



Social Sciences Indexed

International
SOCIAL MENTALITY AND
RESEARCHER THINKERS JOURNAL
Open Access Refereed E-Journal & Refereed & Indexed
SMARTjournal (ISSN:2630-631X)



Architecture, Culture, Economics and Administration, Educational Sciences, Engineering, Fine Arts, History, Language, Literature, Pedagogy, Psychology, Religion, Sociology, Tourism and Tourism Management & Other Disciplines in Social Sciences

2019

Vol:5, Issue:19

pp.747-755

www.smartofjournal.com

editorsmartjournal@gmail.com

A RESEARCH ON THE DETERMINATION OF PATIENT SATISFACTION OF POLICLINIC PATIENTS

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Article Arrival Date : 01.03.2019

Article Published Date : 08.05.2019

Article Type : Research Article

Doi Number : <http://dx.doi.org/10.31576/smryj.269>

Reference : Ba Garad, K.S.H. & Yılmaz, S. (2019). "A Research On The Determination Of Patient Satisfaction Of Polyclinic Patients", International Social Mentality And Researcher Thinkers Journal, 5(19): 747-755

ABSTRACT

The aim of this study is to determine the level of patient satisfaction in polyclinic services in Sakarya Training and Research Hospital. In other words, patient satisfaction levels of outpatients are aimed to be revealed. At the same time, it is investigated whether of patient satisfaction of outpatients varies according to socio-demographic variables. Descriptive research model was used in the research. The personal information form, as a data collection tool and The patient satisfaction scale was developed by Yurtseven (2006) by using scale literature.

Personal information, age and marital status. Patient satisfaction scale includes 17 items representing of patient satisfaction. According to the findings of the study, it was seen that the levels of the Participants The patient satisfaction were good. Significant there was no relationship between gender and marital status and The patient satisfaction levels of the Participants. Similarly, no Significant relationship was found between the ages of Participants and their income status and the level of The patient satisfact ion.

Key Words: patient satisfaction, Health Care, Hospital

1. INTRODUCTION

The twentieth century witnessed widespread Global challenges in the globalization of the economy, the dissemination of information technology and the Internet, and the emergence of new management techniques. Continuous improvement in products and services, especially in a competitive car, these difficulties have become a separate strategy development and meets all the requirements of sustainable development (Al-taei and Al-Abadi, 2010: 12).

Patient satisfaction leads to a number of important outcomes in terms of both patients and healthcare workers. Patient satisfaction is more important in terms of higher earnings and productivity, increase in the number of patients, increase in patient recommendations, more productive staff, increase in motivation , decrease in staff turnover and decrease in job change, more efficient work, decrease in probability of medical error and increase in job satisfaction rates (Topaçoğlu and others, 2004: 51).

The concepts of patient satisfaction and customer satisfaction can be considered in parallel. Customer satisfaction is conceptualized as "patient satisfaction" by the researchers when it comes to health care (Derin and Demirel, 2013: 114).

Patient satisfaction is one of the most fundamental elements of all approaches related to quality. In the implementation, planning and monitoring of health services, patient satisfaction should definitely be measured and the results should be taken into consideration in planning, prioritizing and reshaping the application (Sevimli, 2006: 53).

The aim of this study was to determine the satisfaction levels of patients receiving polyclinic services at Sakarya Training and Research Hospital; Gender, marital status, age, education, and patient satisfaction according to demographic characteristics such as income and are trying to determine whether any differentiation. In this context, firstly the concepts of satisfaction and patient satisfaction were briefly discussed. Then, in the methodology section, aim, universe and sample, data collection technique, data analysis and evaluation, research model and hypotheses and reliability analysis are explained. In the Findings section, differences of the participants according to socio-demographic characteristics were examined and the findings of the study were evaluated in the results section.

2. PATIENT SATISFACTION

In recent years, the concept of satisfaction has become an important concept for all institutions. The concept of patient satisfaction in the provision of health services encompasses a wider audience in our time. According to Kotler (2003: 40) Satisfaction is a positive or negative impression against the customer's experience of buying or consuming. This impression is created by comparing the performance of the product with the expectations of the customer. According to the other definition, satisfaction is a complex concept associated with many factors including past experiences, lifestyle, future expectations and social and individual values (Zaim & Tarım, 2010: 9). Ensuring consumer satisfaction is extremely important in terms of continuity of service. By applying this behavior, the company becomes advantageous in all areas.

There are some factors that prevent customer dissatisfaction (Eryılmaz, 2010: 34):

- ✓ Be Reliable
- ✓ Be accessible
- ✓ Quick and easy to contact
- ✓ capability
- ✓ Being honest
- ✓ To comply with the delivery date
- ✓ A suitable place
- ✓ Doing the job on time
- ✓ To be believed

In recent years, research on the concept of satisfaction in health service delivery has gained importance. The concept of patient satisfaction first emerged between 1960-1970, and after 1980, researches on this subject began to increase (Taşlıyan and Akyüz, 2010: 61). There is no consensus in the literature on defining the concept of patient satisfaction in the field of health . Many authors tend to have different views on the definition of patient satisfaction. The quality assessment, which is used to monitor the outcome of the health care provided, is generally carried out through cost analysis, medical outcomes and patient satisfaction. Patient satisfaction, which is one of these evaluations, is as important as the clinical outcome and should be one of the targets of every health

business to measure it (Topal and Şahin, 2017: 16). The benefits that the patient expects from the services she receives, the burden she gets rid of and the performance she expects from the services include the suitability of the service delivery to socio-cultural value (Dinç et al., 2009: 94) .

2.1. The Importance of Patient Satisfaction in Health Businesses

Customer satisfaction is one of the most important factors in maintaining customer loyalty. Loyal customers are the most important profit tool for businesses. Businesses strive to provide quality and flawless products and services to make their customers a loyal customer (Alabay ,2012 : 142). Patient satisfaction is an important part of the quality of health services (Hekimoğlu et al. , 2015: 2). In addition, patient satisfaction is one of the most basic standards used in the evaluation of service quality in health service enterprises (Kavuncubaşı and Yıldırım, 2010: 475). Factors affecting patient satisfaction should be known in order to provide better quality service in health service, to determine the necessary developments in service and to produce solutions.

2.2. Factors Affecting Patient Satisfaction

In order to satisfy the patients and satisfy their expectations and demands, the administrators should determine the factors affecting the patient satisfaction. As a result, administrators can decide what should be done to increase patient satisfaction (Kavuncubaşı and Yıldırım, 2000: 480). There are three main factors affecting patient satisfaction. These factors depend on the patient, health personnel and environmental and physical characteristics. Socio-demographic characteristics of patients, such as age, education, occupation, income and gender, play a role in the satisfaction levels of patients' health services. These criteria, which vary from person to person, are closely related to the degree of satisfaction with health services (Kırılmaz, 2013: 13). The quality of health care institutions is determined by the satisfaction level of the patients receiving this service. In order to determine the service quality of health organizations, different satisfaction indexes were developed based on patient satisfaction levels. While some factors changed in these directories, perceived quality and values of patients, satisfaction level perceived when using the product and the ratio of expectations were the determining factors (Yılmaz, 2010: 1).

In order to increase patient satisfaction, it is necessary to carry out research activities for the protection, development and improvement of health by defining the problems of hospitals, finding the causes of the problems and offering solutions for these reasons. One of the researches planned in this context is the patient satisfaction surveys.

Health Staff - Patient Interaction, health staff affects the personality characteristics of the patient's satisfaction and behavior. Kindness, compassion, interest and understanding, knowledge and skills are offered to make the patient's relief and treatment more comfortable and participatory (Özer and Çakıl, 2007: 142). However, in the field of health, the mental state of the patient is very important, even some patients prefer to go to private hospitals. Because, in private hospitals, patients find gentle, compassion, compassion, humanistic attitudes and behaviors as effective.

Information is one of the most important patient rights in health care and affects patient satisfaction. Information is an indication of the autonomous choice of patients, but it is considered as a means of protection for patients at the same time. Almost all medical and research ethics codes now require physicians to obtain informed consent from patients or subjects (Varlık et al, 2009: 85).

Fees, other important factors affecting the subordinates satisfaction is the cost of the services provided. For the patient who has no health insurance or social security, the issue of wages is of great importance. Patients require quality service at the lowest cost. High hospital bills increase patient dissatisfaction (Kavuncubaşı and Yıldırım, 2010: 485).

Nutrition and hospital services are one of the most important issues affecting the evaluation of patients. It is suggested that nutritional services in hospitals are one of the main services in hospital services. In the studies performed, it was determined that patients who were discharged

remembered much about food in their explanations about the duration of hospital stay (Short, 2002: 308).

Bureaucracy, This factor is one of the most important factors affecting patient satisfaction. Because the time required to complete the number of formalities that patients receive when receiving services from hospitals affects patients' satisfaction. Naturally, all patients want to receive the services they need as soon as possible. As the number of formalities in hospitals increases, the time loss of patients increases. In this case, patients and relatives create unhappiness and dissatisfaction (Kavuncubaşı and Yıldırım, 2010: 484).

Physical and Environmental Conditions, Work is currently hospitalized in environmental and physical conditions is one of the most important factors influencing patient satisfaction. For example, ventilation, parking, signs and symbols, waiting areas, patient admission and consultation, treatment rooms and medical equipment (Göktaş and Uydacı, 2018: 48).

Trust, patient, the service they want to be both sufficient and relevant. Informing patients, ensuring that they are in a safe environment, ensuring that they participate in the decision of treatment, gives them a sense of trust (Kavuncubaşı & Yıldırım, 2010: 484).

2.3. The Relationship Between Quality of Service and Patient Satisfaction

Patient satisfaction is one of the basic elements of quality in health services. Although patient satisfaction and service quality are different, quality and satisfaction concepts can be very interdependent. There has been a significant change in the health sector lately. The development of science and technology, increasing the importance given to the health of the public, increasing the demand for quality care and preferring high quality services bring the hospitals to the forefront in the competition process. Health institutions should provide a good and quality service to ensure patient satisfaction. Therefore, there is a significant relationship between service quality and patient satisfaction. In other words, if the services offered in health institutions are of high quality, the satisfaction levels of the patients increase, but if the quality of service is low, there is dissatisfaction. As can be seen, service quality and patient satisfaction are concepts that interact with each other. One of the indicators of development is the quality of the health service offered. It is closely related to patient satisfaction in health services. There is also an important interaction between service quality and customer satisfaction, customer loyalty, business profitability and business sharing in the market. One of the main objectives of the enterprises is to increase their profitability and share them in the market. In this context, service quality plays an important role in achieving all these objectives (Tekin et al., 2006: 753).

3. METHODOLOGY

The aim of this study was to determine the satisfaction levels of patients receiving polyclinic services at Sakarya Training and Research Hospital and to determine whether there was any difference in patient satisfaction according to demographic characteristics.

Patient satisfaction provinces to gender, marital status, age, education level and income level differentiate between not differ ecekt is tested. In this respect, the hypothesis of is determined as follows:

H₁: Gender satisfaction of patients by variable It differentiates.

H₂: Marital status According to the variable differentiates the satisfaction of patients.

H₃: It differentiates the satisfaction of the patients according to the educational status.

H₄: It differentiates the satisfaction of the patients according to the age variable.

H₅: Differentiates the satisfaction of the patients according to the income status variable.

Personal information in order to identify the socio-demographic characteristics of the patients in the study used forms constructed. Patient satisfaction scale was developed by Yurtseven (2006) by using literature. The scale consists of 17 statements.

The universe of the study was the polyclinic service in Sakarya Training and Research Hospital. Patients are created. These patients out of simple random sampling method in a selected 243 patients constituted the sample. The sample was run.

4. RESULTS

4.1. Measurement Reliability Findings

Up to Cronbach's alpha for internal consistency reliability of the scale used in the analyses were carried out; 17 expressive patient satisfaction scale Cronbach's alpha value is calculated as 0.915. In this case, the patient satisfaction scale was found to be reliable (Table 1).

Table 1: Patient satisfaction scale reliability analysis

Scale	Internal Consistency (Cronbach's Alpha Coefficient)
Patient Satisfaction	0.915

4.2. Demographic Characteristics of MCI Join

In this section, the distribution of the patients in terms of socio-demographic information is included. Within the scope of the analyses carried out under this heading, information about the gender, income status, age, education and marital status of the patients who participated in the study was reached (Table 2).

Table 2: Personal characteristics of participants (n = 243)

	n	%
Education status		
Primary school	42	17.3
Middle School	39	16.1
High school	47	19.3
University	64	26.3
Graduate	51	21.0
Age		
18 - 22	71	29.2
23-35	68	28.0
36-49	52	21.4
≥ 50	52	21.4
Marital status		
The married	112	46.1
Single	131	53.9
Gender		
Woman	110	45.3
Male	133	54.7
Income status		
TL 300	70	28.8
1000 TL - 1999 TL	59	24.3
2000 TL - TL 2999	54	22.2
≥ 3000 TL	60	24.7

The majority of the participants were university graduates with a rate of 26.3% (64 patients). Secondly, there are 21% (51 patients) and graduate graduates, followed by 19.3% (47 patients) and high school graduates. Primary school graduates accounted for 17% (42 patients) of secondary school graduates with 16.1% (39 patients) and small share among participants.

29.2% of the respondents (71 patients) were between 18 and 22 years of age. The second group was 28% (68 patients) and 23-35 years of age. 21.4% (52 patients) aged 50 years and older. As for the patient or 24.3% (131 patients) are single, 46.1% (112 patients) are married. Of the 243 patients who participated in the study, 54.7% (133 patients) were male and 45.3% (110 patients) were female.

28.8% (70 patients) of the patients who participated in the study had an income level between 1000 TL-1999 TL and 24.3% (59 patients) below 1000 TL. This is followed by 24.7% (60 patients) and those with income between 2000 TL and 2999 TL with 3000 TL and above and 22.2% (54 patients).

4.3. Patient Satisfaction Scale Average and Standard Deviation Values

Patient satisfaction Table 3 shows the standard deviation and mean values of the responses given to 17 statements by the patients. In this context, it was observed that the patients who participated in the study had the highest participation with 3.26 and 3.60 average. Based on the standard deviation and mean values of the expressions related to the scale, it is observed that patients' participation level is highly questioned.

Table 3: Patient Satisfaction Scale Average and Standard Deviation Values

Patient Satisfaction	Average	Standard Deflection
Behavior of the attendant	3.38	.856
Noise in the hospital environment	3.40	1,056
Cleaning of patient rooms	3.60	1,013
Cleaning of toilets	3.30	1,148
The quality of hospital meals	3.26	1,106
Comfort of patient beds and cleaning of sheets	3.51	1,026
Availability of visit hours	3.47	1,118
Doctor's time for listening to the patient	3.33	1,102
General behavior of the doctor	3.44	1,044
Physician's level of information about disease and treatment	3.46	1,072
Your doctor's level of trust	3.48	1,010
Your availability	3.34	1,025
Nurse's time for listening	3.35	1,055
General behavior of nurses	3.40	1,139
Nursing information about the disease and treatment	3.26	1,087
Timely and adequate intervention of nurses	3.37	1,046
Attention to privacy during treatment	3.30	1,248
Grand total	3.39	.698

4.4. Differences Analysis for Patient Satisfaction

According to the patients participating in the study of gender and marital status variables made as to whether any differentiation in the level of patient satisfaction Independent Sample t-Test results are given in Table 4. According to the results of the analysis, it was found that gender did not make a significant difference on the level of patient satisfaction ($p= 0,909$). In other words, female patients and male patients of satisfied iyet No significant difference was found between the levels . Therefore, the hypothesis that the level of patient satisfaction will differ according to gender was rejected (Table 4).

Similarly, according to the results of the analysis , it was concluded that the marital status did not make a significant difference on the level of patient satisfaction ($p = 0, 081$). In other words, no significant difference was found between the level of patient satisfaction of married patients and single patients . Therefore, according to the marital status, the hypothesis that the level of patient satisfaction would be different was rejected (Table 4).

Table 4: Differences between gender and marital status and patient satisfaction

Patient Satisfaction	Variable	N	Average	Std.Deflection	f	p
Gender	Woman	110	3.45	.657	013	909
	Male	133	3.33	, 728		
Marital status	The married	112	3.33	.64	3,078	, 081
	Single	131	3.40	, 74		

Educational status of the patients participating in the study, age and income level of patient satisfaction level according to variables made as to whether any differentiation one-way analysis of variance (ANOVA) results are listed in Table 5. According to the end-point of the analysis , the participants' educational status, age and income There was no statistically significant difference in patient satisfaction levels ($p> 0.05$). Thus, education level, age and whether s hypothesis for differentiation according to income levels of patient satisfaction were rejected (Table 5).

Table 5: Differences between educational status, age and income status and patient satisfaction

Patient satisfaction	Variable	n	Average	Std . Deflection	F	p
Education status	Primary school	39	3.49	500	1,279	279
	Middle School	47	3.42	, 665		
	High school	64	3.35	840		
	University	51	3.25	714		
	Graduate	39	3.51	, 691		
Age	18 - 22	71	3.41	642	1,053	370
	23 - 32	68	3.39	, 695		
	36 - 44	52	3.26	774		
	≥ 45	52	3.50	, 693		
Income status	≤ 1000 TL	70	3.28	.843	1,748	0,158
	1000 -1999 TL	60	3.53	.494		
	2000 -2999 TL	54	3.31	.649		
	≥ 3000 TL	59	3.45	.714		

5. CONCLUSION

In this study Sakarya Training and Research Hospital since the outpatient services area and also to determine the level of patient satisfaction through the eyes of patients whether it differs according to socio- demographic characteristics tried to reveal. Based on the findings of the study, some conclusions were reached and some suggestions were presented.

Most of the people who were taken into the research were men, 18- 22 age group, singles, university graduates and those with income below 1000 TL. In the study, it was concluded that there was no statistically significant difference in patient satisfaction according to age, gender, income status and marital status.

Şişe (2012) of the Kocatepe University of inpatients in hospital nursing care perceptions then and satisfaction levels in order to establish the factors that influence in ille did klar I study, it was found that patients nursing services in the satisfaction level of the general good. In this study, when the nurses dedicated to listening to patients ($X = 3.35$), the general form of behavior that showed nurses ($x = 3.40$) and nurses of the disease and the curela relevant disclosure level ($x = 3.309$) shows similarities with the results of this research.

InTaşlıyan and Gök (2012:90)'s research overall satisfaction level of care, from the research concluded that good. In this study, it was found that the satisfaction of the patients in the health services was good.

Based on the findings of this study, the patient satisfaction of Sakarya Research Hospital The solution can sort out some recommendations to improve:

- ✓ Hospital workers should be willing to help and provide services to patients.
- ✓ Training programs should be prepared for hospital staff and the training of employees should cover the issue of service quality and patient satisfaction.
- ✓ Doctors need to give patients more information about the disease.
- ✓ Employees of the hospital should pay more attention to the privacy of the patient during the treatment.

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