



Factors Influencing Patient Satisfaction in Private Hospitals: A Study of Age, Gender, Quality of Care, and Communication

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Abstract

Background: Overall, patient satisfaction is one of the important components of healthcare quality. It reflects not only the patient's experience but also the overall effectiveness of healthcare delivery. Quality of care, communication, age, and gender are some of the factors that can influence the level of satisfaction among patients. Understanding these relationships is critical to improve healthcare outcomes and experiences in private hospitals. **Objective:** This study, therefore, investigates the determinants of patient satisfaction in private hospitals and narrows down to the relationship between quality of care, communication, age, and gender. It examines how these dimensions relate to overall patient satisfaction in identifying areas to be improved in healthcare delivery. **Methods:** The research design was based on a survey approach, and the sample size consisted of 204 patients from a private hospital. The responses were sought on the quality of care received, communication with health professionals, and overall hospital experience. Data analysis consisted of Pearson correlation, ANOVA, and independent samples t-test for testing relationships between variables. **Results:** Results indicated that quality of care was associated positively with overall satisfaction, and it also was the case with communication. Regression analysis showed that age significantly affected patients' satisfaction and indeed, this is due to different age groups showing their satisfaction in varying levels. However, gender was not significant enough in determining the satisfaction of patients. **Conclusion:** The study confirms that, indeed, the quality of care and effective communication are major propellers of the level of



patients' satisfaction at private hospitals. While age is influential on shaping satisfaction, gender does not have a major influence on outcomes of satisfaction. These findings identify the importance of addressing age needs and improving communication to enhance patient experience.

Novelty: The study adds to the growth in the literature of patient satisfaction with a view of the distinctive roles of quality of care, communication, age, and gender played in private hospitals. It gives an in-depth analysis of these factors and, as such, offers practical recommendations for healthcare providers.

Keywords: patient satisfaction, quality of care, communication, age, gender, private hospitals, healthcare delivery, patient experience

Introduction

Patient satisfaction refers to the level of satisfaction that customers feel after they have experienced the service, it is the difference between expected services and service experience from the patient's point of view. Patient satisfaction is an appropriate measure for the quality of service. According to Biresaw, Mulugeta, Endalamaw, Yesuf, & Alemu (2021), measuring patient satisfaction become an integral part of healthcare services strategies across the world; quality assurance and accreditation process in most countries considers the satisfaction of patient as basic criterion in evaluating patient satisfaction.

Patients' satisfaction remains the most interesting subject for organization as well as for the research at the same time. Patient perceptions are significant because they offer a platform to gauge the quality of care provided in health care. By hearing and interpreting patient feedback, hospital can find out where they need to improve, improve the experience of the patients, and ultimately provide improved care (Wagle & Neupane). The fundamental reason for organization is to increase the level of profit and to decrease cost. It is already known that satisfaction has a great impact on whether a person seek further medical advice, adhere to the treatment they received, and keep constant and positive relationship with a healthcare provider.

Patient satisfaction has emerged as more salient health outcomes and also in health care as a field it is a multifaceted construct. Satisfaction is presumed to be an attitudinal response to value judgments which are made by the patients regarding their clinical experience. Thapa & Ghimire (2017), states that qualitative service upkeep and customer satisfaction attainment are the two most important factors which lead towards success in any organizations. To achieve these objectives, he further states that an organization has to marshal various resources, plan their usage over a time period and produce products or services to meet the consumer desires, needs and expectations. On the other hand, the customers naturally, compare the service they 'experience' with what they had 'expected' and when it doesn't live up to the expectations, this is where a gap arises.

In service industry it is crucial to understand service gap which is the difference between customer expectation of a service and actual service delivered. When the delivered service is less than



customers anticipate, a service gap is present. Organisations attempt to bridge this gap by improving the quality of the service to be at or above the customer expectation.

Nepal has seen vast investment in healthcare sector. A lot of private firms have heavily invested in the hospital sector. The major private large hospitals include Norvic International Hospital, B&B Hospital, OM Hospital, Neuro Hospital Bansbari, Kathmandu Medical College, Medicare Hospital, Manipal Medical College Pokhara, Grande International Hospital, Alka Hospital, and so on. Hospital operation in Nepal is required to focus their major effort on rapidly excelling the quality of their service and satisfying the needs of their customer/patient in order to exist and drive success in the market. Because customer satisfaction is a key means to achieve the business ends, while service quality is the critical prerequisite for building, fostering and satisfying relationship with customers. (Neupane & Devkota, 2017).

Health is highly sensitive sector surrounding by risk and vulnerability. (Neupane & Devkota, 2017), the hospital sector in Nepal is plagued by gloomy performance and facing tough competitions from the competitors. The public health care service in Nepal is very poor in terms of quality service and patient satisfaction. Therefore, private hospitals are predominantly required to focus on building trust, earning customer equity, providing high quality of service and high level of patient/customer satisfaction. For which, hospitals need to have deep research and knowledge on service quality and they need to know that delivering high level of service quality is the only one mystery that can beat customer loyalty and satisfaction.

In Nepal, according to the Nepal Living Standard Survey (NLSS_2010-2011), roughly 63 percent of the patients go to private health facilities, the remaining to government facilities. Out of all the types of facilities found in the country, private clinic is accessed by the majority of the sick people (28%). The remaining go to pharmacy (25%), hospital/public health center (14%), sub-health post (8%), health post (8%), private hospital (5%) and others (7%). In Kathmandu valley alone there are 67 private hospitals operating in various capacities as per the Report on Census of Private Hospitals in Nepal, 2013 (Pathak, 2017).

Quality service toward patient plays an important role in patient satisfaction. The study of patient satisfaction helps in quality improvement by understanding what factor contributes to patient satisfaction. Research in this area can identify areas where hospital excel or need improvement. Improved patient satisfaction can lead to increased patient loyalty, reputation, and ultimately higher revenues for private hospitals. Findings of this study can assist in enhancing patient experience and satisfaction. Adding to the body of knowledge on patient satisfaction in private hospitals can assist other researchers, healthcare professionals, and policy makers interested in improving healthcare delivery. The study is not only but also has far reaching implication for healthcare delivery, patient outcomes, and the overall patient experience within the private healthcare sector.



Objectives

The general objective of this study is to examine the patients' satisfaction towards the private hospital with reference to quality of care and communication.

The specific objectives of this study are as follows:

- To assess the level of patient satisfaction in private hospitals.
- To analyze the relationship between quality of care and patient satisfaction.
- To examine the influence of age and gender on patient satisfaction.
- To evaluate the impact of communication between healthcare providers and patients on overall satisfaction.

Hypotheses

Based on the objectives, here are the hypotheses:

H1: Quality of care has a significant positive relationship with overall patient satisfaction.

H2: Effective communication between healthcare providers and patients positively influences patient satisfaction.

H3: Age significantly influences patient satisfaction in private hospitals.

H4: Gender significantly influences patient satisfaction in private hospitals.

Literature Review

Patient satisfaction

The term satisfaction, according to (Anwar & Abdullah, 2021), is "an individual's experience of pleasure due to comparing any service or product, or even change perceived outcome or performance in terms of the expectation." It has been noted that when the service quality is as per the expectations and needs of the patients, the patients will be satisfied with the level of service offered. (Ali, Anwer, & Anwar, 2021).

In private hospital setting patient satisfaction is relevant because these facilities operate in competitive environment where patient choice plays a significant role. Patient often have the option to choose where they received healthcare, and their satisfaction levels can influence their decision to return to the same hospital or recommend it to others. Therefore, private hospitals prioritize patients, maintain a positive reputation, and differentiate themselves from other healthcare providers.

Quality of service

Services are increasingly an indispensable portion of organizations nationally, regionally and globally, and considered as a powerful tool for revenue streams. So, the success of service provider usually dramatically depends on the strong level of relationship with the customers which decides customer loyalty and satisfaction that quality of service affects firm's results like growing sales and profit. (Neupane & Devkota, Evaluation of the Impacts of Service Quality Dimensions on



Patient/Customer, 2017). Service offering is important part of business function which is the manner company communicate and deliver its product to costumer.

One of the important and fundamental aspects in improving excellent service and patient satisfaction is effective communication between healthcare providers and patient. It must be efficient, accurate, complete, clear, and understood by the recipient of the message. Effective communication is one important component in the healing process of a patient that must be maintained by the medical staff. Nurses also need to have good relationships and coordination with patients because nurses are the closest people who can comprehend the problems of patients in a comprehensive way.

Good interaction between nurses and a patient will certainly have an impact on patient satisfaction. This will improve patient trust and loyalty which ultimately leads to an increased number of visits. (Sari, Kartikasari, & Ulfah, 2021). From the patient's point of view, waiting time is among the most important drivers of satisfaction levels. Waiting in a long line is frustrating and can be time-consuming and extremely expensive. The patient may feel forgotten or not valued, and this impacts their overall satisfaction with the healthcare process. It is thus essential for healthcare professionals to eliminate and minimize waiting time in a bid to improve patient satisfaction.

Florence Nightingale¹ (Shattell, Hogan, & Thomas, 2005) Florence Nightingals is recognized as the earliest researcher to examine the hospital environment. She also contributed a significant amount of writing regarding aspects of the environment such as ventilation, light, noise, variety, bed and bedding, and cleanliness. Few researchers, however, have tried to advance on that foundation of knowledge since her early work. A review of recent nursing research tended to focus on single aspects of the environment such as noise, light, music, and environmental factors related to sleep disturbance. Some researchers investigated hospital noise through stimulus response or stress theoretical frameworks. Environmental noise was shown to elevate patients' physiological measurements such as heart rate and blood pressure.

Methods and Materials

Research Design and Method

The study employed a quantitative method, where questions and statements were measured for statistical analysis. Descriptive research was the research design employed, which sought to study patient satisfaction in private hospitals, linking theoretical research problems with empirical realities (Ghauri & Gronhaug, 2005; Hussain & Rehman, 2012). The objective was to build an understanding of patients' experiences of hospital services.

Study Setting, Population, and Sampling

The study was carried out online using Google Forms, shared through social media platforms such as WhatsApp, Instagram, Facebook, and Viber. The population under study was the general Nepalese population aged 20 years and above. 240 respondents were targeted, and 204 returned



the survey, the majority being 20–29 years old. Stratified random sampling was used, grouping respondents according to demographic variables such as age, sex, occupation, language, and religion. Inclusion criteria were subjects who had adequate knowledge on hospital care, and were not mentally ill or unable to read and understand the form.

Data Collection and Analysis

Data were collected by distributing a pre-coded questionnaire with personal details and hospital service satisfaction questions. Multiple-choice questions allowed the participants to provide in-depth feedback. The answers were calculated using SPSS software, and descriptive analysis was used to establish data compatibility and trends. Preliminary analysis gave an overview of patient satisfaction, which paved the way for further statistical calculation.

Results and Analysis

Frequency distribution of the variables

This study has mainly five variables: age, gender, quality of the care, communication and overall satisfaction of the patients.

Table 1

Age of the respondents

	Frequency	Percent	Cumulative Percent
Valid 20-24 years	50	24.5	24.5
25-29 years	50	24.5	49.0
30-34 years	56	27.5	76.5
35 and above	48	23.5	100.0
Total	204	100.0	

Source: Field Survey 2024

Table 1 gives the age group of the respondents of 204. A quarter of the population (24.5%) are 20-24 years, and another 24.5% are 25-29 years, so that nearly half (49.0%) are between 20 and 29 years. The largest group, at 27.5%, are 30-34 years, so that the cumulative proportion of 34 years or less is 76.5%. The remaining 23.5% are 35 years and above, and it is the smallest age group. Overall, a majority of the group is younger than 35 years, and the highest density falls in the 30-34 years group.



Table 2
Sex of the respondents

	Frequency	Percent	Cumulative Percent
Valid	Male	72	35.3
	Female	132	64.7
	Total	204	100.0

Source: Field Survey 2024

Table 2 represents the gender distribution of a group of 204 respondents. Out of the total, 72 individuals (35.3%) are male, while 132 individuals (64.7%) are female. This means that females make up the majority of the group, accounting for nearly two-thirds of the total, while males constitute just over one-third.

Table 3
Quality of the care

	Count	Column N %
1.1 Was the medical staff knowledgeable and skilled?	Not very knowledgeable and skilled	8 3.9%
	Very little knowledgeable and skilled	40 19.6%
	Somewhat knowledgeable and skilled	76 37.3%
	Very knowledgeable and skilled	80 39.2%
1.2 Did the healthcare providers explain your condition and treatment options clearly?	Not at all	0 0.0%
	Very little	16 7.8%
	Somewhat	56 27.5%
	Very well	132 64.7%
1.3 Were you satisfied with the overall medical care you received?	No I was not satisfied at all	8 3.9%
	I was not satisfied	44 21.6%
	I was somewhat satisfied	62 30.4%
	Yes, I was very satisfied	90 44.1%

Source: Field Survey 2024

The data provide an impression of the patient attitude toward the medical care in three respects. In terms of the knowledge and skill of the medical staff, the majority of patients were contented. Though 8 patients (3.9%) assessed the staff as "not very knowledgeable and skilled" and 40 (19.6%) believed they were knowledgeable merely "to a very little extent," most were more contented. Particularly, 76 (37.3%) of the respondents graded the staff as "somewhat



knowledgeable and skilled," while 80 (39.2%) of them graded them as "very knowledgeable and skilled," reflecting a high level of perceived competency among the medical staff.

When asked how clear the explanations were provided by healthcare professionals, the feedback was extremely positive. No patients reported that their condition and treatment were explained "not at all," and only 16 patients (7.8%) reported that the explanations were provided "very little." On the other hand, 56 patients (27.5%) reported that the explanations were "somewhat clear," and a vast majority of 132 patients (64.7%) reported that healthcare professionals explained their condition and treatment options "very well."

Finally, overall satisfaction with medical treatment was inconsistent but positive. Only 8 (3.9%) of the participants reported being "not satisfied at all," and 44 (21.6%) reported being "not satisfied." However, 62 (30.4%) were "somewhat satisfied," and 90 respondents (44.1%) were "very satisfied" with their overall medical treatment, showing that most patients had a satisfactory experience.

In short, despite some improvement potential in areas here and there, the findings show a very positive perception of the knowledge, communication, and overall care by doctors and hospital staff, with a vast majority of patients reporting satisfactory experience.

Table 4
Communication

		Count	Layer Column Total N %
2.1 Did the doctors and nurses communicate effectively with you?	Very ineffectively	2	1.0%
	Ineffectively	22	10.8%
	Somewhat effectively	72	35.3%
	Very effectively	108	52.9%
2.2 Did they listen to your concerns and answer your questions?	No, not at all	0	0.0%
	No	22	10.8%
	Yes	46	22.5%
	Yes, at all	136	66.7%
2.3 Were you able to understand the instructions and information provided?	No, not at all	2	1.0%
	No	20	9.8%
	Yes	54	26.5%
	Yes, at all	128	62.7%

Source: Field Survey 2024

The results are related to patients' knowledge and attitudes towards communication in health care encounters. To the question of how effective communication was from doctors and nurses, the majority provided positive answers. Only 2 patients (1.0%) found communication "very ineffective," and 22 (10.8%) found it "ineffective." Conversely, 72 patients (35.3%) indicated



communication was "somewhat effective," and the majority, 108 patients (52.9%), indicated it was "very effective," indicating that the majority of patients were satisfied with the communication received.

Regarding whether doctors and nurses heard concerns and answered questions, the answer was even more positive. No one mentioned that their concerns were not heard "at all," though 22 respondents (10.8%) did not feel that concerns were adequately heard. Conversely, 46 patients (22.5%) said concerns were heard and met, while the largest number, 136 patients (66.7%), said they were fully satisfied, which indicates good interaction on the part of healthcare professionals. With regards to comprehension of information and directions, most patients responded with a very high level of clarity. Very few, 2 patients (1.0%), scored the information "not at all" clear, while 20 (9.8%) reported unclear. However, 54 patients (26.5%) were capable of comprehending the provided information, while 128 (62.7%) reported completely understanding the instructions, proving that communication was enough to allow for patient comprehension of their care.

Overall, the data shows an extremely positive experience in communication, responsiveness, and understanding on the part of healthcare providers. While there are a few patients for whom communication or understanding could be enhanced, most of the responses show acknowledgement that physicians and nurses were able to address patients' issues and ensure they understood the care they were receiving.

Table 5
Overall satisfactions

Overall satisfaction	Count	Layer Column Total N %
6.1 How satisfied are you with your overall experience at the private hospital?	Totally dissatisfied	6 2.9%
	Dissatisfied	42 20.6%
	Satisfied	102 50.0%
	Highly satisfied	54 26.5%
	Total	204
6.2 Would you recommend this hospital to others?	No, I would not	10 4.9%
	May be	82 40.2%
	Yes, definitely	112 54.9%
	Total	204

Source: Field Survey 2024

Table 5 shows patients' overall satisfaction with the visit to a private hospital and whether they would recommend it to others.



In relation to overall satisfaction, most of the patients were satisfied. 6 (2.9%) were "totally dissatisfied," and 42 (20.6%) said they were "dissatisfied." Conversely, 102 (50.0%) said they were "satisfied," and 54 (26.5%) said they were "highly satisfied," indicating that three-fourths were satisfied with their experience.

When asked if they would recommend the hospital to others, a majority of them replied in the affirmative. It was only a handful, 10 subjects (4.9%), who replied that they would not recommend it, while 82 subjects (40.2%) were unsure and replied "maybe." But 112 subjects (54.9%) were sure that they had a good experience and replied that they would "definitely" recommend the hospital to others.

In general, the statistics show that most of the patients were happy with their visit and would refer others to the hospital but that a small percentage were unhappy or undecided. This would mean that while in general the hospital does a good job, there are perhaps some problems to sort out to maximize the satisfaction of less happy patients.

Hypothesis Testing

H1: Quality of care has a significant positive relationship with overall patient satisfaction.

Table 6

Correlations between quality of care and overall patients' satisfaction

		Mean of Quality of Care	Mean of Overall Satisfaction
Mean of Quality of Care	Pearson Correlation	1	.451**
	Sig. (2-tailed)		.000
	N	204	204
Mean of Overall Satisfaction	Pearson Correlation	.451**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

Data in Table 6 analyses the relationship of total patient satisfaction and quality of care according to Pearson's correlation coefficient. There is a positive relationship in the analysis with the value of Pearson correlation being equal to 0.451. The correlation is of a moderate positive nature, suggesting that as the quality of care perceived by the patients improves, overall patient satisfaction also increases.

The p-value for this correlation is given as 0.000, which is less than the generally acceptable value of 0.01. This indicates that the relationship observed is statistically significant and would not have occurred by chance. With the sample size being 204 patients, the findings present strong evidence to prove the hypothesis (H1) that the quality of care has a positive significant correlation with overall patient satisfaction.



Finally, the findings show that efforts to improve quality of care are most likely to have the most impact on patient satisfaction. The positive relationship underscores the importance of high-quality care in shaping the overall experiences and attitudes of patients towards healthcare services.

H2: Effective communication between healthcare providers and patients positively influences patient satisfaction.

Table 7

Correlations between communication and overall satisfaction of the patients

		Mean of Overall Satisfaction	Mean of Communication
Mean of Overall Satisfaction	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	204	204
Mean of Communication	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

Data in Table 7 explains the association of communication with overall patient satisfaction and, therefore, gives evidence for hypothesis H2: positive communication between healthcare providers and their patients influences satisfaction. The Pearson correlation coefficient is 0.636, showing that there is a strong positive relationship. This would then mean that better communications from healthcare providers are closely associated with higher levels of patient satisfaction.

The significance level of the correlation obtained is 0.000, much less than the statistical significance threshold value of 0.01. It would thus follow that the result obtained is not accidental and random in nature but affords very great reinforcement to the hypothesis. In a sample size of 204 respondents, this underlines the vital importance of efficient communication for the building up of patients' perception of their core experience.

The final results indicate that improved communication by health professionals with their patients is related to significant improvement in the satisfaction of patients. Clear explanation, listening attentively, and effective clarification of patient concerns are core parts of quality health care, contributing directly to better outcomes and experiences for patients. These findings put forth the need to address priorities in communication skills during healthcare delivery.



H3: Age significantly influences patient satisfaction in private hospitals.

Table 8

Age and Mean of Overall Satisfaction

Mean of Overall Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.184	3	1.728	5.353	.001
Within Groups	64.561	200	.323		
Total	69.745	203			

Information in Table 8 analyzes the effect of age on patient satisfaction across a private hospital setting, testing hypothesis (H3) that level of satisfaction is significantly impacted by age. One-way ANOVA test statistic values for the F-statistic are 5.353, while that of the corresponding p-value (Sig.) is 0.001, which is less than the 0.01 level of statistical significance. The implication is that there is a significant difference in levels of patient satisfaction across age groups.

Sum of squares between groups = 5.184 and mean square = 1.728; sum of squares within groups = 64.561 and mean square = 0.323. This means that the variations in satisfaction levels across age groups are statistically significant compared to variations within age groups. Degrees of freedom (df) indicate four age groups (df = 3) against the entire sample size (df = 203), noting the significance that variation between groups represents a substantial contribution to overall satisfaction variance.

In conclusion, the provided evidence provides conclusive evidence that age is a significant predictor of patient satisfaction in private hospitals. The evidence emphasizes the need for healthcare providers to consider age-related expectations and preferences while planning and developing healthcare services in an attempt to deliver a satisfactory experience for all ages.

H4: Gender significantly influences patient satisfaction in private hospitals.

Table 9

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
Mean of Overall Satisfaction	Equal variances assumed	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
		8.924	.003	2.105	202	.036	.17929	.08516	.01138	.34721



Equal variances assumed	1.968	120.331	.051	.17929	.09112	-.00111	.35969
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Table 9 presents an independent samples t-test for gender effect on patient satisfaction in private hospitals, to examine hypothesis (H4) that satisfaction significantly differs with respect to gender. In the Levene's Test for Equality of Variances, F-value is 8.924 and Sig. value is 0.003, indicating violation of equal variances assumption. Therefore, the equality of means t-test uses the "equal variances not assumed" test criterion.

The unequal variances t-test statistic is $t = 1.968$ with $df = 120.331$ and $p\text{-value} = 0.051$. The p-value is greater than the standard significance level of 0.05 and suggests that there is not enough evidence to reject the null hypothesis that gender does not have an effect on patient satisfaction. However, the mean difference of 0.17929 indicates that there is a slight difference in satisfaction scores by gender and that males and females are different in overall satisfaction, although the difference between the two confidence limits encompasses 0, indicating that this difference can be attributed to chance.

In conclusion, the results show that while there exists a minor difference in patient satisfaction between the two genders, the difference is not statistically significant at the 0.05 level. Therefore, there is no evidence to support the hypothesis that gender significantly influences patient satisfaction in private hospitals. However, the results may be hinting at a trend that can be explored with an even larger sample or more variables.

Analysis

Overall conclusions from the findings reveal that there are several variables influencing private hospital patient satisfaction, and significant relationships have been established in the majority of areas. Firstly, the positive relationship between overall satisfaction and quality of care (H1) reveals that increased quality of care is related to better patient experience. Likewise, the high relationship between communication and satisfaction (H2) shows how essential effective communication is for improving patient outcomes since clear communication with healthcare professionals greatly improves satisfaction. Both variables reinforce how important it is for healthcare professionals to prioritize offering quality care and ensuring unproblematic and understandable communication in an effort to maximize patient satisfaction.

However, the effect of age (H3) on patient satisfaction is statistically relevant because variations in age have effects on patient satisfaction with their care. It indicates that healthcare organizations need to ensure that there are services designed with age consideration in order to enhance patient satisfaction. However, gender analysis (H4) confirms there is no difference in satisfaction between



male and female patients, which means that gender is not a factor for patient satisfaction in this context. Overall, the findings emphasize the need for healthcare providers to put particular emphasis on quality of care and communication and consider age factors to attain high levels of patient satisfaction irrespective of diverse populations.

Conclusion and Recommendation

The current research study contributes to an understanding of the elements affecting patient satisfaction in private hospitals. The findings confirm that both quality of care and communication are significantly related to patient satisfaction, with a strong positive relationship between these variables. Moreover, age had a significant effect on patient satisfaction, but gender had a negligible or no effect at all. These findings indicated that high-quality care and clear communication remain the most potent drivers of patient satisfaction. The study also showed that age-related factors are relevant in strategies aimed at patient care, whereas in gender approaches toward raising satisfaction, no differentiation is required.

Recommendations might include emphasizing quality through proper training and equipping of the medical staff to handle the patients' needs. It is very important to ensure effective communication; thus, hospitals should invest in communications training programs for the staff to clearly explain conditions and options to the patients. Moreover, healthcare providers should consider age-specific needs and preferences in service delivery, as these greatly influence satisfaction levels. Although the results indicated no significant difference in satisfaction based on gender, healthcare providers should maintain an environment where all patients are welcome and treated equally. Finally, for continuous improvement in healthcare services, hospitals might consider conducting further studies with larger samples or investigating other factors that could affect patient satisfaction.



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