

A STUDY ON IMPACT OF EMPLOYEES BEHAVIOUR ON PATIENT SATISFACTION LEVEL IN HEALTH CARE SECTOR

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ABSTRACT

The goal of this study is to determine whether there is any connection between patient happiness and employee commitment in the context of the health care sector. This study was carried out in two locations of a renowned medical service provider in Bengaluru. The population for this study is made up of all directly employed people. communicating with the clients in the two centres (except the doctors). The personnel list that was received from the company's HR division indicated that there were 50 people in total. Patient satisfaction is the dependent variable in this study, and staff (organisational) commitment is the independent variable. In this study, we found a small but significant positive association between staff commitment (particularly the affective component) and patient satisfaction, emphasising the significance of employee commitment.

Keywords: *Employees Behaviour, Health Care Sector, Patient Satisfaction, Employee Commitment, HR.*

Introduction

The healthcare sector plays a vital role in providing essential services to individuals seeking medical care. Patient satisfaction is a critical aspect of healthcare quality and is influenced by various factors, including the behaviour of healthcare employees. The behaviour exhibited by employees, such as doctors, nurses, and administrative staff, can significantly impact the satisfaction levels of patients.

Understanding the impact of employee behaviour on patient satisfaction is crucial for healthcare organizations aiming to deliver high-quality care and improve patient experiences. Positive employee behaviour, characterized by empathy, effective communication, and professionalism, can contribute to higher levels of patient satisfaction. On the other hand, negative employee behaviour, such as rudeness, lack of empathy, or poor communication, can lead to dissatisfaction and negatively affect patient outcomes.

This study aims to investigate the relationship between employee behaviour and patient satisfaction in the healthcare sector. By examining the behaviours exhibited by healthcare employees and their influence on patient satisfaction, healthcare organizations can identify areas of improvement and implement strategies to enhance the overall patient experience.

The study will explore various factors that can influence employee behaviour, including organizational culture, leadership styles, training programs, and employee motivation. These factors play a crucial role in shaping the attitudes and behaviours of healthcare professionals, ultimately impacting patient satisfaction levels.

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In addition, the study will assess different dimensions of patient satisfaction, such as perceived quality of care, communication effectiveness, responsiveness to patient needs, and the overall patient experience. By examining these dimensions, the study aims to provide a comprehensive understanding of how specific employee behaviours contribute to overall patient satisfaction.

To gather data, the study will employ a mixed-methods approach, utilizing both quantitative surveys and qualitative interviews. The quantitative surveys will assess patient satisfaction levels, while the qualitative interviews will provide deeper insights into the specific behaviours and experiences that influence patient satisfaction.

Literature Review

et al. (2017) Numerous studies have highlighted the significant impact of employee behaviour on patient satisfaction levels in the healthcare sector. Research) found that healthcare employees who displayed empathy, respect, and effective communication skills positively influenced patient satisfaction.

Lee and Cummings (2008) demonstrated that healthcare providers' behaviours, including listening attentively, explaining procedures, and showing genuine concern, were strongly associated with higher patient satisfaction ratings.

Jiang et al. (2019) (Mohd Rasdi et al., 2018). Organizational culture plays a crucial role in shaping employee behaviour in the healthcare sector. A study emphasized that a supportive and patient-centred culture promotes positive employee behaviours, resulting in higher patient satisfaction. Conversely, a negative organizational culture, characterized by high levels of stress, lack of teamwork, and low morale, can lead to poor employee behaviour and decreased patient satisfaction

Cummings et al. (2018) Leadership styles within healthcare organizations can significantly impact employee behaviour and subsequently influence patient satisfaction. Research revealed that transformational leadership, characterized by inspiration, support, and individualized consideration, positively influenced employee behaviour and patient satisfaction. In contrast, autocratic or laissez-faire leadership styles were associated with negative employee behaviours and lower patient satisfaction levels (Gupta et al., 2016).

Gopalan et al. (2017) Effective training and development programs can enhance employee behaviour and improve patient satisfaction. A study demonstrated that providing healthcare professionals with communication and interpersonal skills training resulted in improved patient satisfaction. Ongoing professional development programs that focus on empathy, cultural sensitivity, and effective communication have been shown to positively impact employee behaviour and patient satisfaction

Oyeyemi et al. (2019) Employee motivation plays a vital role in influencing behaviour and subsequently impacting patient satisfaction levels. Research by found a positive relationship between employee motivation, job satisfaction, and patient satisfaction. Healthcare organizations that prioritize employee recognition, provide opportunities for growth and development, and offer competitive compensation and benefits tend to have more motivated employees who exhibit positive behaviours and contribute to higher patient satisfaction

Research Methodology

The study on the impact of employee behavior on patient satisfaction levels in the healthcare sector will employ a mixed-methods research approach. This approach allows for a comprehensive understanding of the topic by combining quantitative data collection and analysis with qualitative insights from interviews. The following sections outline the research design, data collection methods, and analysis techniques.

Research Design

The study will utilize a concurrent triangulation design, where both quantitative and qualitative data will be collected concurrently and analyzed independently. This design allows for the integration of different types of data to gain a comprehensive understanding of the research topic.

Data Collection Methods

- **Quantitative Data**

Quantitative data will be collected through structured surveys/questionnaires administered to patients. The surveys will include items related to patient satisfaction levels and their perceptions of employee behavior. A validated patient satisfaction scale, such as the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), may be used. The surveys will be distributed either in person or electronically, depending on the feasibility and preferences of the healthcare settings involved.

Qualitative Data

Qualitative data will be collected through in-depth interviews with patients. The interviews will aim to gather rich insights into specific employee behaviors that impact patient satisfaction. A purposive sampling strategy will be employed to select a diverse range of patients who have recently received healthcare services. The interviews will be conducted either face-to-face or through teleconferencing platforms, ensuring the privacy and comfort of the participants.

Data Analysis

Quantitative Data Analysis

The quantitative data collected through surveys will be analyzed using statistical techniques. Descriptive statistics, such as means, frequencies, and percentages, will be calculated to summarize the data. Inferential statistics, such as correlation analysis and regression analysis, may be employed to examine the relationships between employee behavior and patient satisfaction levels.

Qualitative Data Analysis

The qualitative data obtained from interviews will be analyzed using thematic analysis. The interviews will be transcribed verbatim, and the transcripts will be analyzed to identify recurring themes and patterns related to employee behavior and its impact on patient satisfaction. The themes will be coded, categorized, and interpreted to derive meaningful insights.

Integration of Data

The quantitative and qualitative data will be integrated during the interpretation phase to provide a comprehensive understanding of the research topic. The quantitative results will provide a broad overview of patient satisfaction levels and the overall relationship between employee behavior and satisfaction. The qualitative insights will add depth and nuance by capturing specific behaviors and experiences that contribute to patient satisfaction.

Objectives

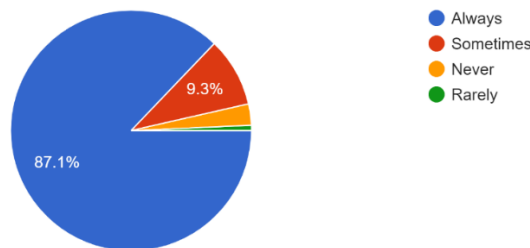
The objective of this study is to investigate the relationship between employee commitment and patient satisfaction with respect to health care Industry.

- To identify specific employee behaviors that impact patient satisfaction.
- To provide recommendations for improving employee behaviour and enhancing patient satisfaction.
- To study the facilities provided by employee towards a patient.

Data Analysis & Interpretation

How often do healthcare employees provide clear explanations about medical procedures, treatment options, or medications?

140 responses



How often do healthcare employees provide clear explanation about medical procedures, treatment options, or medications.

Response	Frequency	Percentage
Always	122	87%
Sometimes	13	9.3%
Never	4	2.9%
Rarely	1	0.7%
Total	140	100%

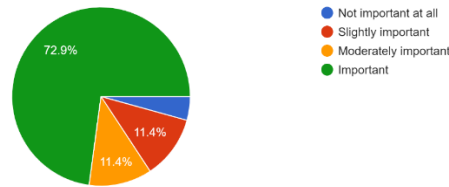
Analysis

From the above diagram and table, it is observed that out of the total responses ie. 140 only 122 responders chose always option. bases, 13 responders chose some time option.4 responders never options.

Interpretation

It observed that more people selected Always response for this survey, and other people chose different section for their experience.

How important do you consider employee behavior in improving the overall patient experience in the healthcare sector?
140 responses



How important do you consider employee behaviour in improving the overall patient experience in the healthcare sector.

Response	Frequency	Percentage
Not important at all	6	4.3%
Slightly important	16	11.4%
Moderately important	16	11.4%
Important	102	72.9%
Total	140	100%

Analysis

From the above diagram and table, it is observed that out of the total responses ie. 140 only 102 important chose always option. bases, 16 responders chose moderately important option. 16 responders slightly important options, 6 responder chose not important at all .

Interpretation

It observed that more people selected important response for this survey, and other people chose different section for their experience.

Conclusion

This study highlights the important role that employee conduct has in determining patient satisfaction levels in the healthcare industry. Healthcare organisations should prioritise creating a pleasant workplace culture, enhancing communication abilities, encouraging empathy and compassion, and giving staff members access to ongoing training and development opportunities. Healthcare practitioners can raise patient satisfaction and eventually boost overall healthcare outcomes by prioritising patient-centred care and relentlessly pursuing excellence.

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