

PalArch's Journal of Archaeology of Egypt / Egyptology

MEASURING THE QUALITY OF HOSPITALS SERVICES IN JEDDAH

Rowaina Sibghatallah¹, Ahmed Attia²

^{1,2} College of Business, Effat University, Qasr Khuzam St., Kilo. 2, Old Mecca Road.

P.O.BOX 34689, Jeddah 21478, Saudi Arabia.

Email: rsibghatallah@effatuniversity.edu.sa, ahattia@effatuniversity.edu.sa

Rowaina Sibghatallah, Ahmed Attia. Measuring the Quality of Hospitals Services in Jeddah -- Palarch's Journal of Archaeology of Egypt/Egyptology 18(15), 169-176. ISSN 1567-214x

Keywords: Health Service, Hospitals Services, Patients' Satisfaction

ABSTRACT

Quality is the most important element in the health service segment. It plays a big role in developing and improving of health care. Measuring the quality of the hospital services well help in discovering the weakness points and find solutions to fix it and to be able reduce the defects that could be faced. The research approaches used in this study are qualitative and quantitative approach. This study used online questionnaire survey to gather the primary data in order to identify the quality of hospital services in Jeddah and there are 115 patients participated. The obtained result shows that majority of the participants expect best service and good quality of hospitality should be provided by the doctor and nurse as well as the hospital. This study also provides some recommendation to improving the quality of the hospital service, which help in improving the patients' health and increase the patients' satisfaction of the received services.

INTRODUCTION

Accessibility to equitable and quality healthcare services is the right of every person globally irrespective of the financial backgrounds. Besides, there is need to ensure satisfaction among the patients through improved healthcare facilities. The level of satisfaction among the consumers is the major indicator of the quality of products and services offered. Currently, the healthcare sector in Jeddah is making continuous efforts to ensure higher satisfaction among the patients. By doing so, it has been able to identify various deficiencies in the delivery of care services and develop interventions to increase satisfaction level. However, Jeddah faces the challenge of identifying a single factor that directly associates with low or high level of patients' satisfaction [1]. There are several factors involved in the satisfaction process including the demographics of patients, health conditions, the features of the care provider,

technical expertise presented by the practitioners, interests in the patient-oriented care, and duration of waiting.

The Ministry of Health and several organizations operating the hospitals and medical services for their workers manage the healthcare services majorly. Through the years, the healthcare services in Jeddah improved especially with regard to accessibility and quality. Besides the state agencies, the private sectors also contribute greatly to ensuring access to quality healthcare. The sector operates clinics, dispensaries, and big hospitals including Soliman Fakeeh Hospital located in Jeddah. Most of these healthcare facilities operate within the cities and large municipalities, which to some extent deny those in rural areas access to the required healthcare.

Like other places, Jeddah invests many resources both financial and non-financial to enhance the quality of healthcare. A recent analysis from the World Health Organization (WHO) that utilizes only five Institute of Medicine (IOM) performance indicators in measuring the healthcare systems in the 191 member states, rated the French healthcare system the best globally [2]. The other countries following France include Italy, Spain, Oman, and Japan. Jeddah also intends to improve its care system to reach such extent. Unlike more developed countries such as the United States and France, Jeddah faces numerous challenges associated with massive cost, poor outcome of the patients, and increased required in the healthcare sector.

According to IOM, the factors that define the quality of healthcare system are safety, effectiveness, patient-centred delivery systems, timely services, efficiency, and equitability of the services offered. These indicators act as the blueprints in determining the quality of the healthcare system used in Jeddah. Meesala and Paul [3] found that reliability and responsiveness (not empathy, tangibility, and assurance) impact patients' satisfaction. To enhance the quality of services provided in Jeddah, the practitioners need to embrace scientific knowledge, seek to reduce healthcare related injuries, enhance the outcome of the patients, and ensure provision of consistent and respectful care irrespective of the features and demographics of the patients. Handayani et al. [4] demonstrates that the main dimensions that are necessary to be implemented by the hospitals in order of priority are human resources, process, policy, and infrastructure.

Although in the recent years the healthcare system in Jeddah showed progress, there are several barriers influencing the delivery of quality care systems. Such barriers in turn lower satisfaction level of the patients and increase the turnover at the primary health care (PHC) institutions. Through overcoming these systems, Jeddah is guaranteed that the level of job satisfaction among the employees will improve and eventually enhance the general quality of the healthcare service delivery. In most Arab cities, including Jeddah, various problems tend to hinder the development of the healthcare services in the hospitals. Until the begging of the 21st century, the major problem faced by Jeddah was adequately equipped PHC hospitals since some of them were old house converted into clinics and dispensaries to accommodate the ever-increasing needs of the customers.

Nonetheless, some of the secondary and tertiary hospitals currently used were properly constructed and furnished. Moreover, Jeddah hospitals also face serious problems associated with inadequate support [5]. The support includes both financial and non-financial. The integration of these factors lowered the job satisfaction levels among the medical practitioners. Furthermore, these problems also resulted in disparities among the healthcare workers considered as physicians and doctors working within the secondary and tertiary hospitals in Jeddah.

In Jeddah, the hospitals face several challenges that in turn affect the quality of healthcare services provided to the local communities. Some of the factors include deficiencies in the diagnostic tests, inadequate diagnostic services and practitioners, inadequate resources, and inability to access reference materials such as scientific journals. Besides, due to availability of these factors in the private hospitals and better working conditions, the available healthcare practitioners are moving from public to private hospitals, which also create more problems [1]. These movements tend to deny the local communities and less privileged people in Jeddah considering the cost of care services is higher in private than public. The identified obstacles create stress and dissatisfaction of the services offered among the practitioners that consequently interfere with their level of creativity, commitment, and quality of care that they offer to the patients. Therefore, this study aim to identify the quality of hospital services in Jeddah.

METHODOLOGY

This study connected two sorts of techniques: qualitative and quantitative. These strategies have been utilized to gather and dissect the information. Also it is the precise, hypothetical investigation of the strategies connected to a field of study. It contains the hypothetical investigation of the assemblage of strategies and standards connected with a branch of information [6].

Qualitative Method

Qualitative information gathering strategies change utilizing unstructured or semi-structured systems. Exactly regular strategies incorporate cantering aggregations (group discussions), distinct interviews, and also participation/observations. Those test spans may be regularly small, and respondents are chosen to satisfy a provided given quota.

They produce rich, detailed information that take off the participants' perspectives soundness also provide various contexts for understanding the phenomenon. In this way, qualitative research could make used to vividly show phenomena or will direct cross-case correlations Furthermore dissection about individuals or groups [7].

Quantitative Method

Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data methods are much more controlled than Qualitative data methods. Quantitative data collection methods contain several

forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations [8].

Quantitative scientists attempt to perceive Furthermore disconnect particular variables held inside the investigation framework, seek correlation, associations What's more causality, furthermore endeavor on control nature Previously, which that information will be gathered to avoid the risk of variables, other than those particular case constantly studied, representing those connections distinguished [9].

Tools Of Data Collection

There are different methods to collect and gather data. This study utilizes questionnaire survey method to gather the information.

Sample Size

Sampling is a subset of selecting the group of people from the population to observe and investigate in order to help the researcher to have a view about people opinion. The sample size in this study is the patients in Jeddah.

Data Collection

Primary data can be obtained by conducting a survey in which the researcher asks questions or makes observations in an uncontrolled environment. Secondary data is data that the researcher gathers from already existing materials such as Books, articles, documents and research papers. In this study, original data is obtained by conducting a survey questionnaire, and secondary data is collected from a variety of reading materials [10].

Data Assessment

The online survey is used to measure the quality of hospital services. The survey helped to view the opinion and the needs of patients about the quality they are receiving in terms of understanding the, illness, food, the physical environment, and empathy. The collected data helped in measuring the quality of hospital services.

RESULT AND DISCUSSION

There are 115 participants involved in this study and majority of them are female and age between 20-30 years old about 70.4% and 63.2% respectively. The patients who seek medical services from private hospitals are 72.2%. Those who get their medical care from public hospitals are 28.7%. A stated earlier, this gives an indication of the fact that most patients in the country prefer to get medical attention and treatment from private hospital mostly because of better care, advanced technology and more skilled practitioners.

Most of the participants about 81.25% agreed that they should be involved by nurses and doctors on plans regarding their medical care. Most of them the

participants about 89.06% agreed that doctors should spend time with them disusing fears and concern about their condition, even if the doctor cannot cure them right away, they shall make them feel more comfortable.

About 87.5% of the participants agreed that the nurse should attend to them quickly whenever they need for help. Most of the participants about 71.88% claim that the doctor should discuss with them regarding their medical care following discharge from hospital. Also, 79.13% of the participants feel the doctor should do the best to make them feel emotionally better.

About 87.07% of the participants felt that doctors should offer them a range of different choices when deciding on a specific medical care to be taken. The nurse should be polite to them was agreed by 88.70% of the participants. About 84.34% of the participants expect doctors are capable when performing tests and procedures on them.

There are 87.93% of the participants expected their doctors to treat them with respect. The participants about 87.83% agreed that their doctors should communicate in a polite manner to them and their family. About 83.48% of the participants agreed that the patients should have the confidence in their doctor much so that they can comfortably discuss with the doctors on very personal matters that may arise in the course of the treatment period.

Majority 86.19% of the participants admit that they should have the complete trust in their doctors. There are 82.76% of the participants agreed that the doctor should not appear to be in a hurry during consulting. About 93.04% of the participants claim that the nurse should treat them as a person rather a bed number. The nurse also needs to explain to them the procedure and test before conducted on them, this statement was agreed by 87.07% of the participants.

About 85.34% of the participants agreed that the doctor should obtain the permission form patient before perform any test on them. There are 92.17% of the participants wanted their doctors to give thorough explanations and reasons for the procedures and tests to be carried out on them. The participants about 86.96% also want their nurse to obtain permission from them before any tests are performed on them.

Majority of the participants about 78.26% want their doctors to have a real interest in them as people and not just have an interest on their illnesses. About 64.35% of the participants agreed that nurses should be able to spend time with them addressing their concerns over their stay in the hospital, while there are about 26.96% neutral with this statement. There are 76.52% of the participants agreed that the nurses should give clear explanations on the rules and regulations of their ward rooms.

About 89.57% of the participants agreed that they would want to be treated with respect and dignity as well as adequate privacy while admitted in the hospital. While, 87.83% of the participant agreed that the nurse should be gentle, kind and sympathetic to them at all times. Most of the participant about 93.04% agreed that the doctors should communicate with them in an easy

language which they understand best. About 85.22% of the participants want the doctors treating them to be thorough when dealing with them.

There are 86.96% of the participants agreed that the doctors should be extremely careful when examining and checking their medical conditions and they have a clear understanding of the condition of their illnesses during the time they are in the hospital. About 84.35% of the participants want their doctors to go out of their way in ensuring that patients have a clear understanding of the specific conditions they have together with their particular treatment procedure.

On another issue of the meals offered to patients during their stay in the hospital but still pegged on the quality of healthcare, about 81.74% of the participant want their meals to be well presented for instance to be well presented. About 88.70% of the participants would love for their meals to be served hot. About 78.26% of the participants want their plates to be cleared immediately after meals. There are 73.91% of the participants want to be served with the specific meals that they order. About 80.87% of the participants agreed that there should be variety of food choices on the menu. There are 55.65% of the participants would like to be ask about the food portion sizes to be served. While, about 17.39% of the participants are disagree with this statement.

Majority of the 91.30% of the participants agreed that the toilets and the bathrooms should be always in a clean and pleasant condition during their stay in the hospital. About 93.04% of the participants agreed that the noises from the TV, staff talking, as well as others like noisy equipment to be kept at a minimum during their stay. There are 89.57% of the participants would like to have more comfortable mattresses, pillows and bed.

About 77.39% of the participants would like to have the screen around their beds drawn when medical tests and procedures are being conducted on them. There are 85.22% of the participant claims that hospital should provide sufficient number of bathrooms and toilets.

There are 83.48% of the participants want the noises from outside like those from cars and ambulances to be kept at a minimum. About 91.30% of the participants want their room to be kept clean all the time and they are 70.43% of the participants want their room kept well decorated. Majority of 91.3% of the participants want their rooms to be well ventilated, always fresh and aired.

RECOMMENDATION

The evaluation of the satisfaction among the patients in Jeddah carried out above with regard to healthcare services is among the list of some of the measures that have to be taken to improve service delivery. This is because satisfied patients with the healthcare services in hospitals often reflect better communication methods that might guarantee better result after treatment [11]. It is therefore significant that such a documentation of the satisfaction of consumers in Jeddah is made with the aim of improving the quality of the care system. In light of the findings noted above therefore, to ensure the provision

of quality health care system in Jeddah, the following recommendations should be considered:

The factors defining total quality healthcare provision like safety, effectiveness, patient-centered delivery systems, timely services, efficiency, and equitability of the services should be offered to patients [12, 13]. These indicators should act as the blueprints that determining the quality of the healthcare system used in Jeddah. To enhance the provision of such high-quality health care services in Jeddah, the practitioners need to embrace scientific knowledge, seek to reduce healthcare related injuries, enhance the outcome of the patients and ensure provision of consistent and respectful care irrespective of the features and demographics of the patients.

Jeddah should also seek to have the establishment of adequately equipped PHC hospitals with efficient diagnostic tests, services and practitioners, adequate resources as well as hospitals with ability to access reference materials such as scientific journals.

The five different approaches and minimum standards that guarantee quality of healthcare services provision for people should also be instituted in the hospitals. These include organization of the hospital medical staff, limitation of the staff membership to properly educated, competent, and fully licensed practitioners. Additionally, it will be significant to frame the rules and regulations in hospital care provision to ensure order in service delivery.

Hospitals in the country should also establish well-supervised treatment and diagnostic facilities like clinical laboratories and other professional medical departments.

CONCLUSION

The result of the survey reveals that participant generally expected to be provided with good quality health care and to be treated better, consulted more by both nurses and doctors as well as given a right to confidentiality and privacy just to mention a few. Besides that, the facilities and services in the hospital also expected to be in good quality.

REFERENCES

- Naiaz, A. H. 2006. The implementation of Quality Programmed in General Directorates. Saudi Arabia. *Quality Journal*, 1, 1, 11.
- World Health Organization (WHO) 2001. *Health Systems: Improving Health*. Geneva: World Health Organization.
- Meesala, A., and Paul, J. 2018. Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future. *Journal of Retailing and Consumer Services*, 40, 261-269.
- Handayani, P. W., Hidayanto, A. N., Sandhyaduhita, P. I., Kasiyah, and Ayuningtyas, D. 2015. Strategic hospital services quality analysis in Indonesia. *Expert Systems with Applications*, 42, 6, 3067-3078.
- Ministry of Health. 2006. *Health Statistical Year Book*. Riyadh: Ministry of Health Press.

- Irny, S. I. and Rose, A. A. 2005. "Designing a Strategic Information Systems Planning Methodology for Malaysian Institutes of Higher Learning, Issues in Information System, VI, 1.
- Anderson, Claire. 2010. Presenting and Evaluating Qualitative Research. American Journal of Pharmaceutical Education Vol. 74.
- Susan E. Wyse 2011. What is the Difference between Qualitative Research and Quantitative Research?
- Babbie, Earl R. 2010. The Practice of Social Research. 12th ed. Belmont, CA: Wadsworth Cengage, Muijs,
- Collis, J. and Hussey, R. 2003. Business Research: A practical guide for undergraduate and postgraduate students (2nd ed). Great Britain: Palgrave Macmillan.
- Vermeir, P., Vandijck, D. and Degroote, S. et al. 2015. Communication in healthcare: a narrative review of the literature and practical recommendations. International Journal of Clinical Practice 69, 11, 1257-1267.
- Svirydzenka, N., Ronzoni, P. and Dogra, N. 2017. Meaning and barriers to quality care service provision in Child and Adolescent Mental Health Services: Qualitative study of stakeholder perspectives. BMC Health Services Research 17, 1.
- Aggarwal, A., Aeran, H. and Rathee, M. 2019. Quality management in healthcare: The pivotal desideratum. Journal of Oral Biology and Craniofacial Research 9, 2, 180-182.