



**UNIVERSITI PUTRA MALAYSIA**

***PATIENT SATISFACTION AMONG ADULT PATIENTS ATTENDING  
OUTPATIENT DEPARTMENT OF KLINIK KESIHATAN GREENTOWN  
IPOH,  
2017***

**MOHAMAD FADLI BIN KHARIE**

**FPSK(M) 2017 29**



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OUTPATIENT DEPARTMENT OF KLINIK KESIHATAN GREENTOWN IPOH,  
2017**

By

**MOHAMAD FADLI BIN KHARIE**

**Dissertation Submitted to the Department of Community Health, Faculty  
of Medicine and Health Sciences, Universiti Putra Malaysia in Fulfillment  
of the Requirements for the Degree of Master of Public Health**

**August 2017**

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**August 2017**

**Chairman : Dr. Rosliza binti Abdul Manaf, PhD**  
**Faculty : Medicine and Health Science**

**Introduction:** Klinik Kesihatan Greentown is a healthcare clinic, which caters up to 1000 patient attendances a day that covers up to 39564 populations. Several initiatives have been initiated to meet public expectation and to improve their satisfaction towards the healthcare services, yet Klinik Kesihatan Greentown still receives complaints and dissatisfaction among the patients. This study aims to assess the patient satisfaction among adult patients who attend outpatient department of the clinic.

**Objective:** To assess patient satisfaction among adult patient attending outpatient department of Klinik Kesihatan Greentown its determinant factors and predictors.

**Methodology:** A cross-sectional study using systematic random sampling was conducted among adult patients attending Klinik Kesihatan Greentown, Ipoh from April 2017 to Mei 2017. All adult patients who met the inclusion and exclusion criteria were sampled. Data were collected using a self-administered questionnaire. Data were analyzed using descriptive and inferential statistical method with significance level set at 0.05.

**Result:** The majority of respondents were Malay (53.9%) with age in the range of 21 to 40 years old (53.9%), having lower education (69.8%), working in non government sectors (42.9%) and having income less than RM 1200 (73.3%). 53.9% of the respondents were satisfied with the service and amenities offered

in Klinik Kesihatan Greentown. Majority of the respondents were also satisfied with all domains of the satisfaction except for the domain of physical environment where only 50.2% of the respondent satisfied with that aspect of the domain. Accessibility and has strong correlation to overall patient satisfaction and the strongest predictors. Continuity of care has weak correlation and was a weak predictor to overall patient satisfaction.

**Conclusion:** Klinik Kesihatan Greentown has a high patient satisfaction level. The information received from this study would be valuable for future intervention of quality improvement in the clinic.

**Keyword:** patient satisfaction; healthcare clinic, quality management

Abstrak disertasi yang dikemukakan kepada Jabatan Kesihatan Komuniti,  
Universiti Putra Malaysia sebagai memenuhi keperluan untuk  
Ijazah Sarjana Kesihatan Awam

**KEPUASAN PESAKIT DIKALANGAN PESAKIT DEWASA YANG  
MENGHADIRI JABATAN PESAKIT LUAR KLINIK KESIHATAN  
GREENTOWN, IPOH**

Oleh

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**Pendahuluan:** Klinik Kesihatan Greentown merupakan sebuah klinik kesihatan yang menerima sehingga 1000 kehadiran pesakit dalam sehari dan memberi perkhidmatan kepada 39564 populasi penduduk. Beberapa inisiatif telah dilakukan bagi memenuhi kehendak penduduk dan demi untuk meningkatkan kepuasan mereka terhadap perkhidmatan kesihatan namun Klinik Kesihatan Greentown tetap menerima aduan dan ketidakpuasan hati dalam kalangan pesakit. Kajian ini dilakukan untuk menilai kepuasan pesakit dalam kalangan pesakit dewasa yang menghadiri jabatan pesakit luar klinik ini.

**Objektif:** Untuk menilai kepuasan pesakit dewasa yang menghadiri jabatan pesakit luar Klinik Kesihatan Greentown, faktor-faktor penentu dan faktor peramal.

**Metodologi:** Satu kajian rentas menggunakan kaedah pensampelan rawak sistematik telah dilakukan dalam kalangan pesakit dewasa yang menghadiri Klinik Kesihatan Greentown melalui soal selidik daripada April 2017 sehingga Mei 2017. Semua pesakit dewasa yang memenuhi syarat akan disampel. Data dikumpul menggunakan soalan kaji selidik. Semua data telah dianalisa menggunakan kaedah statistik deskriptif and inferential dengan tahap signifikan ditetapkan pada 0.05.

**Keputusan:** Majoriti daripada responden terdiri daripada Melayu (53.9%) dalam lingkungan umur 21 hingga 40 tahun (53.9%), mempunyai taraf pendidikan

rendah (69.8%), bekerja di sektor bukan kerajaan (42.9%) dan berpendapatan kurang daripada RM 1200 (73.3%). 53.9% daripada responden berpuas hati secara keseluruhannya dengan perkhidmatan dan kemudahan di Klinik Kesihatan Greentown. Majoriti responden juga berpuas hati dengan domain-domain kepuasan pesakit kecuali domain persekitaran fizikal yang mana hanya 50.2% daripada responden berpuas hati dengan aspek domain tersebut. Kebolehcapaian mempunyai kolerasi yang kuat dan merupakan faktor peramal terkuat terhadap kepuasan pesakit. Kesenambungan penjagaan mempunyai kolerasi yang lemah dan merupakan faktor peramal yang lemah terhadap kepuasan pesakit secara keseluruhan.

**Kesimpulan:** Klinik Kesihatan Greentown mempunyai kadar kepuasan pesakit yang tinggi. Informasi yang diperoleh daripada kajian ini amat berharga untuk program intervensi bagi meningkatkan kualiti perkhidmatan klinik ini pada masa akan datang.

**Kata Kunci:** Kepuasan pesakit, klinik kesihatan, pengurusan kualiti

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I certify that a Dissertation Examination Committee has met on 3<sup>th</sup> August 2017 to conduct the final examination of Mohamad Fadli bin Kharie on his dissertation "Patient Satisfaction among Adult Patient Attending Outpatient Department of Klinik Kesihatan Greentown Ipoh, 2017" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Public Health

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## LIST OF ABBREVIATIONS

Abbreviation	Description
AOR	Adjusted odds ratio
CI	Confidence interval
<i>df</i>	Degree of freedom
IKU	Institute for Public Health Malaysia
IQR	Interquartile range
MOH	Ministry of Health Malaysia
NHMS	National Health Morbidity Survey
PMR	Penilaian Menengah Rendah
SD	Standard deviation
SPM	Sijil Pelajaran Malaysia
STPM	Sijil Tinggi Pelajaran Malaysia

## CHAPTER 1

### INTRODUCTION

#### Background

In a patient-centered care, providers are encouraged to be more sensitive, responsive and proactive in knowing and meeting patients' expectations, needs and preferences. Hence, patient satisfaction comes into the picture. Initially, patient satisfaction lingers around experience from clients and whether the service manages to meet or exceed their expectation. However, this concept only emphasizes on process' component of a service. This dimension been described as how a service is delivered, which focus more on providers' attitudes and facilities equipment. Over the years, other technical aspects of the service have been taken into account thus making the concept of patient satisfaction become more complex and sophisticated (Sitzia & Wood, 1997).

Patient satisfaction is principally assessed over several health service dimensions such as general satisfaction, technical quality, interpersonal aspects, communication, financial aspects, time spent with doctor, and the ease of contact or availability (Ganasegeran et al., 2015; Haliza, Rizal, & Raja Jamaluddin, 2003; Hizlinda et al., 2012; Pitaloka & Rizal, 2006). Observation on patients positive or negative reactions towards the process, procedure and environment of a healthcare setting are pertinent in the evaluation of healthcare quality (Crow et al., 2002).

Numerous patient satisfaction studies have been done since 1980. Initially, patient satisfaction's researches were done by large public hospital and private hospital focused mainly on their effort of service improvement. These studies were performed to fulfill the requirements for accreditation and also as incentives to clinical and non-clinical workers based on their patient satisfaction score (Detsky & Shaul, 2013).

Over the past 20 years in Malaysia, the numbers of studies on patient satisfaction have been increasing (Ganasegeran et al., 2015; Hizlinda et al., 2012). These studies were done in various settings of healthcare facilities such as in primary healthcare clinics (Haliza, Rizal, Raja Jamaluddin, & Noorhaida, 2005), various centers of hospital (Narimah et al., 2006) across multiple specialties like emergency department (Saiboon et al., 2008), dental (Tin-Oo et al., 2011), pediatrics (Aniza et al., 2011), and obstetrics and gynecology (Pitaloka & Rizal, 2006). Several factors contribute to the level of patient's satisfaction such as socio-demographic factors such as socioeconomic status, age and education level (Yunus, Nasir, Nor Afiah, Sherina, & Faizah, 2004); medical providers-related factors such as knowledge, skills, duration of

consultation, communication, manners, and attitude (Aniza & Suhaila, 2011; Hasyimah, Aniza, Ahmad Taufik, Jamsiah, & Azimatun Noor, 2014); and system-related factors such as equipment, facilities, accessibility, affordability, referrals, and continuity of care (Haliza et al., 2003, 2005; Hizlinda et al., 2012). These are the factors are commonly being evaluated in association with patient satisfaction.

In order to answer population needs and expectation, health infrastructures in Malaysia have improved drastically since independence in keeping with the development of the nation. Primary Healthcare clinics especially the outpatient department become the first level of encounters for the community to seek medical advice and treatment (Kamaliah, 2011). In Malaysia, primary care services are provided by both public and private primary care clinics. Ministry of Health Malaysia (MOH) mainly funds the public primary care sector. In 2015, there were about 1061 government health clinics, 1081 government rural clinics while at the same time there were 7146 registered private clinics in Malaysia (Ministry of Health Malaysia (MOH), 2015).

Klinik Kesihatan Greentown, which is the location of the study is a primary healthcare clinic located in the middle of the town in Ipoh, Perak, Malaysia. It is administratively under the jurisdiction of Kinta Health District Office. This clinic caters up to 1000 patients per day (Greentown Health Clinic, 2014). As a primary healthcare facility, it has an important role in being the first level of encounter that provides its community towards the healthcare service. This type of clinic provides a huge range of services comprising of curative, preventive, health promotion and rehabilitative services (Hizlinda et al, 2012).

Several initiatives have been initiated to answer public expectation and to improve their satisfaction towards the healthcare facilities. For instances, a Family Medicine Specialist is stationed here for expert consultation and to lead the team that consists of medical officers, paramedics, pharmacist and allied health workers. This clinic also provides lab services, x-ray department and pharmacy (Greentown Health Clinic, 2014). Furthermore it offers an extended service hour service until 10pm and applied lean healthcare initiatives to reduce patient waiting time (Perak State Health Department, 2015).

Despite the wide range of services and improved facilities, Klinik Kesihatan Greentown is still vulnerable to patient dissatisfaction and complaints. Like other primary healthcare facilities, it needs to face the challenge to be able to provide continuously patient-centered, safe and efficient healthcare. In 2015, Klinik Kesihatan Greentown received 10 complaints regarding their services and was listed among the health facilities that had highest number of patients' complaints in Perak (Perak State Health Department, 2015).

## 1.2 Problem Statement

Patient dissatisfaction rooted from the imbalance of population needs (disease burdens, increase of patients attendances) with the services that healthcare facilities able to provide (Ganasegeran et al., 2015).

Currently, public healthcare facilities in Malaysia have to face the surge of patient admissions and attendances. According to the National Health and Morbidity Survey (NHMS) of Malaysia conducted in 2015, there was an increase in the proportion of patients who sought care from the public healthcare providers (40.6%) compared to the previous NHMS in 2011 which was 37.1% (Institute for Public Health Malaysia, 2015). There was also a steady increase in patients' attendance to the primary healthcare. National Health Fact 2016 reported that there were 38,311,223 outpatient attendances to government health clinic in 2015 compare to 35,444,397 attendances in the previous year as reported through the National Health Fact 2015 ( MOH, 2015).

At the same time, primary healthcare providers also had to face the increase of disease burden among Malaysian particularly in non-communicable diseases. According to the NHMS 2015, the diabetes prevalence in Malaysia had increased to 17.5% from 15.2% in 2011 and hypercholesterolemia prevalence had leaped from 32.6% in 2011 to 47.7% in 2015. While the prevalence of hypertension had decreased slightly from 32.7% in 2011 to 30.3% in 2015, the proportion of undiagnosed hypertension still remains high at 17.2% (Institute for Public Health Malaysia, 2015). As the complexity of diseases and patients' load increased, primary healthcare needs to work effectively in order to meet the expectation.

This imbalance leads to poor perceptions towards service quality. Long waiting duration, emotional burnout, lack of empathy among the provider, questionable level of competencies and their ignorance to patient suffering had caused significant dissatisfaction towards public healthcare facilities and service providers (Ganasegeran et al., 2015). According to the NHMS 2015 findings also, while most of Malaysian citizen gave positive feedback towards Malaysian Healthcare services, there were still dissatisfaction particularly in waiting time and inability to choose their own doctor. Furthermore, Public Complaints Bureau reported that there is a mismatch between public expectation and healthcare service delivery by Ministry of Health facilities. Most of the complaints are delay in service delivery, failure to comply to standard procedures, public servant misconduct and inadequacy of public amenities (Ministry of Health Malaysia (MOH), 2016)

### **1.3 Significance of Study**

Studies done on patient satisfaction in a single primary clinic with high patient attendance in Malaysia are scarce. Most studies on government primary healthcare facilities combine several facilities together in their studies (Haliza et al., 2003; Sharifa Ezat et al., 2010; Yunus et al., 2004) while several others studies on outpatient clinic focused on outpatient facilities within the vicinity of the university (Hizlinda et al., 2012; Pitaloka & Rizal, 2006). This study would contribute valuable information regarding service quality in Klinik Kesihatan Greentown, Ipoh. Findings from the Patient satisfaction study can also be used to identify the quality gaps for better and focused improvement strategies.

In addition, this study will be beneficial to identify the areas, which are less satisfied by the attending patient of the clinic. Improvement can be made on this area to improve patient satisfaction and make this clinic more patient centered.

### **1.4 Research Question**

1.4.1 What is the patient satisfaction level among patients attending outpatient department of Klinik Kesihatan Greentown?

1.4.2 What are the factors that influence patient satisfaction in Klinik Kesihatan Greentown?

1.4.3 Which domains of satisfaction strongly correlate with the patient satisfaction of Klinik Kesihatan Greentown?

1.4.4 What are the predictors of patient satisfaction level among patient of Klinik Kesihatan Greentown, Ipoh?

### **1.5 Objectives of the study**

#### **1.5.1 General Objective**

To evaluate patient satisfaction among adult patients attending outpatient department of Klinik Kesihatan Greentown in 2017

#### **1.5.2 Specific Objectives**

1.5.2.1 To determine patient satisfaction level among adult patients attending the outpatient department in Klinik Kesihatan Greentown

1.5.2.2 To determine socio-demographic characteristic adult patients attending the outpatient department in Klinik Kesihatan Greentown

1.5.2.3 To identify the association between socio-demographic factors with patient satisfaction.

1.5.2.4 To identify strength of association between each domain of patient satisfaction and overall patient satisfaction level in Klinik Kesihatan Greentown.

1.5.2.5 To identify the predictors of patient satisfaction level among associated factors of patient satisfaction of Klinik Kesihatan Greentown.

## **1.6 Research Hypothesis**

There is a significant association between socio-demographic factors (e.g. age, education level, employment status, household status, and ethnicity) and patient satisfaction.

There is significant association between each domains of satisfaction towards overall patient satisfaction level.

There are significant factors that can predict patient satisfaction among those attending outpatient clinic in Klinik Kesihatan Greentown.



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