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Demographic Determinants of Patient Satisfaction: A Study on Age, Gender, Marital Status, Education, and Profession in Hospital Management

Rasu Khatri*
BHCM, Atharva Business College, Kathmandu, Nepal
rashukhatri33@gmail.com
https://orcid.org/0009-0002-2500-326X

Dr. Sita Bista
Researcher, Nepal Philosophical Research Center
sitabista.karki@gmail.com

Iru Poudel
Faculty, Atharva Business College, Kathmandu, Nepal
iru.poudel@gmail.com
https://orcid.org/0009-0000-2979-6549

Corresponding Author*

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Abstract
This study explores the relationship between demographic variables and patient satisfaction with hospital management in Kathmandu. Utilizing a descriptive and correlational research design, data were collected from a sample of 72 patients aged 15-45 through a structured questionnaire comprising 27 questions. The demographic variables analyzed include age, gender, marital status, education level, and profession. Results revealed weak and statistically insignificant correlations between these demographic factors and patient satisfaction, suggesting that other elements may influence patient experiences more significantly. The study underscores the need for hospital management to consider various factors to enhance patient satisfaction.
Keywords: Age, Education, Gender, Patient, satisfaction

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Introduction

As we all know, patients are the prime customers of the healthcare industry which helps to sustain the organization. In order to attract more patients to generate more revenue, the management of the hospital should be good enough to meet the patient's expectations. Hospitals are the important healthcare organization which helps to improve the health outcomes of the public health. Hospital plays pivotal role for the improvement of health status of the nation.

Total quality management plays a mediating role in customer expectations and satisfaction, influencing customer satisfaction in healthcare organizations (Nagase, 2020). Patients play an increasing role in the construction of skills in healthcare, leading workers to develop skills and roles to address their physical and psychological needs (Walshe, 2005). Hospital management enhances customer satisfaction by focusing on the level and quality of service provided, using the Ducoffe Advertising Model to analyze advertising perception components (El, 2022; Neupane, 2015). Healthcare employees expect their employers to provide infrastructure, HR practices, and support, which they link to improved performance in patient care and service innovations (Cortvriend, 2009). Hospitals focus on patient demands through customer service initiatives, increasing satisfaction, loyalty, and overall hospital quality (Howard, 1999; Gurung, Thapa, Khadka, Karki, & Neupane, 2020).

The basic right of access to health care of appropriate quality is a fundamental humanitarian principle that should be enjoyed by all citizens of all countries (Rêgo, 2016). Health is the fundamental rights for everyone. It means that everyone should get quality health services. According to WHO, "*Health is a state of complete physical, mental and social well-being and not merely the* absence of disease or infirmity" (Sobe, 1998). Healthcare is defined as "the prevention, treatment and management of illness, the preservation of mental and physical wellbeing through the services offered by the medical and allied professionals"

Patients are those who visit the hospital in order to get facilitate by the hospital's facilities and services (Eshetie, Feleke, & Genetu, 2020). Simply, patients are those who get medical attention, care or treatment from the health professionals. Satisfaction refers to the fulfillment of one's desires or expectations from something or someone (Gharti, 2023). Patient's satisfaction can be defined as the assessment that impact patient compliance, outcomes and the overall effectiveness of the healthcare delivery. Patient's satisfaction is very crucial in healthcare organization because it helps to sustain the organization in the competitive market (Ng & Luk, 2019).

The significance of this research is very impactful and cannot be underestimated. This study has been conducting to find out whether there is relationship between the hospital management and the patient's satisfaction by analyzing the various factors. This study is significant because it provides the vision between the hospital management and the patient's satisfaction. It will help for the future contribution for the theoretical knowledge of the relationship between the patient's satisfaction and the hospital management.

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By investigating the impact of hospital management on the level of patient's satisfaction, this research will provide the valuable guidelines for filling gaps between the challenges of the management of the hospital in order to meet the patient's satisfaction level and expectations.

- To examine the relationship between demographic variable and patient satisfaction

Research Methods

Descriptive research design and correlational study is done to find out the relationship between the variables like age, gender, marital status, education level, profession and patient's satisfaction towards the hospital management (Thapa, 2023; Mahat, Neupane, & Shrestha, 2024). The study was conducted in the hospitals of Kathmandu. The core reason behind the selection of this research area is that the hospitals are easily reachable to different types of group of people. The sample size consists of 72 patients. The study is conducted especially for the population belongs to age 15-45 for the easiness of the questionnaire survey of this study. Patient who are willing to participate in a survey. The questionnaire was asked on the English Language where altogether 27 questions were presented where 5 questions incorporating socio-demographic data and the remaining 23 questions incorporates the main part of the questionnaire relating to the various aspects of management of the hospital. The questionnaires were given to the patient and the patient's parties.

Results

Demographic Analysis

The tables show the distribution of different demographic variables in a sample of 72 individuals. These tables present the frequency distributions for several demographic variables: Age, Gender, Marital Status, Education Degree, and Profession. Each table provides the frequency, percent, valid percent, and cumulative percent for each category within the variable.

Table 1 Demographic Information (Age)

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	54	75.0	75.0	75.0
	25-35	12	16.7	16.7	91.7
	35-45	6	8.3	8.3	100.0
	Total	72	100.0	100.0	

The majority of the samples (75%) are between the ages of 15-25. 16.7% are between 25-35 years old. 8.3% are between 35-45 years old. The cumulative percent column shows the running total percentage, reaching 100% at the end of the last category.

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Table 2 Demographic Information (Gender)

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	32	44.4	44.4	44.4
	female	40	55.6	55.6	100.0
	Total	72	100.0	100.0	

44.4% of the sample is male. 55.6% of the sample is female. The cumulative percent indicates that by the time we account for all females, we have covered 100% of the sample.

Table 3 Demographic Information (Marital Status)

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	61	84.7	84.7	84.7
	married	11	15.3	15.3	100.0
	Total	72	100.0	100.0	

Most participants are single (84.7%). A smaller portion is married (15.3%).

Table 4 Demographic Information (Education level)

Education degree					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	basic	17	23.6	23.6	23.6
	educated	53	73.6	73.6	97.2
	Illiterate	2	2.8	2.8	100.0
	Total	72	100.0	100.0	

The majority of participants are educated (73.6%). A smaller number have basic education (23.6%), and a very small group is illiterate (2.8%).

Table 5 Demographic Information (Profession)

Profession					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	55	76.4	76.4	76.4
	employed	16	22.2	22.2	98.6
	unemployed	1	1.4	1.4	100.0
	Total	72	100.0	100.0	

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The majority (76.4%) of the sample are students. 22.2% are employed. 1.4% are unemployed. The cumulative percent shows the total percentage reaching 100% at the end of the unemployed category.

Relationship between demographic variable and patient satisfaction towards the management of the hospital.

Table 6 Correlation of Age and Patient's Satisfaction

Correlations			
		Age	Mean total
Age	Pearson Correlation	1	-.196
	Sig. (2-tailed)		.098
	N	72	72
Mean total	Pearson Correlation	-.196	1
	Sig. (2-tailed)	.098	
	N	72	72

The table provided shows correlations between two variables, Age and Mean total, based on Pearson correlation coefficients and their statistical significance. The value of -0.196 indicates a weak negative correlation between Age and Mean total. This means that as Age increases, Mean total tends to decrease slightly, or vice versa. However, the strength of this correlation is considered weak because the absolute value of the correlation coefficient is less than 0.3. The significance level of 0.098 suggests that the correlation coefficient is not statistically significant at the conventional threshold of 0.05. This means that we fail to reject the null hypothesis that there is no correlation between Age and Mean total in the population.

Table 7 Correlation between Gender and Patient's satisfaction

Correlations			
		Gender	Mean total
Gender	Pearson Correlation	1	-.100
	Sig. (2-tailed)		.402
	N	72	72
Mean total	Pearson Correlation	-.100	1
	Sig. (2-tailed)	.402	
	N	72	72

The table provided shows correlations between two variables, Gender and Mean total, based on Pearson correlation coefficients and their statistical significance. The value of -0.100 indicates a very weak negative correlation between Gender and Mean total. This means that there is a slight tendency for Mean total scores to decrease slightly as we move from one gender

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category to another (e.g., from male to female), but the effect size is minimal. The significance level of 0.402 indicates that the correlation coefficient is not statistically significant at the conventional threshold of 0.05. This means that we fail to reject the null hypothesis that there is no correlation between Gender and Mean total in the population.

Table 8 Correlation between marital status and patient's satisfaction

Correlations			
		Marital status	Mean total
Marital status	Pearson Correlation	1	-.166
	Sig. (2-tailed)		.164
	N	72	72
Mean total	Pearson Correlation	-.166	1
	Sig. (2-tailed)	.164	
	N	72	72

The table provided shows correlations between two variables, marital status and Mean total, based on Pearson correlation coefficients and their statistical significance. The value of -0.166 indicates a weak negative correlation between Marital status and Mean total. This means that there is a slight tendency for Mean total scores to decrease slightly as we move across different marital status categories (e.g., from married to single), but the effect size is minimal. The significance level of 0.164 indicates that the correlation coefficient is not statistically significant at the conventional threshold of 0.05. This means that we fail to reject the null hypothesis that there is no correlation between marital status and Mean total in the population.

Table 9 Correlation between education level and patient's satisfaction

Correlations			
		Education degree	Mean total
Education degree	Pearson Correlation	1	-.121
	Sig. (2-tailed)		.312
	N	72	72
Mean total	Pearson Correlation	-.121	1
	Sig. (2-tailed)	.312	
	N	72	72

The table provided shows correlations between two variables, Education degree and Mean total, based on Pearson correlation coefficients and their statistical significance. The value of -0.121 indicates a very weak negative correlation between Education degree and Mean total. This means that there is a slight tendency for Mean total scores to decrease slightly as we move across different levels of education (e.g., from lower to higher education). The significance level of 0.312 indicates that the correlation coefficient is not statistically significant at the conventional threshold of 0.05. This means that we fail to reject the null hypothesis that there

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is no correlation between Education degree and Mean total in the population but the effect size is minimal.

Correlation between the professions and patient satisfaction towards the management of the hospital.

Table 10 Correlation between profession and patient's satisfaction

Correlations			
		Profession	Mean total
Profession	Pearson Correlation	1	-.071
	Sig. (2-tailed)		.554
	N	72	72
Mean total	Pearson Correlation	-.071	1
	Sig. (2-tailed)	.554	
	N	72	72

The table provides correlations between two variables, Profession and Mean total, along with their Pearson correlation coefficients and their statistical significance. The Pearson correlation coefficient of -0.071 indicates a very weak negative correlation between Profession and Mean total. This suggests that there is a slight tendency for Mean total scores to decrease slightly as we move across different professions, but the effect size is minimal. The significance level of 0.554 is quite high, indicating that the correlation coefficient is not statistically significant at the conventional threshold of 0.05. This means that we fail to reject the null hypothesis that there is no correlation between Profession and Mean total in the population.

Conclusion

The study concludes that demographic variables such as age, gender, marital status, and education level exhibit weak and statistically insignificant correlations with patient satisfaction towards hospital management. The Pearson correlation coefficients for these variables all fall below the threshold for significance, indicating minimal impact on overall satisfaction levels. The study's results suggest that other factors beyond demographic characteristics may play a more substantial role in influencing patient satisfaction. Consequently, hospital management should consider a broader range of factors when aiming to improve patient experiences and satisfaction levels.

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