

## ORIGINAL ARTICLE

**Effects of Patients Satisfaction Towards Behavioural Intentions of Doctors and Health Care Services In Hospital**MUHAMMAD AMIN KHAN<sup>1</sup>, NAEEM AMJAD<sup>2</sup>, SYED AHMED MAHMUD<sup>3</sup>, ZAIN GULZAR<sup>4</sup>, FATIMA ASLAM<sup>5</sup>, FARRUKH SARRFRAZ<sup>6</sup><sup>1</sup>Assistant Professor, Department of Psychiatry, Niazi Medical & Dental College Sargodha<sup>2</sup>Assistant Professor, Department of Psychiatry, Shahida Islam Medical College Lodhran<sup>3</sup>Assistant Professor, Department of Behavioural Sciences, M Islam Medical College, Gujranwala<sup>4</sup>Director Department of Dental Education, Assistant Professor, Azra Naheed Dental College, Superior University Lahore<sup>5</sup>Assistant Professor, Department of Psychiatry & Behavioural Sciences, Avicenna Medical College, Lahore<sup>6</sup>Associate Professor, Department of Medical Education, Azra Naheed Medical College, Superior University LahoreCorrespondence to: Muhammad Amin Khan, Email: [aminkhan\\_ksa@hotmail.com](mailto:aminkhan_ksa@hotmail.com), Cell: 0335-5270247**ABSTRACT**

**Introduction:** Worldwide competition on a rising segment drives the interest of patients and makes them more on edge towards the conveyance of healthcare administrations. The developing concern approximately wellbeing and elevated financial levels of present day civilization have escalation moved forward the healthcare demands and moved patterns of the population towards accomplishing a more advantageous way of life. Patient fulfillment could be a measure of the degree to which a patient is content with the health care they received from their health care provider. Persistent fulfillment is one of the foremost important factors to decide the victory of a wellbeing care facility

**Objective:** To study the effects of patient's satisfaction towards behavioural intentions of doctors and health care services in hospital

**Study design:** Quantitative cross sectional

**Settings:** Niazi welfare foundation teaching Hospital Sargodha

**Duration:** Four months i.e. 1<sup>st</sup> May 2022 to 30<sup>th</sup> August 2022

**Data Collection procedure:** A pre validated questionnaire was used. Study was carried out at outdoor patient department of Niazi welfare foundation teaching Hospital Sargodha. The total numbers of patients were 250 who participated after taking the informed consent. The study was done by simple random sampling technique. Detailed information was given to patient about the current research. Confidentiality of the participants was prioritized. Questionnaire consists of three constructs. Demographic profile, Patients Satisfaction level about behavioural Intentions of Doctors and Patients Satisfaction level about Outdoor patient department

**Results:** The total number of patients who were participated in the study was 250 in which 140 (56%) were males and 110 (44%) were females. Variables including Patients Satisfaction level about behavioural Intentions of Doctors and Patients Satisfaction level about Outdoor patient department rated high. Results were shown in numbers and percentage in tables. Highest percentage include health care provider listen carefully, privacy insured, give management plan and doctor is professional as 88%, 94%, 96% and 84% while tests advice by 42% at lowest regarding Patients Satisfaction level about behavioural Intentions of Doctors. For convenience to reach pharmacy, laboratory facility and appropriate sign and arrows as 82%, 94% and 79% while proper wash room facility were marked as lowest 52% regarding outdoor patient environment at hospital.

**Conclusion:** This study identifies the relationship between healthcare services and understanding fulfillment with the directing part of the physician's behavior. The findings of the study appeared that patients were fulfilled with health care services. It is concluded that the way better and best healthcare services play a vital part in patient satisfaction. The finding of this study is very supportive in the event that they are transferred into activities for moving forward the quality of wellbeing care.

**Keywords:** patient satisfaction, hospital, behavioural intention, health care, doctor

**INTRODUCTION**

Worldwide competition on a rising segment drives the interest of patients and makes them more on edge towards the conveyance of healthcare administrations. The developing concern approximately wellbeing and elevated financial levels of present day civilization have escalation moved forward the healthcare demands and moved patterns of the population towards accomplishing a more advantageous way of life<sup>(1,2)</sup>.

Patient fulfillment could be a measure of the degree to which a patient is content with the health care they received from their health care provider. Persistent fulfillment is one of the foremost important factors to decide the victory of a wellbeing care facility. Ordinarily researches have overlooked the patient's' reaction and centered their examinations on specialized and physiological perspectives of health care outcome. It is an important source of information for checking and enhancement. It has expressed that "achieving and creating wellbeing and fulfillment, as characterized for its person individuals by a specific society and subculture, is the extreme valuator of quality of care" The structure in Donabedian demonstrate alludes to properties of wellbeing care providers' their assets and the environment they work within<sup>(3,4)</sup>. The forms allude to evaluation of patients and results point towards alter in patients' wellbeing. This demonstrates proceeds to be the overwhelming worldview for surveying the quality of wellbeing care. Persistent fulfillment is measured over numerous different aspects of

wellbeing care, such as how effectively patients can get in touch with and use services, how learned and friendly service suppliers are, how comfortable and unwinding the setting is, how much cash they spare patients, and how viable the care is. Persistent fulfillment could be a famous standard to assess the effectiveness of wellbeing administrations being provided in clinics<sup>5,6</sup>. Fulfillment is a critical measuring adheres by which the conveyance of wellbeing care benefit is to the measure. Currently, the patients' opinions are considered as a key figure within the choice of treatment and conveying wellbeing care services. Subsequently, the assessment of wellbeing benefit delivery from the patients' perspective has gotten more noteworthy consideration and has ended up a core attribute of any wellbeing framework because it serves as an important pointer to degree the victory of a service provision, particularly in open segment health care centers<sup>(7,8)</sup>.

**MATERIAL AND METHODS**

The study was conducted at Niazi welfare foundation teaching Hospital Sargodha to evaluate the effects of patient's satisfaction towards behavioural intentions of doctors and health care services in hospital. The cross sectional study conducted over 250 patients in the outdoor patient department. Pre validated questionnaire was used. Simple random method sampling techniques was used to collect the data in which all patients present in the outdoor patient department have the equal chance to participate. The data was

collected after taking the informed consent. The patients who first time comes to hospital were included in the study while all follow up patients excluded from the study. A pre validated questionnaire was used to interview the patients after visited to physician in outdoor patient department of hospital. The questionnaire was divided into two parts one belongs to demographic information of the patients and the other part of questionnaire related to doctor's behaviour and environment at the hospital. All the answer were recorded on the questionnaire response sheet against each question. Data was collected and entered into SPSS version 23 and analyzed for results.

## RESULTS

The total number of patients who participated in the study was 250 in which 140 (56%) were males and 110 (44%) were females. 37 (14.8%) patient less than twenty year of age, 83 (33%) in between 21-35 age category, 53 (21.2%) in 36-50 years of age and 77 (30.8%) were above than fifty years of age. 145 (58%) belongs to poor background and 105 (42%) was good socioeconomic status.. 117 (46.8) from urban and 133 (53.2%) from rural areas. 169 (67.6%) married while 81 (32.4%) unmarried. 180 (72%) were literate and 70 (28%) were illiterate.

On inquiring about patient satisfaction about doctors behaviour (56%) were in favour that doctors took consent while (44%) said no. The opinion regarding listen carefully complaint was 88%, while 12% against it. Proper examining of patient response was 62% in favour while 38% against it, privacy insured by health care provider was 94% while 6% not in favour, problem discussed response was 75% while 25% not in favour, laboratory investigation advice by 42%, give proper management plan by 96%, and lastly the about health care provider is professional by 84%.

Table 1: Demographic profile

No.	Variable	(n=250)	%age
1	Gender		
	Male	140	56%
	Female	110	44%
2	Age		
	<20	37	14.8%
	21-35	83	33%
	36-50	53	21.2%
	>50	77	30.8%
3	Socioeconomic Status		
	Poor	145	58%
	Good	105	42%
4	Living Area		
	Urban	117	46.8%
	Rural	133	53.2%
5	Marital Status		
	Yes	169	67.6%
	No	81	32.4%
6	Educational Status		
	Yes	180	72%
	No	70	28%

Table 2: Patients Satisfaction level about behavioural Intentions of Doctor's

No.	Variable	(n=250)			
		Yes (n)	%age	No (n)	%age
1	Consent taken	140	56	110	44
2	Health care provider listen carefully	220	88	30	12
3	Examining	155	62	95	38
4	Privacy insured	235	94	15	6
5	Problem discussed	188	75	62	25
6	Tests advice	105	42	145	58
7	Give management plan	240	96	10	4
8	Doctor is professional	210	84	40	16

On the other hand patient satisfaction about environment of outdoor patient department at hospital 64% said that proper seating arrangement, while 70% were in a favour of cleanliness of

environment. 52% were in favour of proper wash room facility and 68% were in favour regarding adequate drinking water facility. 58% suggested easily find consultants rooms and high percentage of 82% suggested that pharmacy was easy approachable. Laboratory facility were suggested high for investigation purpose and proper sign and arrows properly installed for direction marked as 79%

Table 3: Patients Satisfaction level about Outdoor patient department

No.	Variable	(n=250)			
		Yes (n)	%age	No (n)	%age
1	Proper Seating arrangement	160	64	90	36
2	Proper OPD Cleanliness	175	70	75	30
3	Proper washroom facility	130	52	120	48
4	Adequate drinking water facility	170	68	80	32
5	Easily find consultants rooms in OPD	146	58	104	42
6	Convenience to reach pharmacy	205	82	45	18
7	Laboratory facility availability	235	94	15	6
8	Appropriate signs arrows in OPD	198	79	52	21

## DISCUSSIONS

The main objective of this study is to discuss the effects of patient's satisfaction towards behavioural intentions of doctors and health care services in hospital. The study was conducted at Niazi welfare foundation teaching Hospital Sargodha to evaluate the effects of patient's satisfaction towards behavioural intentions of doctors and health care services in hospital. In this study we checked two kind of responses that either patients were satisfied or not regarding the behavioural intentions of doctors and the services provided by hospital<sup>(9, 10)</sup>.

This study gives information and commitment to health care literature. Whereas trawling through the literature, it was apparent that numerous of the studies have been conducted in rising, developing and created nations. Earlier studies illustrated quiet fulfillment in mental health care, as well as cancer patient satisfaction. This study has the most focus of hospital care facilities, and this study has the oddity of the directing part of the physician's behavior in creating nations, like Pakistan. The findings of the show study appeared that healthcare administrations and patient satisfaction are emphatically and essentially related with each other<sup>(11)</sup>.

In this study highest percentage include health care provider listen carefully, privacy insured, give management plan and doctor is professional as 88%, 94%, 96% and 84% while tests advice by 42% at lowest regarding Patients Satisfaction level about behavioural Intentions of Doctors. For convenience to reach pharmacy, laboratory facility and appropriate sign and arrows as 82%, 94% and 79% while proper wash room facility were marked as lowest 52% regarding outdoor patient environment at hospital<sup>(12)</sup>.

The study was restricted to as it were one one hospital hence cannot be generalized. As it were a few perspectives of the outpatient department such as environment and doctors' behavior were surveyed. This study is as it were centered on the patients' point of view whereas the doctors' perspective was not consolidated.

Besides, this study is restricted to one developing nation. Future studies are exceedingly recommended to other developing and rising nations. The existing study used four healthcare administrations. Future studies are thus encouraged to explore other healthcare administrations, such as transplantation services, dental services and heart/cardiovascular Services, etc. Finally, the present study analyzes the expressed questions from the patient's

point of view. Future considers are empowered to look at whether doctors are satisfied with the facilities of healing centers or not.

## CONCLUSION

The present study pointed to examine patient fulfillment with healthcare administrations within the context of Pakistan. In created nations, numerous studies have been conducted almost wellbeing care services and patient fulfillment, but there has been less attention to creating nations like Pakistan. This study identifies the relationship between healthcare services and understanding fulfillment with the directing part of the physician's behavior. The findings of the study appeared that patients were fulfilled with health care services. It is concluded that the way better and best healthcare services play a vital part in patient satisfaction. The finding of this study is very supportive in the event that they are transferred into activities for moving forward the quality of wellbeing care. It is recommended that such researches should moreover be conducted in all private and public health care sectors to raise the standards.

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