

The Influences of Nurses' Satisfaction on the Patient Satisfaction with and Loyalty to Korean University Hospitals

Authors : Sung Hee Ahn, Ju Rang Han

Abstract : Background: With increasing importance in healthcare organization on patient satisfaction and nurses' job satisfaction, many studies have been conducted. But no research has been administered how nurses' satisfaction with healthcare organization influence patient satisfaction and loyalty. Purpose: This study aims to conceptualize nurses' satisfaction, patient satisfaction with and patient loyalty to hospitals using a hypothetical linear structural equation model, and to identify the significance of path coefficients and goodness of fit index of the structural equation model as well. Method: A total of 2,079 nurses and 6,776 patients recruited from 5 university hospitals in South Korea participated in this study. The data on nurses, including ward nurses and outpatient nurses, were collected from June 24th to July 12th, at the 204 departments of the 5 hospitals through an on-line survey. The data on the patients, including both inpatients and outpatients, were collected from September 30th to October 24th, 2013 at the 5 hospitals using a structured questionnaire. The variable of nurses' satisfaction was measured using a scale evaluating internal client satisfaction, which is used in SSM Health Care System in the US. Patient satisfaction with the hospital and nurses and patient loyalty were measured by assessing the patient's intention to revisit and to recommending the hospital to others using a visual analogue scale. The data were analyzed using SPSS version 21.0 and AMOS version 21.0. Result: The hypothetical model was fairly good in terms of goodness of fit ($\chi^2= 64.897$ (df=24, $p < .001$), GFI=.906, AGFI=.823, CFI=.921, NFI=.951, NNFI=.952, RMSEA=.114). The significance of path coefficients includes followings 1)The nurses' satisfaction has significant influence on the patient satisfaction with nurses. 2)The patient satisfaction with nurses has significant influence on the patient satisfaction with the hospital. 3)The patient satisfaction with the hospital has significant influence on the patients' revisit intention. 4)The patient satisfaction with the hospital has significant influence on the patients' intention to the recommendations of the hospital. Conclusion: These results provide several practical implications to hospital administrators, who should incorporate ways of improving nurses' and patients' satisfaction with the hospital into their health care marketing strategies.

Keywords : linear structural equation model, loyalty, nurse, patient satisfaction

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