

# Nursing Service Quality, Medical Service Satisfaction and Intent to Reuse the Hospital Services As Perceived by Health Care Consumers Admitted to Small and Medium-sized Hospitals

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**Abstract.** This study follows up on existing research on the satisfaction, expectations and perceptions of medical consumers in small to midsize hospitals to assess how the quality of nursing care, satisfaction with the medical services provided, and patient intent to reuse hospital services may correlate. The study subjects were located in four hospitals in Metropolitan G having between 100 to 300 beds, with 191 adult medical patients, all over 20 years-of-age, to conduct research using research methodology of Lee, Hye-Jin (2011), as amended, for patient satisfaction, and the methodology of Yoon Mi-Jin (2001) for the intent to reuse hospital services. As a conclusion of these findings, to increase the medical consumer satisfaction by fostering their ability to solve problems and to develop skills through educational programs.

**Keywords:** consumer satisfaction of nursing service quality, medical services, and intent to re-use hospital services

## 1 Introduction

Nurses are directly involved with patients at a hospital. Satisfaction with nursing service improves patient evaluation of the hospital. Better hospital evaluations increase customer intent to reuse the hospital. Based upon the results of previous studies, this descriptive and cross-sectional study is intended to strengthen competitiveness and respond on a broad basis to changing consumer service needs in a rapidly shifting health care market, to impact the expectations of nursing service and perceptions of nursing service quality, satisfaction with medical care provided, and intent to reuse the hospital services, of health care consumers admitted to small and medium-sized hospitals, and to assess the relationship between nursing service quality and intent to reuse of a hospital.

## 2 Methods

The study subjects were located in four hospitals in Metropolitan G having between 100 to 300 beds, with 191 adult medical patients, all over 20 years-of-age, to conduct research using research methodology of Lee, Hye-Jin (2011), as amended, for patient satisfaction, and the methodology of Yoon Mi-Jin (2001) for the intent to reuse hospital services. Data for analysis was collected by use of 191 surveys conducted from April 1 to April 30, 2013, using SAS 9.2 version call frequency and percentage, mean and standard deviation, t-test, ANOVA, Pearson Correlation Coefficient for confirmation.

## 3 Results

1) The general characteristics of health care consumers were women (58.12%), who were more common than male subjects (41.98%), with an average age of 46.08 years-old, a slight majority of whom were college graduates (50.81%), their average monthly income stood at 4.69 million won, and they tended to make a hospital visit three times a month on average.

2) Reliability (4.32 points) was the highest factor that affected health care consumers' expectation of nursing service. Next came empathy (4.31 points), assurance (4.29 points), responsiveness (4.10 points), and tangibility (4.05 points) in decreasing order. 4.20 points was the average score cumulated by the five factors for the degree of expectations of nursing services. Also, assurance (4.22 points) was the highest factor that affected health care consumers' perception of nursing services. Next came, reliability (4.20 points), empathy (4.13 points), responsiveness (4.08 points), and followed by tangibility (3.90 points). The average score for the degree of perception of nursing service was 4.11 points.

3) Health care consumers' expectation of nursing services resulted in an average of 4.20 points, while the perceptions of such services averaged 4.11 points. Nursing service quality showed an average -0.09 points difference, and the degree of customer expectation was significantly higher than the degree of perception ( $t=2.26$ ,  $p=.025$ ). Looking at each factor of nursing service quality, tangibility -0.15 points ( $t=3.25$ ,  $p=.001$ ) and reliability -0.11 points ( $t=2.67$ ,  $p=.008$ ) were significantly lower factors.

4) As for health care service satisfaction and intent to reuse the hospital, 4.09 points were given for nursing service satisfaction, 4.01 points for satisfaction with other services than nursing, and an average of 4.05 points for health care service satisfaction. Intent to revisit the hospital yielded 4.05 points, intent to recommend the hospital to others resulted in 4.04 points, and intent to reuse the hospital came to 4.04 points on average perceived by health care consumers.

5) In summary, health consumer satisfaction with nursing service quality and

medical services ( $r=.41$ ,  $p<.001$ ), nursing service quality and intent to reuse the hospital ( $r=.36$ ,  $p<.001$ ), and medical service satisfaction and intent to reuse the hospital ( $r=.72$ ,  $p<.001$ ), were significantly correlated.

#### 4 Discussion

From the above results, it appears that the quality of nursing services will significantly impact the expectations and perceptions of the medical consumer concerning medical care and the intention of the consumer to reuse the hospital. Therefore, to increase the quality of nursing services, significant factors are improvements with respect to tangibles, reliability, as well as responsiveness, empathy, and safety. In addition, to increase the medical consumer satisfaction with the hospital facilities and system management, there must be continuous monitoring of the quality of nursing services and external customer satisfaction by fostering their ability to solve problems and to develop skills and capacity through educational programs.

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