

Determinants of Patient Satisfaction (PS) in Public Health Service Organizations (PHSO) in Eastern Province of Sri Lanka

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Abstract

Satisfaction is satisfying the needs and desires of the consumer (Bester field, 1994). In case of public health service organizations, patient satisfaction is vital. Research attempts to determine factors affecting patient satisfaction in PHSOs; know the reliability and validity of items & factors of patient satisfaction and create a mathematical equation model for factors of patient satisfaction. Researcher selected 100 employees from only 3 government hospitals in Addalaichenai Divisional Secretariat of Ampara District. Data have been collected during the period of first quarter of 2013. Collected questionnaires have been analysed by a factor analysis and regression analysis. Core services, human element, non- human element and services cape factors have been identified as determinants of patient satisfaction in public health service organizations. Cronbach alpha for core service, human element of the service, non- human element of the service and services capes are 0.819, 0.626, 0.965 and 0.783 respectively. Most of the items in factors have higher validity. Values of KMO for items of core service, human element of the service, non- human element of the service and services capes are 0.500, 0.554, 0.697 and 0.610 respectively. These values indicate that content and convergent validity are higher. Discriminant validity are lower statistically. In this study, Log log model is the best fitted model than linear models since core services, human element of the service and non- human of the service factors in the model explain 94% of total variation for patient satisfaction.