursing care. Key determinants quality of nursing care include: adequate skill, caring attitudes, effective communication, efficient organizational and management systems, and effective participation in management.

### 3. Need and significance of the study

Nursing care is recognized as an area that subjected to competition, where the patient is seen both as a client and consumer of health care service. To improve quality of nursing care, nurses need to know what the factors influence patient satisfactions are. Nursing care plays the key role in providing satisfaction in this aspect. Quality of nursing care is vital to patient need and safety. Patient satisfaction with nursing care is strongly co-related with patients overall satisfaction with hospital experience. To make ensure service improvement levels in hospital, firstly to understand factors which influence patient satisfaction with nursing care. The assessment of patient satisfaction with nursing care is important to determine and meet patient's need in terms of care and to assess quality of care provided.

### 4. Statement of the problem

A study to assess various factors that can influence patient satisfaction which relate with nursing care perspective.

### 5. Objectives of the study

To study various behaviour aspect of nursing care that influence patient satisfaction.

### 6. Literature review

Studies on patient satisfaction with nursing care

**Findik et al., (2010)** conducted a cross sectional study in a 1100 bed hospital in Turkey The aim of the study was to assess patient satisfaction with nursing care and relationship between patient characteristics. Experience of Nursing Care Scale independently that varies, while the type of ward, sex, income, and education independently affected the satisfaction with Nursing Care Scale

**Wagner [2009]** conducted a study on patient satisfaction with nursing care using a nursing model to measure patient satisfaction with nursing and clarify this concept. The aim of the study was a concept analysis of patient satisfaction with nursing care. Using a nursing model to measure patient satisfaction with nursing care delineates the concept from other parameters of patient satisfaction

**Laschinger et al; [2005]** conducted a study on a psychometric analysis of patient satisfaction with nursing care quality questionnaire; An actionable approach to measuring satisfaction. Patient satisfaction with nursing care quality is an important indicator of quality of care provided in hospitals. The result of this study yielded actionable, patient-focused results that can be used by managers to address areas requiring improvement.

**Yildirim et al (2005)** identified the factors associated with Patient satisfaction and dissatisfaction and decided the demographic characteristics. The major cause of dissatisfaction was lengthy waiting time (27%)

**Fahad [2005]** conducted a survey study of a random sample of 420 patient to determine the extent of patient satisfaction with care provided at the 110 bed hospital. Overall patient satisfaction is linked with quality nursing care, which, in turn, depends on the quality of leadership practiced at the institution.

**Johansson et al., [2002]** conducted a literature study on patient satisfaction with nursing care in the context of health care. The aim of this study was to describe the influence on patient satisfaction with regard to nursing care in the context of health care.

**O" Connel et al., [2002]** conducted a descriptive study on patient satisfaction with nursing care in two acute care surgical wards, using a revised 28- item La Monica- Oberst patient satisfaction scale and telephone interviews.

**Lindgren et al., [2011]** conducted a prospective study on the Karen instruments for measuring quality of nursing care in medical and surgical wards at a hospital in Sweden. The objective of this study was to further develop the instruments with regard to construct validity and internal consistency,

**Lucero et al.,[2010]** Conducted a study on Nursing care quality and adverse events in US hospitals, to examine the association between nurses' reports of unmet nursing care needs and their reports of patients' receipt of the wrong medication.

**Lynn et al., [2007]** conducted a study on Understanding and measuring patients' assessment of the quality of nursing care. The objective of the study was to develop the Patient's Assessment of Quality Scale--Acute Care Version (PAQSACV) to provide a mechanism through which patients can evaluate meaningfully the nursing care they receive.

**Mrayyan et al., [2006]** conducted a descriptive cross-sectional comparative design to assess Jordanian nurses' job satisfaction, patients' satisfaction and quality of nursing care.

**Muntlin et al., [2006]** conducted a prospective, descriptive survey, to identify patient's perceptions of quality of care at an emergency department and areas for quality improvement. Study design was adopted and the study took place in one emergency department at a Swedish university hospital in 2002.

**Uys et al., [2004]** conducted a study on a Survey of the quality of nursing care in three health districts in South Africa from March to August 2002. The purpose of this study was to describe and compare the quality of nursing service and care in three health districts in the KwaZulu Natal Province

**Yim et al., [2008]** conducted a study on Evaluation of the satisfaction and usefulness of a web-based educational program for breast cancer patients to evaluate the effectiveness of a web-based breast cancer educational

program which consists of special features such as flash animations and online counselling as well as 7 different categories of information on breast cancer.

**Chang et al., [2003]** conducted a study on the influence of demographic variables and ward type on elderly patients' perceptions of needs and satisfaction during acute hospitalization. The study designed to determine whether demographic characteristics of patients such as age, gender and cultural background were associated with different perceptions of the importance of and satisfaction with various aspects of nursing care.

**Foss [ 2002]** conducted a study on Gender-related difference in patient satisfaction with quality of nursing care. To conduct the study researcher was using data from a Norwegian survey of patient-satisfaction.

#### Summary

From the literature reviewed, it is evident that many factors influence patient satisfaction with quality of nursing care like age, gender difference etc.

### 7. Three key factor of patient satisfaction

1. Comfort
2. Care
3. Cure

4. These three factors are playing a vital role in to measure patient satisfaction. If we talk about general consumers they will think only utility and its consumption but patients are in distress and want to get out from that. So, having more expectations towards service provider. Hence to satisfy their consumers health care providers should focus on these aspects as well, if hospitals will able to do well on these parameters then they can easily retain their consumers. Each and every patient has certain kind of expectations towards facilities that he will receive. Hence primary need of any health care provider is to satisfy their patients.

#### Care

Care is also consider as a important factor that influence to patient satisfaction. As we know each consumer need care from other living being. But a patient need much more care from health care system. Because patients are in distress, so patient except a better care from health care providers. The primary and secondary function of hospital is patient care.

#### Cure

It is the most important and crucial factor from patients perspective. Each and every patient only wants to get cure from diseases. To get cure from diseases is an ultimate goal of each and every patient. Hence health care service providers consider these factors as a satisfaction tool for their customers that will be beneficial for their organisation.

Factors that influence nursing care service quality

#### 1. Attitude:

We can define attitude as 'the way' you respond. In a hospital patient face various kinds of problems. Patients ask various questions to nursing staff. In this situation attitude play a vital role. Nursing staff have to respond in a positive manner. Because their attitude will have impact on patients satisfaction. Hence if health care provider wants to increase the level of patient satisfaction they must work on attitude part.

#### 2.Perception.

Perception is basically 'the way you think' .when we talk about patient satisfaction with nursing care then perception play a vital role. Nurses have to think in positive manner. If they have good perception only then they will be able to respond in a well defined manner. So, nursing staff has to work on perception. Nursing staff is a bridge between medical treatment and patients.

#### 3.Knowledge

Knowledge is also a critical factor for assessment of patient satisfaction towards nursing care. If nursing staff sound well in term of knowledge then they will able to handle patients in a well manner.

#### 4.Skills

Skills may be defined as the 'ability to do something in a well manner' nursing staff must be skill full. Nurses have to face various situations in a health care system; they must know how to handle various situations in different conditioning. Hence skills of nurses also have a great impact on patient satisfaction

#### 5.Communication

The way you communicate is also having impact on your effectiveness. Nursing staff has to communicate with patients in a regular manner. If their communication is good then it will have a positive impression on patients. Otherwise it will lead to dissatisfaction for patients. So need to be work on communication skills.

#### 6.Courteous nature

Courteous nature of a human being will have positive impact on their personality. In health care arena or in hospital you will able to find that patients are full of pain. Hence they need care and love from others. In this regard nurses have to show courteous nature towards their patients. Because it will help in increase the satisfaction level of patients.

#### 7.Value

Values are also a important aspect in which nursing staff has to focus. Because if you are a men of value, then it will lead to a good perception of yours in others mind. Value plays an important role in character building. Hence by having good moral values we can increase satisfaction level o patients.

#### 8.Ethics

Ethics mean 'your belief about just – unjust, Wright-wrong, good-bad. In a hospital all work force must work in an ethical manner. If we talk about nursing staff, they must show ethical behaviour. It will lead to increase satisfaction level of patients.

#### 9.Harmony

Harmony is a vital factor for shaping individual personality. If you act in a well harmony manner then it will raise morale, so that we will be able to create a better environment. Nursing staff has to communicate with patient in a regular manner hence they try to create harmony in the process.

#### 10.Tolerance

Nursing staff must have another trait that is tolerance capabilities. Because they have deal with patients who are in full of pain so, patients need more in term of care, comfort and quality of service. Hence nursing care staff must show good tolerance power.

### 11. Motivation

Motivation is also a crucial factor of nursing staff traits. Nursing staff has to communicate with patients and if they will able to motivate patients and it will lead to increase satisfaction level. So they need to learn about motivating skills.

### 8. Recommendations

The following recommendations were made for future research.

1. Similar study would be repeated in other intensive care units and in emergency ward.

### 9. Conclusion:

#### From above study we can make following decisions.

The primary function of hospital is patient care and cure. The patients are ultimate consumer to the hospital. The

effectiveness of the patient satisfaction is the real testimony to the efficiency of hospital administration. Hence, it is the responsibility of the administrator, "put yourself in your patient's shoes," Top service hospitals are patient obsessed. And in this regard nursing care is a vital parameter.

1. Culture, subculture and social classes are important in determining the satisfaction levels. Culture is the fundamental determent of an individual's wants and behaviour. It refers to set of feeling of the patient or his relatives.

2. Social class, sex, income, occupation and education are some important in determining the satisfaction levels.

3. Patient behaviour is greatly influenced by social factor like ideas, beliefs, and social environment. The person's satisfaction is influenced by the psychological factor such as perception, learning and attitudes.

Apart from the above, others factors that influences the patient satisfaction include availability of adequate staff, availability of physical facilities and equipment, design of the wards, cleanness, environment,.

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