The relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State.

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ABSTRACT

Understanding factors that inhibit or promote consumer satisfaction will aid management not only to identify its strengths and limitations but also on how to adequately channel its efforts in improving service delivery. The relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State was determined. Two hundred (200) copies of questionnaires were designed and distributed to the respondents. Out of the 200 Questionnaires distributed, 178 (89%) were completed and returned while 22 (11%) were not returned. The result of this research showed that medical personnel listen to patient complians, 67 respondents choose very great extent option, 56 respondents choose great extent option, 30 respondents choose moderately option, 23 respondents choose low extent option. 2 respondents choose very low extent. The mean and standard deviation were 3.915 and 0.0717 respectively. Respondents responded on the question item that medical personnel do not discriminate patient due to their health status, 69 respondents choose very great extent option, 40 respondents choose great extent option, 51 respondents choose moderately option, 18 respondents choose low extent option. 0 respondents choose very low extent. The mean and standard deviation were 3.898 and 0.0710 respectively. Respondents responded on the question item that medical personnel relate with patient very well, 58 respondents choose very great extent option, 51 respondents choose great extent option, 46 respondents choose moderately option, 16 respondents choose low extent option. 7 respondents choose very low extent. The mean and standard deviation were 3.769 and 0.0657 respectively. Respondents responded on the question item that medical personnel respect patient opinions, 57 respondents choose very great extent option, 57 respondents choose great extent option, 48 respondents choose moderately option, 8 respondents choose low extent option. 8 respondents choose very low extent. The mean and standard deviation were 3.825 and 0.0681 respectively. In conclusion, Medical personnel friendly attitude has significant positive relationship with patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State(r - statistics (0.710), P-values (0.000).

Keywords: Medical personnel, friendly attitude and patient satisfaction

INTRODUCTION

Human resources management in health care is a critical resource for an effective delivery of health care service because it determines the volume, variety and quality of health care services [1,2,3]. For this reason, it is especially important to develop policies regarding health care human resources in the planning, delivery and improvement processes of the health services in countries [4,5,6]. With the implementation of Health Transformation Program in 2003, the Ministry of Health in Imo State Nigeria recognized the fact that the effective management of health professionals was essential and because of this the Ministry of Health planned to form a "workforce equipped with knowledge and skills, and working with high motivation" in the health system to be implemented in the future. Under this topic, the current status of the human resources was assessed and planning to address the problems identified was undertaken [7]. Some of the actions undertaken by the Ministry of Health are guaranteeing proper staffing levels and distribution, policies to increase transparency in personnel appointment, and the introduction of training programs for

primary care physicians and their support personnel, service institution managers, and nurses [8]. The Ministry of Health is arranging a series of policies like additional payment based on performance intended to increase the motivations of its workers and is making efforts to determine the extent that work attitudes, such as interest, commitment, and professional fulfilment, are related to motivation and determining what influences these factors and establishing policies, processes and procedures to increase and maintain workforce motivation [9,10]. To assist with these efforts, the Ministry of Health undertook this study, "Healthcare Employee Satisfaction Survey", in 2009 in all the areas of the country covered by the Health Transformation Program. There is increasing pressure on medical care organizations to improve on the quality and focus of their service delivery to meet increasing patients' satisfaction [11]. Medical care organizations therefore embark on research projects to discover new and better ways of keeping abreast with changing patients demand and how best to adequately satisfy these demands. In fact there are several reasons why a medical care organization may conduct consumer satisfaction research [12]. It could be as a result of self-desire and a key strategy to improve on its processes [13]. This can either be motivated by a quest to improve on the processes thereby reducing cost or a quest to improve customer satisfaction and thereby retaining old patients while attracting new ones [14]. For any of the above reasons the organization has the underlying objective of remaining relevant and competitive. The need to carry out the research could also be as a result of pressure from regulators, third-party payers and consumers demand for improved services [15]. Whatever the case may be the research project provides avenue for the organization to get relevant feedback to improve on its processes and services and also show consumers that their opinions are critical to the development of more consumer focused services [16]. An improved and customer centric service delivery will end up bringing the desired patients satisfaction. So in essence patients' satisfaction research projects aim to basically measure consumers' perception on the quality and value of services they receive [17]. The organization conducting the research can use the knowledge gained from the research to improve its services by changing the way the services are offered, modifying the content and quality of the services to properly suit the customers' desires. Organizations can use it to evaluate the level of performance delivered by other organizations that may have been contracted to render particular services. According to [18], other attitudinal deficiencies reported among primary health care staff include discrimination of patients/clients based on their status and influence, lack of respect and compassion towards patients, careless and frivolous comments on patients by staff, unfriendliness and insensitivity to patients problems, laxity in dealing with patients waiting for attention, abandonment of place of work for personal gains, mismanagement of fund, drugs and other health care materials, drug leakage and illegal drug selling. As emphasized by [19], the poor attitude exhibited by the available primary health care staff on daily basis at the health center may have contributed greatly to the unimaginable record of performance of the primary health care system of Nigeria. On the note it is important to examine the relationship between medical personnel attitude andpatients satisfaction in out-patient department in Federal Medical centre Owerri Imo State Nigeria.

Objectives of the Study

The main objective of this study is to evaluate the relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State.

Research Hypothesis

These null hypothesis is formulated as follow:Medical personnel friendly attitude has no relationship with patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State.

RESEARCH METHODOLOGY
Area of Study

The area of study is Federal Medical centre Owerri Imo state, Nigeria. The choice of location is based on interest and proximity to the researcher. Again, another reason for chosen area of study is for effective coverage and cost minimization. Imo is one of the 36 states of Nigeria and lies in the South East of Nigeria. Imo state was created on February 3, 1976 out of the former East Central state under the leadership of the late military ruler of Nigeria, Muritala Muhammad. Owerri is its capital and largest city. It is located between Anambra State in the North, Rivers State in the South, Akwa Ibom State to the East and on the West by Delta State. The state lies within latitudes 4°45'N and 7°15'N, and longitude 6°50'E and 7°25'E with an area of around 5,100 sq km. The economy of the state depends primarily on agriculture and commerce. It is named after the Imo River which flows from the uplands of the state around Okigwe into the Atlantic ocean. Imo state is part of Igboland and the original inhabitants are lgbos, a culturally homogeneous group. lgbo is the language spoken throughout the state with different dialects spoken in different parts. Some other major towns in Imo state are Okigwe, Oguta, Orlu, Mbaise, Uzoagba and Emekuku. The state is rich in crude oil, natural gas and fertile, arable agricultural land. Part of it was split off in 1991 as Abia State, and another part became Ebonyi State. Imo State is divided into twenty seven local government areas (LGAs), and three senatorial zones. Each local government area is headed by a chairman who leads the executive arm which also has the deputy chairman and supervisory councilors. The legislative arm of the Local Government area is made up of elected councillors from each ward in the local government area. The twenty seven local government areas in Imo state are: Aboh-Mbaise, Ahiazu-Mbaise, Ehime-Mbano, Ezinihitte, Ideato North, Ideato South, Ihitte/Uboma, Ikeduru, IsialaMbano, Isu, Mbaitoli, Ngor-Okpala, Njaba, Nwangele, Nkwerre, Obowo, Oguta, Ohaji/Egbema, Okigwe, Orlu, Orsu, Oru East, Oru West, Owerri-Municipal, Owerri North, Owerri West, Unuimo.

Research Design

Research design is a descriptive sample survey. This is an investigation in which only part or sample of the population is studied and the selection is made such that the sample is representative of the whole population. Information gathered must be able to be generalized to the whole population and thus a sample survey is useful for development and planning purposes.

Sources of Data

The major sources of data/information for the study are the primary and secondary data sources. A primary data source is an original data source, that is, one in which the data are collected firsthand by the researcher for a specific research purpose or project. Primary data can be collected in a number of ways. However, the most common techniques are self-administered surveys, interviews, field observation, and experiments. Primary data collection is quite expensive and time consuming compared to secondary data collection. Notwithstanding, primary data collection may be the only suitable method for some types of research. In the conduct of research, researchers rely on two kinds of data sources—primary and secondary [20]. The primary data refers to first hand information this include data collected from the field using instruments of questionnaires, interview and observation. The secondary sources of information relating to the study were gathered from already documented recorded on the aspects of performance of the subject which include textbooks, lecture notes, journals, newspaper, magazines and internet media which help to get empirical research work for this research study.

Population the Study

The population of the study comprises of the Health-care staff and Health administrative staff in federal medical centre Owerri Imo State. The choice for Table 1: only Health-care staff and Health administrative staff was because of nature of this study. The population of respondents was 686.

Categories Medical Personnel	Total
Administrative Personnel	213
specialist Dentist/ Family Practitioner	183
Pharmacist/ Doctor	88
Nurse and Midwife	202
	686

Source: Hospital Data Bank, 2018

Sample Determination and Sampling Techniques

This study employs purposive and simple random sampling. In this type of sampling, the researcher includes in the sampling only those that posses some given characteristics and are ready and willing to be part of the study and they selected randomly. [21], sampling technique is applied to narrow down the population to a researchable size (sample size). This sampling technique is simple in computation.The formulae is written as

$$N = \frac{Z^2\ N\ P\ Q}{N\ e^2 + Z^2\ P\ Q}$$

Where n = Sample Size

Z = normal distribution (1.19)

P = Proportion of population likely to be included in the sample (5% or 0.5)

Q = proportion of population not likely to be included in the sample (5% or 0.5)

E = margin of error 0.5

N = Target population

$$N = \frac{(1.96)^2 * 686\ (0.5)\ (0.5)}{686\ (0.05)^2 + (1.96)^2 (0.5)\ (0.5)} =$$

$$\frac{3.3416 * 686 * 0.25}{686(0.0025) + 3.3416(0.25)} = \frac{573.0844}{1.715 + 0.8354}$$

$$\frac{573.0844}{2.5504} = 224.703733$$

So, the sample size was proximately 224 In order to ensure equitable representation of each unit, the Bowley proportional statistical was adopted to get proportionate sample of each unit. The formular is nh = $\frac{nNh}{N}$

Table 2:The proportionate Sample

Categories Medical Personnel	Total	Computation	proportionate Sample
Administrative Personnel	213	224*213/686= 70	70
specialist Dentist/ Family Practitioner	183	224*183/686= 60	60
Pharmacist/ Doctor	88	224*88/686= 29	28
Nurse and Midwife	202	224*202/686= 66	66
	686		224

Source: Field Survey 2018

Instruments for Data Collection

This research utilized the qualitative methods of data collection such as responses gotten from questionnaire administered. The research work used both primary sources for data collection. In primary sources, open – ended

questions were designed and sent to all respondents to obtain their opinions. The five point Likert Scale will be used in the questionnaire. The five points Likert Scale will be used in analyzing the questionnaire. Then, the five point rank weight follows theseorder of very low extent (1), Low extent (2), Moderate (3), Great extent (4), and very great extent (5). In addition, a back-up interview was carried out with few carefully selected respondents in order to affirm the information obtained from questionnaires.

Method of Administration of the Research instrument

Research questionnaire wasgiven to the people scientifically selected for this study. They were required to either circle or tick the option that best suited their choice and also fill the blank spaces where necessary. To avoid delay and the materials are collected at the spot to ensure high percentage return of the questionnaire, they were distributed by hand and collected after the respondents have duly completed them. This study makes use of research assistant to collect already filled questionnaires from respondents and the researcher will collect those ones he distributed.

Validation of Research instruments

The instrument for data collection (questionnaires)is given to three validates who are specialists in the research and field of management who have vetted it in terms of appropriateness of content, clarity of words and relevance to the objective of the study. This is to ensure that the research study come up with correct formalities and measure what it meant to measure. The corrections made by the three validates were used in the final draft of the instruments to establish the face validity, content validity and construct validity.

Reliability of Research instruments

This measures the consistency between independent measurements of the same phenomenon. In other to ascertain that the instruments are reliable, the study adopted the test-retest method in which 14 copies of the questionnaire were distributed to a set of selected respondents twice in two different occasions (7 copies to each set of respondents). The instruments is collected afterwards and re-administered for the second time. Using the Cronbach's Alpha correlation coefficient of reliability, the outcome of the test-retest resulted to 72 percent reliability of the research instrument (questionnaire).

Method of Data Analysis

To ensure appropriate evaluate the relationship between medical personnel attitude and patient satisfaction in out-patient department in Federal Medical centre Owerri Imo state Nigeria, the research questions will be analyzed using arithmetic mean and standard. The research hypotheses will be tested with Pearson moment product correlation testwhile table will used for data presentation. The single correlation analysis method was used to analyze the effect of independent variables on dependent variables. This will enable us to determine the strength of the intercept term and the slope of the coefficient and how they affect both the regressor and regress and in the model specification. The correlation analysis method technique was chosen because of its basic properties of Best Linear, Unbiased & Efficient (BLUE) estimators. It is best for impact analysis. The methods of data presentation are table and simple percentage. Statistical Package for Social Science (SPSS) is the computer Application Software that was used for the data analysis.

PRESENTATION AND ANALYSIS OF DATA
Table 3: Summary of Questionnaires Distributed

Questionnaires Distribution	Frequency	Percentage
Questionnaires distributed	200	100%
Returned Questionnaires	178	89%
Not Returned Questionnaires	22	11%

Sources: Field Survey, 2019

Two hundred (200) copies of questionnaires were designed and distributed to the respondents. Out of the 200 Questionnaires distributed, 178 (89%) were completed and returned while 22 (11%) were not returned. Therefore, 89 percent respondents were a good representation.

Demographic Distribution of Respondents
Table 4: Details of Respondents by Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	40.4	40.4	40.4
	Female	106	59.6	59.6	100.0
	Total	178	100.0	100.0	

Source: Field Survey, 2019.

This is frequent table of gender, it shows that 72 male respondents participated in the field survey given forty (40) percent and 106 female respondents participated in the field survey given fifty nine (59%) percent.

Table 5: Details of respondents by Age Bracket

Age Bracket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 yrs	19	10.7	10.7	10.7
	31-40 yrs	96	53.9	53.9	64.6
	41-50 yr	46	25.8	25.8	90.4
	50 and Above	17	9.6	9.6	100.0
	Total	178	100.0	100.0	

Source: Field Survey, 2019.

The survey shows several Age brackets of the respondents, the respondents who are at the age bracket of 20-30 yrs were nineteen in number given eleven percent (11%), the respondents who are at the age bracket of 31-40 yrs were ninety six in number given fifty four percent (54%), the respondents who are at the age bracket of 41-50 yrs were forty six in number given twenty six percent (26%), the respondents who are at the age bracket of 50 and above yrs were seventeen in number given ten percent (10%).

Table 6: Details of respondents by Marital Status

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	82	46.1	46.1	46.1
	Married	83	46.6	46.6	92.7
	Widow/widower	13	7.3	7.3	100.0
	Total	178	100.0	100.0	

Sources: Field Survey, April. 2019.

The survey shows several marital statuses of the respondents, the married respondents were 82 in number given forty six percent (46%), the single respondents were eight three in number given forty seven percent (47%), the widow/widower respondents were thirteen in number given seven percent (7%).

Table 7: Details of respondents by Qualifications
Qualifications

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FLSC	15	8.4	8.4	8.4
	SSCE	29	16.3	16.3	24.7
	NCE/OND	45	25.3	25.3	50.0
	B.sc/B.A	86	48.3	48.3	98.3
	M.sc/MBA	3	1.7	1.7	100.0
	Total	178	100.0	100.0	

Sources: Field Survey, April. 2019

The survey shows several academic qualifications of the respondents, the holder of FSLC respondents were fifteen in number given eight percent (8%), the holders of WASC/SSCE honour were twenty nine in number given sixteen percent (16%), the holders OND/NCE certificate were forty five in number given twenty five percent (25%), holders of BA/B.sc were one hundred and twelve in number given twenty eighty percent (28%), OND/NCE holders are one hundred and five in number given twenty six percent (26%), holders of B.sc/B.A were eight six in number given forty eight percent (48%), MA/M.sc/ holders were three in number given two percent (2%).

Table 8:Details of respondents by length of service
Length of Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 yrs	16	9.0	9.0	9.0
	6-15 yrs	35	19.7	19.7	28.7
	16-25 yrs	75	42.1	42.1	70.8
	26 and above	52	29.2	29.2	100.0
	Total	178	100.0	100.0	

Sources: Field Survey, 2019

The survey shows detail of respondents by the length of service. The respondents who have stayed in the industry from zero to five years were sixteen in number given nine percent, the respondents who have stayed in the industry from 6 to 15 years were thirty five in number given nineteen percent, the respondents who have stayed in the industry from 16 to 25 years were seventy five in number given forty two percent and the respondents who have stayed in the industry from 26 and above were fifty two in number given twenty nine percent.

Table 9: Details of respondents by position in the Organization
Staff Position

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Health-care Personnel	72	40.4	40.4	40.4
	Admin Health-care Personnel	106	59.6	59.6	100.0
	Total	178	100.0	100.0	

Sources: Field Survey, 2019

The survey shows detail of respondents by the position of organization. The respondents who were health-care personnel were seventy two given fifty nine (59) and the respondents who were Admin health-care personnel were one hundred and six in number given fifty nine (59) percent.

Data Analysis

The Likert scale used in this study has five points, namely; very low extent (1), Low extent (2), Moderate (3), Great extent (4), and very great extent (5). Each of these categories is assigned number ranging from VLE = 1, LE = 2, moderate = 3, Great extent = 4, and Very great extent = 5. The mean is then;5+4+3+2+1 = $\frac{15}{5}$

= 3

Then we consider it appropriate to take as accept the option (question item) if the computed weighted mean of responses is 3 and above, otherwise, we consider we reject opinion (option).

Question one: What is the relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State? Table 10: Responses of the respondents on what is the relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State?

S/N	Questionnaire Item	VGE(5)	LA(4)	M(3)	LE(2)	VLE(1)	Mean	SD
1	Medical personnel listen to patient complains	67	56	30	23	2	3.915	0.0717
2	Medical personnel do not discriminate patient due to their health status	69	40	51	18	0	3.898	0.0710
3	Medical personnel relate with patient very well	58	51	46	16	7	3.769	0.0657
4.	Medical personnel respect patient opinions	57	57	48	8	8	3.825	0.0681

Source: Field Survey, 2019
Mean Score = $\frac{65*5 + 56*4 + 30*3 + 23*2 +2*1}{178}$ = 3.915

This table shows that the respondents indicated their option on what is the relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State. Respondents responded on the question item that medical personnel listen to patient complians, 67 respondents choose very great extent option, 56 respondents choose great extent option, 30 respondents choose moderately option, 23 respondents choose low extent option. 2 respondents choose very low extent. The mean and standard deviation were 3.915 and 0.0717 respectively. Respondents responded on the question item that medical personnel do not discriminate patient due to their health status, 69 respondents choose very great extent option, 40 respondents choose great extent option, 51 respondents choose moderately option, 18 respondents choose low extent option. 0 respondents choose very low extent. The mean and standard deviation were 3.898 and 0.0710 respectively. Respondents responded on the question item that medical personnel relate with patient very well, 58 respondents choose very great extent option, 51 respondents choose great extent option, 46 respondents choose moderately option, 16 respondents choose low extent option. 7 respondents choose very low extent. The mean and standard deviation were 3.769 and 0.0657 respectively. Respondents responded on the question item that medical personnel respect patient opinions, 57 respondents choose very great extent option, 57 respondents choose great extent option, 48 respondents choose moderately option, 8 respondents choose low extent option. 8 respondents choose very low extent. The mean and standard deviation were 3.825 and 0.0681 respectively.

Test of Hypothesis One

H_0= Medical personnel friendly attitude has no relationship with patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State.

Table 11: Summary of Results for Hypothesis one
Correlations

		Medical Personnel Friendly Attitude	Paitent Satisfaction
Medical Personnel Friendly Attitude	Pearson Correlation	1	.701[**]
	Sig. (2-tailed)		.000
	N	178	178
Patient Satisfaction	Pearson Correlation	.701[**]	1
	Sig. (2-tailed)	.000	
	N	178	178

[**]. Correlation is significant at the 0.01 level (2-tailed).**SPSS Results**

In testing this hypothesis, medical personnel friendly attitude was regressed against patient satisfaction. The result of the bivariant correlation analysis summarized in table 11 shows the model to examine the relationship between medical personnel friendly attitude and patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State. The empirical result shows that the medical personnel friendly attitudehas positive relationship with patient satisfaction; it means that medical personnel friendly attitudehas positive and direct influence on patient satisfaction. Again, our empirical result shows that the Pearson product moment correlation analysis (r) was 0.701. The strength of relationship between the two variables was high. However, we reject the null hypothesis and conclude that Medical personnel friendly attitude has relationship with patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State.

CONCLUSION

The study concluded that medical personnel friendly attitude has significant positive relationship with patient satisfaction in Out-patient department in Federal Medical centre Owerri Imo State.

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