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ABSTRACT

The measurement of patient satisfaction has been encouraged by a growing consumer orientation in health care, especially since it yields information about consumers' views in a form which can be used for comparison and monitoring (Avis, Bond & Arthur, 1995). Although the concept of patient satisfaction in health care evaluation is not new, relatively little literature exists on patient satisfaction with nursing care of outpatient clinics in Hong Kong.

Employing a modified version of the SERVQUAL questionnaire, this study identified patients' levels of satisfaction and perceived importance of nursing care provided by the nursing staff in the general surgical outpatient clinic in Queen Mary Hospital. Samples of 75 patients all consuming the outpatient service were selected and 54 were able to return the questionnaires with the returned rate of 72%. Results indicated a positive correlation between client satisfaction and perceived importance of nursing care. Moderately levels of patient satisfaction existed in the sample. The use of patient satisfaction surveys based on the strength of patients' preferences could identify areas of health care that need improvement.