



Original Research Article

A study to determine what characteristics are important for patient's satisfaction in Uttar Pradesh India

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ABSTRACT

Introduction: Over the course of the last few years, there has been a significant rise in the amount of attention that has been put on the patient's level of satisfaction as a vital component of receiving high-quality medical care. The goal of this study was to identify the major aspects of a patient's experience with a healthcare provider that have the most influence on the degree to which they are satisfied with the services that they have received.

Aim: A Study to determine what factors contribute to patient happiness with focusing on quality of Healthcare, Medical services in Uttar Pradesh India.

Methodology: We conducted a quantitative analysis with the help of a self-administered questionnaire using SPSS V26. A sample set of 200 respondents were considered. Study was conducted on patient satisfaction and several factors that have been consistently associated with higher levels of patient satisfaction, including effective communication, empathy, responsiveness, and perceived quality of care.

Analysis: We also found that patient "demographic characteristics such as age, gender, and socio-economic status can influence patient satisfaction." Based on our findings, we recommend that healthcare providers focus on improving communication skills, promoting empathy and responsiveness, and providing high-quality care to enhance patient satisfaction. Additionally, healthcare organizations should consider tailoring their services to meet the unique needs and preferences of different patient populations.

Conclusion: Overall, this study provides valuable insights into the factors that contribute to patient satisfaction and can inform efforts to improve healthcare quality and patient outcomes.

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1. Introduction

It is crucial to ensure that patients get high-quality treatment that is in line with both their expectations and their requirements in order to maximise patient satisfaction, which is an essential component of the delivery of healthcare. If healthcare professionals and institutions understand the elements that affect patient happiness, they may identify ways to enhance their services and patients' experiences. The responsiveness of healthcare providers to patient needs and concerns, the availability

and accessibility of healthcare services, and the level of communication between patients and healthcare providers are all important contributors to patient satisfaction. Other factors that contribute to patient satisfaction include the quality of medical treatment and care, the cleanliness and safety of healthcare facilities, and the availability and accessibility of healthcare services. Additionally, factors such as respect and compassion from staff members, as well as the availability and accessibility of information and resources, can all play a role in the level of satisfaction experienced by patients. Surveys, focus groups, and other types of qualitative and quantitative research may be carried out by researchers and healthcare practitioners in order

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to establish which aspects of a patient's experience are most significant to that individual's level of satisfaction. They are able to discover significant aspects that lead to patient satisfaction and make educated choices about how to enhance healthcare delivery and patient outcomes by conducting an analysis of the feedback and experiences provided by patients. To guarantee that patients get high-quality treatment that satisfies both their requirements and expectations, it is essential to have a solid awareness of the factors that contribute to patient happiness. It is possible for healthcare practitioners and facilities to improve patients' experiences as well as their health outcomes by placing a high priority on the happiness of their patients and working tirelessly to raise the overall quality of the medical services they offer.¹

Patient satisfaction may also be impacted by "demographic characteristics such as age, gender, race/ethnicity, and socioeconomic status in addition to the aspects that were discussed before. Studies have indicated, for instance, that older patients tend to put a greater" importance on characteristics such as provider communication and the quality of treatment, while younger patients may be more likely to emphasise convenience and technology in the delivery of healthcare. When it comes to healthcare, people of various racial and ethnic origins may have had varying experiences and have varied expectations, all of which may have an effect on how satisfied they are. Therefore, it is essential for those who work in healthcare to be aware of these distinctions and to make it their mission to deliver care that is culturally competent and sensitive to the requirements of a wide range of patient populations. When determining which characteristics are important for patient satisfaction, another important factor to take into consideration is the patient's perception of the care that they receive. Even if medical professionals and facilities are providing high-quality treatment, patients may still be dissatisfied if they do not have the impression that their requirements and issues are being taken seriously and handled. This demonstrates the significance of excellent communication, empathy, and care that is focused on the patient in the process of increasing patient satisfaction. It is crucial to note that patient happiness is not only essential for enhancing patient outcomes and experiences, but it is also a significant driver of healthcare use and patient loyalty. It is for these reasons that it is necessary to focus on increasing patient satisfaction. Patients who are happy with the care they received are more likely to continue receiving treatment from the same physicians and facilities, as well as to suggest those clinicians and facilities to others. This has the potential to significantly affect the levels of success and sustainability enjoyed by healthcare organisations.²

1.1. Patient feedback and satisfaction

The term patient feedback refers to the gathering and evaluation of patients' perspectives and encounters with healthcare personnel and facilities. This is also known as patient satisfaction. The collection of patient feedback may assist healthcare practitioners and institutions in determining areas in which they can enhance the quality of their services and increase the level of customer happiness. There are a number of methods available to obtain feedback from patients, such as questionnaires, focus groups, and internet reviews. It is possible for healthcare providers and facilities to identify common themes and areas for improvement by conducting an analysis of the feedback provided by patients. These areas may include the quality of medical treatment and care, communication with healthcare providers, accessibility of healthcare services, and the cleanliness and safety of healthcare facilities. The efficient gathering and analysis of patient feedback may assist healthcare practitioners and facilities in making educated choices about how to enhance patient experiences and improve the quality of the services they deliver. Patients who believe their voices have been heard and that they are respected are more likely to remain with the same physicians and facilities and to refer them to others if they are satisfied with the care they have received. This may also assist to improve patient satisfaction and loyalty. The input and gratification of patients is an essential component in the process of boosting patient outcomes and the quality of healthcare service. It is possible for healthcare practitioners and institutions to provide a pleasant patient experience and enhance the health outcomes of patients by placing a priority on the feedback people offer and working consistently to improve the quality of healthcare services.³

1.2. Cultural competence and patient satisfaction

Cultural competence is the ability of healthcare workers to understand and communicate with patients from other cultures. Patients who report that they are understood and respected by their healthcare providers are more likely to have positive experiences and outcomes. Cultural competence can have a significant impact on patient satisfaction, as patients who report that they have positive experiences and outcomes are more likely to feel understood and respected by their providers. Understanding cultural differences in health beliefs and practises, using language and communication that is appropriate for diverse patient populations, and being sensitive to the impact of cultural and social factors on health outcomes are some of the skills and practises that are included in the concept of cultural competence. It is easier for healthcare personnel to build trust and rapport with patients when they display cultural competency. This, in turn, may lead to enhanced communication, increased adherence to treatment regimens,

and a higher level of patient satisfaction.⁴ In addition, having a culturally competent workforce may assist in the reduction of inequities in healthcare access and outcomes between various cultural and ethnic groups. Healthcare practitioners and institutions may create training programmes that give knowledge and support for dealing with varied patient groups in order to foster cultural competency and improve patient satisfaction. Training on cultural sensitivity, linguistic fluency, and effective communication may be included. In addition, medical professionals may try to provide an atmosphere that is warm and inviting, inclusive of patients of different ethnic origins, and respectful of those cultures. To enhance patient satisfaction and treatment for a range of patient populations, cultural competence is vital. Healthcare practitioners and institutions may promote a good patient experience and enhance health outcomes for all patients by placing a priority on cultural competency and consistently striving to improve their skills and practises.

1.3. Patient satisfaction and healthcare utilization

Patient satisfaction and the usage of healthcare services are closely intertwined, given that a patient's level of contentment with their care might influence their propensity to seek treatment and make use of healthcare services in the future. Patients who have good interactions and results with their healthcare providers and facilities are more likely to continue making use of those physicians' and facilities' services and to seek medical attention when it is required. This may result in increased rates of patients making use of healthcare services and improved overall health outcomes for patients. On the other hand, people who have unfavourable experiences or results may be less inclined to seek treatment or continue utilising healthcare services in the future. If people aren't getting the treatment they need, this may result in reduced rates of healthcare usage and possibly worse health effects. Patient satisfaction can be prioritised by healthcare providers and facilities in order to increase healthcare utilisation and positive health outcomes. This can be accomplished by putting an emphasis on aspects such as effective communication, the quality of care provided, the accessibility and convenience of services, and patient-centred care. Not only can healthcare providers and facilities improve healthcare utilisation and health outcomes by enhancing patient loyalty and promoting positive healthcare experiences, but they can also promote positive word-of-mouth referrals to others who are seeking healthcare services. This is accomplished by improving patient satisfaction and promoting positive healthcare experiences.⁵

2. Review of Literature

Elliott et al. (1997) The effects of patient demographics and institutional features on their level of satisfaction with hospital treatment the goal of this research was to learn what factors, such as patient demographics and hospital environment, are associated with higher levels of satisfaction after hospital treatment.

Hasan et al. (2021) An in-depth look at how Qatari patients rate the quality of their healthcare Patient satisfaction with healthcare in Qatar was the focus of this literature evaluation. Based on this review, the researchers were able to identify several factors that influenced patient satisfaction. These factors included accessibility, communication, the quality of care, and cultural competence.

Chiu et al. (2013) An Asian viewpoint on the contentment of patients with the treatment they get in emergency departments According to the findings of this research, which investigated the degree to which patients in Asia were satisfied with the treatment they received in emergency departments, variables such as communication, empathy, and respect were significant drivers of patient satisfaction.

Kim et al. (2020) The effects of a preventative health screening programme on patient satisfaction and healthcare utilisation: A retrospective cohort study According to the findings of this research, which analysed patient satisfaction and the results of a preventive health screening programme, patients who reported being happier with their experiences were more likely to make use of preventive healthcare services in the future.

Sitzia et al. (1998) A comprehensive analysis of the factors that affect patients' levels of satisfaction with their primary care doctors This study conducted a literature review on the topic of patient satisfaction with primary care physicians. Based on this review, the researchers were able to identify several factors that influenced patient satisfaction. These factors included communication, accessibility, quality of care, and continuity of care.

Alshammari et al. (2021) A comprehensive analysis of patients' levels of satisfaction with healthcare services in Sweden This study conducted a literature analysis on the topic of patient satisfaction with healthcare services in Sweden. Based on the findings of this review, the researchers determined that characteristics such as communication, respect, and cultural competency are major drivers of patient satisfaction.^{6–8}

Röing et al. (2019) A comprehensive investigation on the levels of patient contentment with nurse-managed services This research conducted a literature analysis on patient satisfaction with nurse-led services and came to the conclusion that major predictors of patient satisfaction were communication, empathy, and accessibility.

Li et al. (2019) An analysis of patient satisfaction with healthcare in China using a systematic approach. This research conducted a literature analysis on patient satisfaction with healthcare in China and found that major predictors of patient happiness include aspects such as communication, quality of service, and accessibility.

Alotaibi et al. (2020) What determines whether or not a patient is happy with their experience at a primary care clinic in Kuwait? Patients' satisfaction with primary care clinics in Kuwait was investigated, and numerous variables were found to affect it. These factors included communication, respect, cultural competence, and accessibility. In addition, the study found that cultural competence was the most important factor.

2.1. Research methodology

Research methodologies may assess patient satisfaction. Each strategy has merits and downsides depending on the research subject and resources. Patient satisfaction surveys abound. Online, print, and phone surveys are accessible. Surveys may ask open-ended and closed-ended questions on healthcare services. Surveys capture massive amounts of data rapidly and inexpensively, but they may not provide as much insight as other approaches. Focus groups discuss patient care. This may show patient satisfaction patterns and themes. Focus groups are great for examining delicate issues, but they take time and may not be representative. Doctor-patient interviews gather data.^{9,10} Interviews may reveal patient satisfaction with healthcare service. Interviews are great for examining sensitive or challenging issues, but they take time and may not be representative of the community. 200 people completed the self-administered questionnaire and SPSS V26 was used for analysis.

3. Ethical Consideration

There were no conflicts of interest present throughout any of the statistical analyses that was done in the lab. The samples were gathered in several parts of Uttar Pradesh India, including Gorakhpur. The volunteers who agreed to have their personal information kept confidential and answered the set of questions included in this study did not experience any racial conflict, prejudice, or discrimination. Additionally, there is no conflict of interest among the writers, and each one contributed equally to the development of the statistical findings.

4. Data Analysis

This table shows the frequency, percentage, valid percentage, and cumulative percentage of responses to a survey on “demographic variables such as age, gender, education level, income level, and location.”

Age: The survey respondents were mostly aged between 25-30 years (35%), followed by 35-40 years (20%) and 21-25 years (15%). Gender: The majority of the respondents were male (65%) and the remaining were female (35%). Education level: 25% of the respondents were graduates, followed by senior secondary level (20%), school level (20%), secondary level (20%), and masters (15%). Income level: The majority of the respondents (35%) had an income level between 50,001-100,000, followed by 25,001-50,000 (25%), less than 25,000 (25%), and more than 100,000 (15%). Location: The respondents were equally split between rural (50%) and urban (50%) locations. The cumulative percentage for each variable shows the percentage of respondents who fall into that category or below, which can be useful in analysing the distribution of responses.

5. Customer Satisfaction

The table presents the results of a survey regarding various aspects of a hospital's services. Each section of the table pertains to a different aspect of the hospital experience, such as registration, cleanliness, and doctor interactions.

Overall, the survey results suggest that the max of respondents were satisfied with the hospital's services, with ratings of Good or higher being the most common for most sections. However, there were some areas for improvement, such as the conduct and behavior of personnel at the registration and admission counter and the cleanliness of the recruitment/admission room. Additionally, a few respondents rated their experience as Bad or Poor, particularly in regards to the conduct and speech and behavior of respondents. The tables show the frequency and percentage of responses from patients in different aspects of their hospital experience.

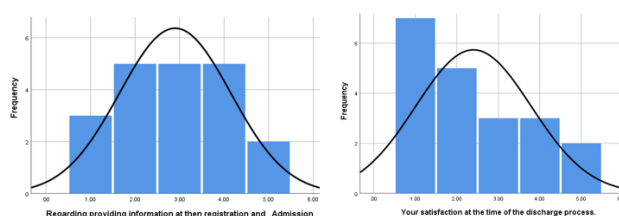


Fig. 1:

Cumulative percentages are also provided to show the proportion of patients who answered a certain way up to that point in the table. Regarding the tests done by respondents, 65% of patients found the tests appropriate or better, with 10% rating them as excellent. In relation to the immediate response by the respondents, 70% of patients rated it as good or better, with 20% rating it as excellent. In connection with the timely inspection by the respondents, 50% of

Table 1: Demographic

Demographic Variable		Frequency	Percent	Valid Percent	Cumulative Percent
Age	21-25 Years	30	15.0	15.0	15.0
	25-30 Years	70	35.0	35.0	50.0
	30-35 Years	30	15.0	15.0	65.0
	35-40 Years	40	20.0	20.0	85.0
	More than 35 Years	30	15.0	15.0	100.0
Gender	Male	130	65.0	65.0	65.0
	Female	70	35.0	35.0	100.0
	Total	200	100.0	100.0	
Education Level	School level	40	20.0	20.0	20.0
	Secondary	40	20.0	20.0	40.0
	Senior Secondary	40	20.0	20.0	60.0
	Graduate	50	25.0	25.0	85.0
	Masters	30	15.0	15.0	100.0
Income level	Less than 25,000	50	25.0	25.0	25.0
	25,001-50,000	50	25.0	25.0	50.0
	50,001-100,000	70	35.0	35.0	85.0
	More than 100,000	30	15.0	15.0	100.0
Location	Rural	100	50.0	50.0	50.0
	Urban	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Source: Primary Data collected by author

Table 2:

		Frequency	Percent	Valid Percent	Cumulative Percent
Regarding providing information at then registration and Admission counter.	Bad	30	15.0	15.0	15.0
	Appropriate	50	25.0	25.0	40.0
	Good	50	25.0	25.0	65.0
	Very good	50	25.0	25.0	90.0
	Excellent	20	10.0	10.0	100.0
Regarding waiting for registration and Admission counter	More than 30 minutes	30	15.0	15.0	15.0
	10 to 30 minutes	80	40.0	40.0	55.0
	5 to 10 minutes	40	20.0	20.0	75.0
	Within 5 minutes	30	15.0	15.0	90.0
Conduct and behavior of personnel at the registration and Admission counter.	Immediate	20	10.0	10.0	100.0
	Bad	80	40.0	40.0	40.0
	Appropriate	50	25.0	25.0	65.0
	Good	40	20.0	20.0	85.0
	Very good	20	10.0	10.0	95.0
Your satisfaction at the time of the discharge process.	Excellent	10	5.0	5.0	100.0
	Bad	70	35.0	35.0	35.0
	Appropriate	50	25.0	25.0	60.0
	Good	30	15.0	15.0	75.0
	Very good	30	15.0	15.0	90.0
	Excellent	20	10.0	10.0	100.0

Source: Primary data collected by author

patients found it appropriate, while 20% found it either very good or excellent. Regarding the conduct and behavior of the therapist, 60% of patients found it appropriate, with 20% rating it as good. Regarding the availability and readiness of the room servant/maid, 65% of patients found it appropriate or better, with 25% rating it as very good. In relation to providing all prescribed medicines through hospital supplies, 55% of patients found it appropriate or better, with 15% rating it as very good.

Regarding the knowledge of the respondents, 65% of patients rated it as appropriate or better, with 10% rating it as very good. Regarding the availability of diagnostic services in the hospital, 70% of patients found it appropriate or better, with 10% rating it as excellent. In terms of timely supply of food, 70% of patients rated it as good or better, with 20% rating it as excellent. With regard to overall satisfaction during the time spent as a patient, 75% of patients found it good or better, with 10% rating it as excellent.

6. Conclusion

According to the findings of the research that was done to find out which qualities are essential for patient satisfaction; it is possible to draw the conclusion that a number of different criteria have a major part in determining patient satisfaction. According to the findings of the survey, patients put a significant amount of importance on the ability of healthcare personnel to communicate effectively, demonstrate empathy, and maintain professional standards. Patients place a significant amount of importance on the quality of care that they get, which includes having prompt access to care, continuity of care, and treatments that are successful. Additionally, aspects such as the cleanliness of the facility, the cosiness of the setting, and the accessibility of the services may all play a role in determining whether or not a patient is happy with their experience.

As a result, “it is essential for healthcare practitioners and institutions to prioritise these criteria in order to guarantee that patients will be happy with their treatment and that overall, good results will be achieved. It is possible for healthcare practitioners and institutions to enhance the experience of patients” and significantly contribute to improvements in patient outcomes if they address the critical aspects listed above.

6.1. Implication

Healthcare professionals and institutions must determine patient satisfaction factors. By understanding what makes excellent patient experiences and results, healthcare practitioners and institutions may design focused interventions and strategies to improve patient satisfaction and healthcare delivery. Healthcare practitioners may stress clear, polite, and responsive communication with patients. Clinical results, medical therapy, and healthcare

access may also enhance care quality. Patient-centred care emphasises treating patients as people with distinct needs and preferences. The cleanliness and safety of healthcare facilities, employee respect and compassion, and accessibility and ease of healthcare services are other key aspects. Healthcare professionals may establish a welcoming and inclusive workplace that improves patient outcomes by emphasising these elements.

7. Limitation

Patient satisfaction must be assessed by healthcare providers. By understanding what constitutes exceptional patient experiences and outcomes, healthcare practitioners and institutions may build targeted interventions and strategies to increase patient happiness and healthcare delivery. Healthcare providers may prioritise clear, pleasant, and responsive communication with patients. Medical treatment, clinical findings, and healthcare access may improve care quality. Patients’ wants and desires are prioritised in patient-centred treatment. Other important factors are healthcare facility cleanliness and safety, personnel respect and compassion, and service accessibility and convenience. By emphasising these aspects, healthcare practitioners may create a friendly and inclusive environment that enhances patient outcomes.

8. Source of Funding

None.

9. Conflict of Interest

None.


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