

AN EVALUATION OF PATIENT SATISFACTION WITH THE QUALITY
OF SERVICE. A CASE OF UNITED BULAWAYO HOSPITALS

BY

JOICE NDABAZOKUFA

STUDENT NUMBER: N01417037M



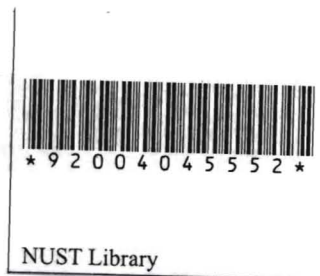
SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS OF
THE EXECUTIVE MASTER OF BUSINESS ADMINISTRATION DEGREE
IN THE GRADUATE SCHOOL OF BUSINESS. NATIONAL UNIVERSITY
OF SCIENCE AND TECHNOLOGY

SUPERVISOR

MRS OGWATE -HALL

JUNE 2016

LIBRARY NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY P.O. BOX 346 BULAWAYO ZIMBABWE		
DATE	ACCESSION	CLASS No
16/10/18	SC 18/1039	



ABSTRACT

Patient satisfaction is a useful measure to provide an indicator of quality in healthcare and needs to be measured frequently, with the aim of improving patient satisfaction with health service care. This descriptive survey was carried out to assess inpatient satisfaction with the quality of health care service at UBH. The objectives of the study were to assess the level of patient satisfaction, to identify organisational factors that influence patients' perception of quality, to evaluate the gap between patient expectations and their perception of service quality. It is hoped that identification of the service quality gaps will assist in planning for the corrective measures and improvement of service quality. In this study a sample of 157 respondents was selected using convenience sampling method. This method was deemed appropriate because of time constraints.

Pre structured questionnaires were used as research instruments. Both quantitative and qualitative data were collected and quantitative data analysed using the SPSS 23.0. Data were then interpreted and used to answer research questions. Using the SERVQUAL scale, it was concluded that there is an overall negative score of $-0,1025$, which is an indication that patients' expectations are not being fully met by the hospital. The largest gap score was for tangibles ($-0,1924$), followed by reliability ($-0,1629$) and assurance ($-0,1465$). For the dimension responsiveness, the level of dissatisfaction is better compared to tangibles, reliability and assurance. Positive scores were obtained for the empathy and commitment factors, indicating that there is room for improvement. Sixty seven per cent of the respondents indicated that they would like to be readmitted at UBH again if they get ill, provided steps are taken to rectify the noted deficits.

The general impression is that patients are dissatisfied with the quality of health care service provided at UBH. It is hoped that results of this study will contribute to quality improvement activities at UBH to improve the level of patient satisfaction with the quality of service.

The key recommendations were to conduct biannual patient satisfaction surveys using a structured questionnaire, and a sample questionnaire was proposed. It was also proposed that Xray and laboratory departments provide twenty four hour services; stepping up of quality improvement efforts with a vision of having the hospital ISO certified and consider partnering with private pharmacies to avail medicines for patients.

The results and information from this research will provide extra information concerning customer needs, wants and their satisfaction. It will also contribute to research as it sets the ground for future research in measuring service quality for inpatients in public hospitals in Zimbabwe.