

Client Satisfaction and Job Performance of Nurses in Public Hospitals in Region III, Philippines

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Abstract: This study used the descriptive method of research which investigated the relationship between client satisfaction on the services provided to them by the staff nurses and job performance of the staff nurses in selected public hospitals in Region III. The respondents were the 243 patients and 484 staff nurses. The findings of this study revealed that in terms of job performance, the nurses exhibited high performance in terms of assessment, plan of care, implementation, empowerment and communication and initiating structure. The clients indicated satisfaction on the services provided by the staff nurses in terms of technical quality, interpersonal aspects, communication as well as general satisfaction.

Keywords: Job Performance, Client Satisfaction, Selected Public Hospitals, Staff Nurses.

1. INTRODUCTION

Continuous improvement in the quality of Healthcare services is a goal for both government agencies and professionals. In order to survive in a competitive marketplace, it is important for healthcare organizations and their providers to recognize that viewing patients as customers, and improving customer satisfaction, has direct implications on healthcare quality. This has allowed healthcare organizations to be aware that patients are actually choosing to purchase the healthcare services they desire; highlighting the fact that the healthcare services system is a highly competitive market. Across all the world, client/patient satisfaction is playing an increasingly important role in quality of care reforms and health-care delivery more generally. Despite its large use, the patient satisfaction was initially considered as a difficult concept to be measured and interpreted. In recent years, patient satisfaction with health care services has gained recognition as an outcome of quality care as Donabedian (2008), a well-known authority in quality measurement, states: Patient satisfaction may be considered to be one of the desired outcomes of care, even an element in health status itself.

Healthcare consumers are no longer considered to be merely submissive patients subject to the demands of their healthcare providers. Patients are now regarded as healthcare customers, recognizing that individuals consciously make the choice to purchase the services and providers that best meet their healthcare needs (Wadwha, 2002). This has allowed healthcare organizations to bring to the forefront the idea that patients are actually choosing to purchase the healthcare services they desire; stressing the fact that the healthcare delivery system is a highly competitive market. (Barton, 2003). Consequently, today consumer healthcare is driven by the demands of a “system that accommodates their busy schedules, provides them with useful information, and involves them in decision-making” (Wadwha,2002)

On the other hand, the performances of the nurses are especially important in accomplishing health care in a continuous and effective way. When the literature about job performances is examined, it is seen that certain number of investigations has been conducted about the factors influencing job performances in hospitals and all the factors affecting job performances have not usually been analyzed. Thus, it is important to examine the factors that especially affect the performances of the nurses holistically. Based on this, in this study it was aimed to define the influence degree the factors that are probable to affect the performances of nurses vis-à-vis client satisfaction.

In this study, it is assumed that there are factors influencing job performance and variables that are controllable or manageable by the organizations. Apart from organizational variables, many individual and social variables may also affect the job performance. The investigators that made research about nursing services often focused on the job performance of nurses. However, in 2000's it was seen that there had been an important decrease in the number of the research and publications about job performance of nurses and the factors affecting this performance. Therefore, a universal definition of "job performance" has not been made in the nursing literature recently. Awases (2006) defines the job performance as "the way and the process how the nurses serve nursing for the patients and other people". Bloch also similarly suggests that "the job performance as the way and process of serving". Thus, the common point of these two definitions is that job performance is regarded as the way the job is performed and its process. is vital to the attainment of the goals of the organization. Successful managers utilize various modes of communication. It may be formal or informal, written or verbal. Meetings, interviews, counseling, turn-of-the shift reports, memos, charts and official publications are examples of written communications. Body language affects the effectivity of communication; and adequate and timely communication of work related issues or changes that may affect jobs enhance compliance. People resist change if they do not understand the reason for it. Such announcements should be factual and comprehensive and given face to face for better reception and understanding.

This study infers that customer satisfaction may be provided to patients through communication.

2. METHODS AND TECHNIQUES OF THE STUDY

Research Design:

The present study is descriptive in nature because it attempted to describe the relationship of the profile, work-related factors, job performance of the nurses vis-à-vis client satisfaction.

Population and Sample:

Table 1 shows the respondents from the different hospitals in Region III, Philippines

Table 1: Distribution of Respondents from the Different Hospitals

Hospital	Staff Nurses	Clients
President Ramon Magsaysay Memorial Hospital, Iba, Zambales	42	21
Bataan General Hospital, Balanga, Bataan	154	77
Jose B. Lingad Medical Center, San Fernando, Pampanga	141	71
Paulino G. Garcia General Hospital, Cabanatuan, Nueva Ecija	147	74
Total	484	243

The research considered twenty percent (20%) of the total population (484) for the nurses. As for the client-respondents, the patients in the hospital who were available during the data gathering were considered.

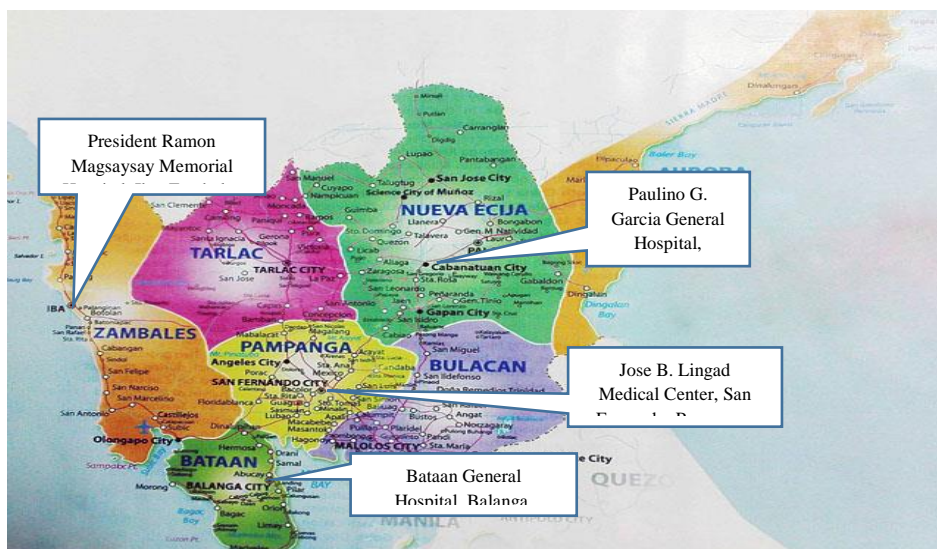


Figure 1: Map of Region III indicating the provinces where data were collected

Research Instrument:

A questionnaire for the gathering of data needed in determining the job performance of the nurse-respondents and the client satisfaction was used. The questionnaire consisted of two parts. Part I gathered information on the job performance of the nurses and part II concerned client satisfaction.

Data Gathering Procedure:

After the approval of hospital administrators, distribution of the questionnaires to the nurses and client-respondents was done.

Data Processing and Statistical Treatment:

The data were analyzed using the Statistical Package for Social Science (SPSS).

3. RESULTS AND DISCUSSION

The job performance of the staff nurses was measured in terms of assessment, plan of care, implementation of care, empowerment and communication and initiating structures as indicated in Table 1. Each of the variable used to measure job performance was given a rating off 3.54 to 3.85 which is described as high. Initiating structures was given the highest rating of 3.85 which implies the skill of nurses in scheduling and prioritizing healthcare activities in the hospitals. In terms of assessment which is described in gathering data on the health status of the patients, the staff nurses rated themselves as 3.80 which was described as high by them. The purpose is to validate a diagnosis, to provide basis for effective nursing care. It also helps in effective decision making and basis for accurate diagnosis. Recognition of patient problems requires considerable ability in the assessment of the patient, clinical judgment and decision making.

Table 1: Job Performance of Staff Nurses

Items	Mean	Qualitative Interpretation
Assessment	3.80	high
Plan of Care	3.54	high
Implementation of Care	3.55	high
Empowerment and Communications	3.83	high
Initiating Structures	3.85	high
Mean	3.71	high

Talking about task-oriented nurse may refer on patient-centered care, it means ensuring that the relevant or correct medical tests for the patients are prescribed as well as conducted. This is quite crucial from the patient's point of view. Most of the nurses do this part of their job quite well. However, patients also need lot of personalized care and they need soothing words for their patients to get well soon. Thus from the patients' point of view, how good the nurses make them feel is quite important. Patient-centered care would thus signify the ability of a nurse to talk with the patients more and actively engage them in decisions pertaining to their health.

Client Satisfaction:

Table 2 shows the client satisfaction of the patient-respondents in terms of technical quality, internal aspect, communication and general satisfaction. The clients that they were satisfied with the services of the staff nurses of the public hospitals. However, the general satisfaction rating was higher. The patients felt that though they were satisfied with the medical care they received, there were some to be improved.

Table 2: Client Satisfaction

Items	Mean	Qualitative Interpretation
Technical Quality	3.64	Satisfied
Internal Aspects	3.41	Satisfied
Communication	3.66	Satisfied
General Satisfaction	3.68	Satisfied
Mean	3.60	Satisfied

Improving patient care has become a priority for all health care providers with the overall objective of achieving a high degree of patient satisfaction. Greater awareness among the public, increasing demand for better care, keener competition, more health care regulation, the rise in medical malpractice litigation, and concern about poor outcomes are factors that contribute to this change.

The patients indicate that the nurses were helpful, caring and compassionate. The nurses go beyond their calling and show a genuine concern and interest to them. The patients disclosed once the illness was diagnosed, each step of the procedure was explained to them before it is treated.

The average mean on general satisfaction of the patients was 3.68 described as 'satisfied'. By understanding the importance of certain elements of healthcare worker satisfaction and its effects on patient satisfaction, it is possible to make decisions about factors that need to be improved in order to raise patient satisfaction to the highest possible level. These research results are significant for the management of health care institutions and responsible state institutions which create policy and strategy for improving the quality of health care services.

In terms of technical quality, a rating of 3.68 implies that the nurses are very competent and well-trained. The nurses mentioned essential elements that they believe would improve patient experiences of the quality of nursing care: clinically competent nurses, collaborative working relationships, autonomous nursing practice, adequate staffing, control over nursing practice, managerial support and patient-centred culture. They also mentioned several inhibiting factors, such as cost-effectiveness policy and transparency goals for external accountability. Nurses feel pressured to increase productivity and report a high administrative workload. They stated that these factors will not improve patient experiences of the quality of nursing care.

Patients said that the nurses have the skills to analyze, review and judge different situations in the medical field. It may be an emergency or a sudden casualty. They take accurate and suitable actions considering the incident. They can't get annoyed and lose temper because it can result into fatal situations. A patient feels lonely and frustrated at the time of illness or any treatment. At this time, it is the nurse who acts as a confidant to the patient. The nurse provides the best possible care for them. Also, the patients receive mental support, which helps them to recover soon.

The activities of a nurse directly affect the life of a patient, and that's why there is no room for any mistake or error. So nurses have to carry out all of their work without any negligence. Nurses were responsible and alert at the time of emergencies and causalities.

The average mean of patients' satisfaction in terms of technical quality was 3.64 which described as 'satisfied'. A concern about asking patients about the quality of their care is that patients tend to be more satisfied by attractive healthcare than by effective healthcare, and satisfaction reports may not give good information about the ability of a hospital, doctor, or treatment to improve their health. Despite these concerns, more and more research has established patients' satisfaction as a valid and reliable measure of customer behaviors and organizational performance.

Patients were generally friendly and would engaged to public expression of trust, confidence, admiration, recognition towards their nurses.

In terms of communication, nurses give clear and simple instructions to patients had a one hundred percent success in the achievement of the desired output of the nurses.

This means the nurses were able to provide information with their patients. The nurse-respondents said that their patients were always informed of the scope of precautions they have taken into. The group communication was very important they said because they were able to maximize the use of time in providing the information to the class instead of individual communication.

4. CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

Based on the findings, the following conclusions are hereby drawn:

1. The performance of nurses was high.
2. The clients are satisfied with the performance of the nurses.

Recommendations:

In view of the conclusions, the following recommendations are hereby advanced:

1. Relationships with the patients should not solely be based on job descriptions but also on a personal level because the patients would serve a pool of information as to where the quality of the hospital levels in terms of its services, facilities and the like.
2. Factors affecting job performance should be given attention by the hospital authorities as this would lead to the achievement of the set high goals and target performance level of the hospitals. Job performance could be enhanced by devising a program for nurses' training and seminars as this would orient health care workers on the importance of hospital as an organization. That the hospital personnel should establish a harmonious relation to the community for them to support hospital activities.
3. Other factors or indicators should be added and a continuum for further research work for this area on job performance vis-à-vis client satisfaction must be a conscious effort among researchers, administrators and graduate/post graduate students.

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