

EFFECTS OF NURSES' COMMUNICATION ON PATIENT SATISFACTION IN HEALTH CARE SECTOR

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ABSTRACT

Background, Patient satisfaction is an essential tool of healthcare quality as it offers data on the service providers' success at living up to patients' desires and is a key element of patients' point of view behavioral aim. The point of this paper is first to evaluate the level of patient satisfaction, and second, to anticipate the connection between patient satisfaction of healthcare nurses and an arrangement of financial and healthcare policy markers. **Objectives**, The objective of this research is to check the knowledge and role of staff communication and skills to increase patient satisfaction, to identify the strategies contribute to improved patient satisfaction, and to identify the contribution nurses address patient's issues. **Material and Methods** The said study was descriptive in its nature, so, a survey was conducted for this purpose. The survey was based on two parts. In first step, data was collected from the nurses in hospital. Secondly, data was collected from the patients of the hospital. In this questionnaire a five likert scale was used to measure the response of the respondents. The collected data was coded in SPSS and analyzed.

Key words: Patient Satisfaction, Communication, Medical work environment, Therapeutic administration.

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INTRODUCTION

Patient satisfaction has ended up being continuously notable, as an essential part in the estimation of nature of care. Satisfaction with restorative administrations is measure with a long history in the humanism. Nursing organization is a champion among the most key parts of improving office benefit. Noticing how things are looking through the patient's eye should be central bit of significant worth change. The level of patient satisfaction with nursing care is a basic pointer of nature of care gave in specialist's offices.¹ Patient satisfaction is a term that can be decoded contrastingly by patients and its criticalness can in like manner vary for one patient under different conditions. Patient's satisfaction some time viewed accordingly measure of human administrations providers. A satisfied patient is all the more anxious to endorse the specialist's office to give his or her care to others.²

Communication among patient and nursing staff joins essentially more than the development of information. In nursing, musings and feelings are transmitted and seen through communication. In any case, it must be raised, that nursing staff, disregarding their advanced education level don't approach patients since they have not understood the centrality and importance of communication.³ Patients are taught about their prosperity condition and with the course of the nursing staff pick about a run of the mill technique concerning their treatment.⁴ Communication is a constant methodology of information which persistently changes and trades according to the patient's needs. This system, be that as it may, requires understanding, the dedication of time or more all capacities concerning the nursing staff.⁵

The patient places high and an intuitive incentive on the social care gave by the nursing staff. Buyers of human administrations industry ask for

quality care and one measure of significant worth are patient's satisfaction. Patient's satisfaction is a marker of nature of care from patient's perspective. Patient's satisfaction is portrayed as patient's subjective appraisal of their scholarly and energetic reaction due to joint effort between their suspicion as for culminate nursing care and their impression of authentic nursing care.⁶ Importance of nursing care is to lift prosperity and to empower help, to teach and make patient by liberating his or her own specific resources.

The nursing care gave by support is seen as a most basic factor in the patient examination of their satisfaction with social protection. In case patient is content with therapeutic administrations got, this is sure for the person and for specialist and entire social protection affiliation.⁷

The medical chaperon work environment has been seen to be both particular and roundabout related to patient's satisfaction.⁸ Patient's satisfaction has been maintained thus measure of significant worth nursing care. Determinants nature of nursing care incorporates palatable skill, careful perspectives, reasonable correspondence, capable legitimate and managerial systems, and compelling cooperation. Patient satisfaction is an essential issue inside the human administration's industry. Wagner and Bear, 2008 indicates low scores in Communication with Nurse's zone for patient satisfaction in the examination unit.

A patient may compare nature of care to the manner by which it was passed on; in this manner when unsatisfied with their care, the patient may make an understanding of this into negative feedback on thinks about.⁹ It was anticipated that educating orderlies and the subordinate staff in the zone of correspondence would help their ability to interface with patients feasibly.¹⁰ Interminable supply of this issue, an endeavor course of occasions was characterized to facilitate the game plan and execution of the arranged intervention. So assessing patient satisfaction

can get new changes approach or modification in nursing care. Nursing care is seen as a locale subjected to contention, where the patient is seen both as a client and purchaser of therapeutic administrations. To upgrade nature of nursing care, medical overseers need to perceive what factors affect patient satisfaction. Nursing care accept the key part in giving satisfaction in this field. The issue of patient satisfaction as identified with communication with nurses has turned into an all-inclusive issue in social insurance associations the nation over. Patient's view of the kind of care they got amid the time of their hospitalization is critical for better and successful well being approaches.³

Objectives of the Study

- To check the role of nurses' communication knowledge and skills to increase patient satisfaction
- To identify the strategies, contributing to improved patient satisfaction
- To identify the contribution nurses address patient's issues

LITERATURE REVIEW

Woodward (2009).¹⁰ led an examination on execution of "patient adjusting" that concentrated on patient satisfaction and well being. The investigation bolstered the idea that adjusting gives patients the affirmation that somebody will beware of them intermittently. Consequently, rather than endeavoring to utilize the call light or ambulate to the restroom without help, they may hold up until the point that staff adjusting time.

The intercession was actualized with the charge nurse making routine rounds at two hour interims, concentrating on the torment, position, potty, and situation". At the finish of the investigation, it was shown that there was a noteworthy increment in patient satisfaction, diminishment in patients' utilization of the call light, and a decline in falls. As per Tea,¹¹ An investigation was directed on an orthopedic unit concentrating on "enhancing staff responsive-

ness to patients' needs and demands". Roughly 40,000 reactions from patients were broke down and it was accounted for that the fundamental determinant of patient satisfaction was "convenient reaction" to patient calls and needs. Whole examination was led so as to decide the answer for this issue. A model was figured concentrating on the most proficient method to perform viable hourly adjusting. The model was actualized in an orthopedic unit with content for the staff to use as they played out their hourly adjusting. An adjusting structure was likewise figured for the nursing pioneers to quantify the viability of the model. At the finish of the investigation, a change in patient satisfaction was noted.

This subjective examination with enlightening insights concentrated on assessing the nurse-patient communications and patients' discernment.¹² A semi exploratory examination was directed with a "nonequivalent control gathering".¹³ A sum of 129 Registered Nurses took an interest in the examination. Training sessions were given in relationship with viable utilization of the learning ability in the assigned units.

The investigation was directed more than five months These activities could in the end prompt enhanced patient satisfaction. Furthermore, obviously nurses were the essential channel through which patient satisfaction could be accomplished. Instructing nursing staff in regards to compelling communication with their patients could prepare for a positive nurse-patient connection. The market/chance examination was directed to assess the venture Strengths and Weakness, Opportunities, and Threats (Ware, 1978).

Findik¹⁴ led a cross sectional examination in 1100 bed healing facility in Turkey The point of the investigation was to survey patient satisfaction with nursing consideration and connection between patient attributes.

Laschinger.¹ led an investigation on a psychometric examination of patient satisfaction with nursing care quality poll; a significant way to deal with estimating satisfaction. Patient satisfaction with nursing care quality is a vital marker of nature of care gave in healing centers. distinguished the elements related with Patient satisfaction and dissatisfaction and chose the statistic qualities. Johansson et al., (2000) led a writing study on patient satisfaction with nursing care with regards to medicinal services.

The point of this investigation was to portray the impact on patient satisfaction as to nursing care with regards to human services. Lindgren et al., 2011 conducted a prospective study on the Karen instruments for measuring quality of nursing care in medical and surgical wards at a hospital in Sweden. The objective of this study was to further develop the instruments with regard to construct validity and internal consistency.

Muntlin et al., 2006 conducted a prospective, descriptive survey, to identify patient's perceptions of quality of care at an emergency department and areas for quality improvement. Study design was adopted and the study took place in one emergency department at a Swedish university hospital in 2002. Upreti, et al., (1994) conducted a study on a Survey of the quality of nursing care in three health districts in South Africa from March to August 2002.

The purpose of this study was to describe and compare the quality of nursing service and care in three health districts in the KwaZulu Natal Province. Five different aspects of care was evaluated; hand-over from one nursing shift to another, implementation of universal precautions, patient satisfaction, nursing records, management of chronic illnesses. All these aspects were evaluated using checklists based on record reviews or direct observation, except for patient satisfaction, which was evaluated by questionnaires.

METHODOLOGY

The basic objectives of this study were to check the effect of nurse's communication on patients' satisfaction. Basically, this study was descriptive and quantitative in nature, so quantitative data which was collected through questionnaire. The total no of patients and total number of nurses working in government hospital were large in number. So, it was much difficult to cover all the population and collect data from all the nurses and patients. So, to solve this problem, random sampling technique was used for data collection. For this purpose, 100 nurses and 100 patients from general hospital were randomly selected for the collection of data.

The purpose of using the questionnaire for data collection was that the population was literate, so they respond positively. Closed ended questions having five or two different scales according to the research requirements were used by keeping in view the limited time and feasibility of the respondent. The closed ended nature of questions also helped the researcher to focus on subject and time saving. For this, researcher conducted the survey and interviewing method to collect the data from nurses and patients which were randomly selected. Each question having five Likert scale used following five scales - Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. Some questions have two response scales.

RESULTS AND DISCUSSION

The coefficient of Cronbach's Alpha test is .812 of nurses communication with patients, which is

4.3 Reliability test Nurses Communication with Patients	
Cronbach's Alpha Reliability Statistics	
Cronbach's Alpha	N of Items
.812	24

4.4 Patients Satisfaction Reliability	
Cronbach's Alpha Reliability Statistics	
Cronbach's Alpha	N of Items
.901	19

Table 4.1 Demographic Information (Nurses)

		Frequency	Percentage
Age	18-28	35	48.6
	29-39	32	44.4
	Above 39	5	6.9
Marital Status	Unmarried	30	41.7
	Married	42	58.3
Education	BSN	32	44.4
	General Nursing	23	31.9
	Other	17	23.6
Experience	below 3 years	16	22.2
	3-10 years	30	41.7
	more than 10	26	36.1

Table 4.2 Demographic Information (Patients)

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Freq %	Freq %	Freq %	Freq %	Freq %
1 The role of greetings is important in making relationship with patient.	3 (4.2)	3 (4.2)	2 (2.8)	26 (36.1)	38 (52.8)
2 Asking the patient's name and calling him by name issuitable for making relationship.	10 (4.2)	2 (2.8)	5 (6.9)	37 (51.4)	25 (34.7)
3 Self-Introducing the nurse to the patient is not necessary	13 (13.9)	19 (26.4)	19 (26.4)	18 (25)	6 (8.3)
4 Self-explanation of nurse's role with regard to patient is not necessary.	30 (18.1)	21 (29.2)	5 (6.9)	20 (27.8)	13 (18.1)
5 The nurses communicate with patients to answer the questions	4 (41.7)	15 (120.8)	3 (4.2)	14 (19.4)	10 (13.9)
6 To communicate with patient, patient's request is not necessary.	3 (5.6)	6 (8.3)	9 (12.5)	22 (15.7)	31 (43.1)
7 Answering patient's questions and his worries about his problem is important.	3 (4.2)	5 (6.9)	13 (18.1)	19 (26.4)	32 (44.4)
8 Asking patient's comment on his problem and disease by the nurse is necessary.	2 (4.2)	5 (6.9)	3 (4.2)	47 (65.3)	14 (19.4)
9 The nurse should encourage patient to self-explain of his problem.	3 (2.8)	3 (4.2)	8 (11.1)	42 (58.3)	17 (23.6)
10 The way nurse listens to the patient without interruption is important.	1 (4.2)	5 (6.9)	5 (6.9)	26 (36.1)	33 (45.8)
11 Communicate with patient to Understand and accepting patient's emotions	1 (1.4)	8 (11.1)	8 (11.1)	17 (23.6)	38 (52.8)
12 Communication with patient is necessary for asking patient's health history	2 (2.8)	2 (2.8)	5 (6.9)	37 (51.4)	26 (36.1)
13 The nurse communication with patient is necessary to check the medicine and health status of the patient.	2 (2.8)	2 (2.8)	9 (12.5)	36 (50)	23 (31)
14 Defining the history and quality of patient's symptoms by the nurse is important.	6 (8.3)	8 (11.1)	33 (23.6)	17 (23.6)	23 (31.9)



15	Presenting the necessary guidance to the patient is not the nurse's responsibility.	6 (8.3)	19 (26.4)	20 (27.8)	17 (23.6)	10 (13.9)
16	Summarizing the interview and asking patient's by the nurse is necessary.	6 (8.3)	19 (26.4)	20 (27.8)	17 (23.6)	10 (13.9)
17	Expressing respect and attention to the patient by the nurse is efficient in making relationship.	2 (2.8)	2 (2.8)	9 (12.5)	36 (50)	23 (31)
18	The nurse should ask for patient's permission before any treatment and they should separate men and women.	2 (2.8)	2 (2.8)	13 (32.9)	33 (42.9)	22 (18.6)
19	Being honest in each step makes reliability between the nurse and patient.	1 (1.4)	3 (4.2)	10 (13.9)	32 (44.4)	26 (36.1)
20	The nurses communicate with patients for treatment satisfaction	2 (2.8)	2 (2.8)	9 (12.5)	36 (50)	23 (31)
21	Being confident makes a better relationship between the nurse and patient.	10 (13.9)	19 (26.4)	19 (26.4)	18 (25)	6 (8.3)
22	The nurses' communication causes the reliable treatment effects	13 (18.1)	21 (29.2)	5 (6.9)	20 (27.8)	13 (18.1)
23	Nurses communication with patients is very important for patients pr-calming	6 (8.3)	19 (26.4)	20 (27.8)	17 (23.6)	10 (13.9)
24	The role of nurses' communication is important in making under confidence for patient satisfaction	1 (1.4)	3 (4.2)	10 (13.9)	32 (44.4)	26 (36.1)

4	Nurses keep you informed about your conditions	3 (3.9)	15 (19.5)	16 (20.8)	32 (41.6)	11 (14.3)
5	Nurses show sympathy about your health care	13 (16.9)	14 (18.2)	9 (11.7)	28 (36.4)	13 (16.9)
6	Nurses are friendly and Kind with you	15 (19.5)	14 (18.2)	7 (9.1)	29 (37.7)	12 (15.6)
7	Nurses recognize your opinions and choices	10 (13.3)	16 (20.8)	13 (16.9)	31 (40.3)	7 (9.1)
8	Nurses have flexible behavior while dealing	3 (3.9)	22 (28.6)	12 (15.6)	47 (65.3)	14 (19.4)
9	Nurses helps to adjust schedules according to your needs	2 (2.8)	3 (4.2)	8 (11.1)	42 (58.3)	17 (23.6)
10	Nurses helps you quickly	3 (4.2)	5 (6.9)	5 (6.9)	32 (41.6)	8 (10.4)
11	Nurses things done very well	5 (6.5)	11 (14.3)	16 (20.8)	34 (44.2)	11 (14.3)
12	Nurses are always there to help you	7 (9.1)	12 (15.6)	10 (13)	29 (37.7)	19 (24.6)
13	Nurses know well about your care	7 (9.1)	12 (15.6)	9 (11.7)	32 (41.6)	17 (22.2)
14	Nurses serve you as you are at home	5 (6.5)	8 (11.1)	33 (23.6)	29 (17)	17 (23.6)
15	Nurses often visits to check that you are okay	5 (6.5)	16 (20.8)	19 (24.7)	28 (36.4)	19 (24.7)
16	Nurses manner going in going about their work	3 (3.9)	12 (15.6)	10 (13)	33 (42.9)	19 (24.7)
17	Nurses are willing to gave respond to your requests	6 (7.8)	14 (18.2)	3 (3.9)	30 (39)	24 (31.2)
18	Have you ever admitted to this hospital before?	2 (2.8)	2 (2.8)	13 (32.9)	33 (42.9)	22 (18.6)

		Frequency	Percentage
Age	18-28	33	42.9
	29-39	29	37.7
	31-35	15	19.5
Marital Status	Unmarried	17	22.1
	Married	51	66.2
	Widow/Divorced	9	11.7
Family Income	15000-25000	32	41.6
	26000-35000	27	35.1
	36000-45000	10	13.0
	46000-55000	5	6.5
	more than 55000	3	3.9
Nurses care	6	7.8	6
	22	28.6	22
	5	6.5	5
	26	33.8	26
	18	23.4	18

Table 4.2 Demographic Information (Patients)

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Freq %	Freq %	Freq %	Freq %	Freq %
1 Nurses have clear explanations about treatments and tests	16 (20.8)	7 (9.1)	8 (10.4)	29 (37.7)	17 (22.1)
2 Nurses help you to prepare for test and operations	6 (7.8)	5 (6.5)	24 (31.2)	32 (41.6)	10 (13)
3 Nurses communicate with you properly	10 (13.9)	19 (26.4)	19 (26.4)	18 (25)	6 (8.3)

greater than 0.7. It shows the reliability of questionnaire. The coefficient of Cronbach's Alpha test is .901 of patients' satisfaction with nurses' services, which is greater than 0.7. It shows the reliability of questionnaire 3 (4.2%) respondents strongly disagreed, 3 (4.2%) respondents disagreed, 2 respondents marked the neutral response, 26 (36.1%) respondents agreed and 38 (52.8%) respondents agreed 3 (4.2%) respondents strongly disagreed with the given statement. 2 (2.8 %) respondents disagreed with the given statement, 5 (6.9 %) respondents marked the neutral response. 37 (51.4 %) respondents agreed 10 (13.9%) respondents strongly disagreed with the given statement. 19 (26.4 %) respondents disagreed with the given statement, 19 (26.4%) respondents marked the neutral response. 18 (25.0%) respondents agreed with statement and

only 6 (8.3%) respondents agreed 13 (18.1%) respondents strongly disagreed with the given statement. 21 (29.2%) respondents disagreed with the given statement, 5 (6.9%) respondents marked the neutral response. 20 (27.8%) respondents agreed with statement and only 13 (18.1%) respondents agreed 30 (41.7%) respondents strongly disagreed with the given statement. 15 (20.8%) respondents disagreed with the given statement, 3 (4.2%) respondents marked the neutral response. 14 (19.4%) respondents agreed with statement and only 10 (13.9%) respondents agreed 4 (5.6%) respondents strongly disagreed with the given statement. 6 (8.3%) respondents disagreed with the given statement, 9 (12.5%) respondents marked the neutral response.

22 (30.6%) respondents agreed with statement and only 31 (43.1%) respondents agreed 3 (4.2%) respondents strongly disagreed with the given statement. 5 (6.9%) respondents disagreed with the given statement, 13 (18.1%) respondents marked the neutral response. 19 (26.4%) respondents agreed with statement and only 32 (44.4%) respondents agreed 3 (4.2%) respondents strongly disagreed with the given statement. 5 (6.9%) respondents disagreed with the given statement, 3 (4.2%) respondents marked the neutral response. 47 (65.3%) respondents agreed with statement and only 14 (19.4%) respondents agreed 2 (2.8%) respondents strongly disagreed with the given statement. 3 (4.2%) respondents disagreed with the given statement, 8 (11.1%) respondents marked the neutral response. 42 (58.3%) respondents agreed with statement and only 17 (23.6%) respondents agreed 1 (1.4%) respondents strongly disagreed with the given statement.

8 (11.1%) respondents disagreed with the given statement, 8 (11.1%) respondents marked the neutral response. 17 (23.6%) respondents agreed with statement and only 38 (52.8%) respondents agreed that 2 (2.8%) respondents

strongly disagreed with the given statement. 2 (2.8%) respondents disagreed with the given statement, 9 (12.5%) respondents marked the neutral response. 36 (50.0%) respondents agreed with statement and only 23 (31.9%) respondents agreed 6 (8.3%) respondents strongly disagreed with the given statement. 19 (26.4%) respondents disagreed with the given statement, 20 (27.8%) respondents marked the neutral response. 17 (23.6%) respondents agreed with statement and only 10 (13.9%) respondents agreed 2 (2.8%) respondents strongly disagreed with the given statement. 5 (6.9%) respondents disagreed with the given statement, 12 (16.7%) respondents marked the neutral response.

32 (44.4%) respondents agreed with statement and only 21 (29.2%) respondents agreed 2 (2.8%) respondents strongly disagreed with the given statement. 2 (2.8%) respondents disagreed with the given statement, 13 (18.1%) respondents marked the neutral response. 33 (45.8%) respondents agreed with statement and only 22 (30.6%) respondents agreed 5 (1.4%) respondents strongly disagreed with the given statement. 3 (4.2%) respondents disagreed with the given statement, 10 (13.9%) respondents marked the neutral response. 32 (44.4%) respondents agreed with statement and only 26 (36.1%) respondents agreed 1 (1.4%) respondents strongly disagreed with the given statement.

4 (5.6%) respondents disagreed with the given statement, 11 (15.3%) respondents marked the neutral response. 32 (44.4%) respondents agreed with statement and only 24 (33.3%) respondents agreed 1 (1.4%) respondents strongly disagreed with the given statement. 19 (26.4%) respondents disagreed with the given statement, 14 (19.4%) respondents marked the neutral response. 22 (30.6%) respondents agreed with statement and only 16 (22.2%) respondents agreed

Demographic Information (Patients)
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respondents agreed that 6 (7.8 %) respondents strongly disagreed with the given statement. 17 (22.1 %) respondents disagreed with the given statement, 11 (14.3%) respondents marked the neutral response. 24 (31.2 %) respondents agreed with statement and only 19 (24.7 %) respondents agreed 6 (7.8 %) respondents responded that nurses care service is bad, 22 (28.6%) respondents respond good service, and 5 respondents marked the poor response. 26 (33.8 %) responded very good and according to the 18 respondents which are 23.4 % of total respondents responded.

CONCLUSION

The obtained results indicated that the nurse's adequate way of communication has greater effect on patient's satisfaction. Patients are feeling more comfortable while nurses looking after the patients. It helps the nurses to treat patients well and in reward nurses also receive respect from patients. Basically, it is the responsibility and duty of nurses to deal fairly and effectively with patients.

Recommendations

- Nurses should communicate politely with the patients for their satisfaction
- Hospital management should provide enough training and proper rules for nurses to fairly and honestly deal with the patient
- Nurses should understand their responsibilities properly
- Nurses keep patience while dealing with the patients
- Patients should also treat the nurses properly and appropriately during check up Patients should also cooperate with the nurses for proper check up


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