

Abstract

Rania El-Dakak

Factors Affecting Patient Satisfaction in Egyptian Private Hospitals

The purpose of this study is to identify the most important factors which form the “patient experience”, and to investigate the effect of the patient experience on patient satisfaction in private in-patient Egyptian hospitals. Further, the importance of the effect of demographic characteristics and the effect of cause of admission to the hospital on the relationship between the patient experience and patient satisfaction was examined. A proposed conceptual model that encompassed both hedonic and functional aspects of the service consumption experience was formulated. The uniqueness of the model lies in its emphasis and more adequate representation of the hedonic aspects of the service consumption experience that beg for additional research in the healthcare field. This emphasis on the hedonic aspects was seen to be vital as we now live in an “experience economy”, and one of the main corner stones of this economy is providing services that possess hedonic aspects. Example of hedonic elements is pleasant Healthscapes represented in “a pleasant environment and moderate application of ambient, physical, and psychological elements” that will often enhance the attractiveness of the otherwise utilitarian establishment. The adoption of hedonic consumption in healthcare is especially important as favourable atmospheric and tangible cues can make the hospital stay less stressful, thus offsetting expected negative experiences and can allow patients to be more psychologically prepared to receive the treatment, consequently contributing to better clinical outcomes which will reduce bed blocking and overcrowding. Quantitative research techniques were administered. Data was collected through a cross-sectional study only from those respondents who had been admitted as in-patients within the past year using face to face and self-administered questionnaires. Four hundred and nine questionnaires were administered to the respondents in hospitals, organizations and households in Alexandria city. After testing the hypotheses under study, correlation analysis discovered that the patient experience has a positive moderate relationship with patient satisfaction. and through regression analysis it was found out that certain SERVQUAL of Healthcare and Healthscape factors do explain the variance in patient satisfaction. The model included Tangibles, Courtesy, Ambient Conditions, Design Elements and Assurance constructs and explained 45.9 % of the variance in patient satisfaction.