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## A study to assess the level of satisfaction of rural population towards the nursing care provided by community health nurses in selected areas of district

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### Abstract

Patient satisfaction is the most important indicator of quality of care and it considered an outcome of healthcare services.

**Objectives:** To assess the level of satisfaction of rural population towards the nursing care provided to them by the community health and to associate the findings with selected demographic variables.

**Material and Method:** The study was a Non-Experimental descriptive survey study design. Sample size consisted of 384 rural population samples who were living in rural areas of the selected district. Non-probability convenient sampling technique was used for the collection of data. The setting of the study was selected rural areas of the district. Likert scale was used as a tool for conducting the study. A prior formal permission was obtained from the concerned authority for conducting the study. Informed consent of all the participants was obtained prior to the study.

**Result:** The level of satisfaction of majority of the rural population towards the nursing care provided to them by the community health was satisfactory. The study also showed that none of the samples were strongly dissatisfied with the nursing care provided by the community health nurses. There was no significant association between in the demographic variables i.e., age, gender, education, occupation, income, religion and number of interaction/visits with community health nurses.

**Conclusion:** The study was conducted in the rural setting and helped to understand the level of satisfaction of the rural population towards the care provided by the community health nurses in the community/public health settings, the sharing of the study findings could in turn help improve the quality of nursing care services in the selected areas.

**Keywords:** Satisfaction, rural, nursing care, community, health

### Introduction

Increasing competition in every field today also affects the healthcare industry. The most important competitive advantage of health service providers is to provide quality health services. The need for increased quality of healthcare services has been identified via health-related information and advances in technology, changes in expectations and opinions about health care, an increase in individuals' involvement in their health care and increased cost and competitiveness in the health sector [1].

Patient satisfaction with nursing service is an important component of patient satisfaction. Risser defines patient satisfaction with nursing as the degree to which the patient's expectation of ideal care is consistent with the actual care. Eriksen defines it as a subjective evaluation made by patients according to their own expectations of nursing and their cognitive and emotional reactions to the interaction of actual receiving nursing services. The American Nurses Association defines it as a patient or his family staff's evaluation of the nursing care received. The above definitions are slightly different, but the consistent point is that patients' satisfaction with nursing is a subjective feeling, closely related to their expectation and perception of nursing quality. From the time of admission until discharge, nurses provide care for patients every day without fail and are involved in almost every aspect of a patient's care. Therefore, as main healthcare providers, nurses make a significant impact on patients' perceptions about their hospital experience. If healthcare organization managers are able to identify patient expectations, they could accordingly adjust the performance of services that they offer, in order to meet these expectations. Therefore, it is urgently necessary to carry out surveys in health services to constantly measure patient healthcare satisfaction, to learn about their expectations, suggestions and feedbacks, so as to

guide healthcare workers as to which items should be prioritized and which require alterations in the service [3].

Nursing Care and Patient Satisfaction: Patient satisfaction with nursing care is considered an important factor in explaining patients' perceptions of service quality. The patient's perspective is increasingly being viewed as a meaningful indicator of health services quality and may, in fact, represent the most important perspective [4].

### Need of the study

In the globalized context, in which science, technology and information lie within many people's reach, the professions, and particularly nursing, are confronted with the need to improve their work processes with a view to guaranteeing high-quality care provision to the patients [5].

The new health care technologies have increased the costs of the health sector and the population's expectations with regard to the services offered. Nevertheless, studies indicate flaws in the quality and safety of care, involving unwanted events that negatively affect the health organizations' image. Although different countries present problems in the quality and safety of hospital care, efforts have been made to improve their efficiency and efficacy. Therefore, the World Health Organization has recommended managers to take into account the citizens' expectations in decision making and, since then, various studies about patient satisfaction have been conducted. Patient satisfaction is not only important by itself; it has also been suggested as a care quality indicator in developed countries [6].

Nursing is aware of its responsibility for the quality of its care provision to the patients, the institution, ethics, laws and professional standards, as well as of how its performance contributes to the valuation of care and the patients' satisfaction. In that sense, listening to what the patients have to say about the care they receive and about their satisfaction can be a chance to construct an outcome indicator, which provides the managers with some courses to decide on transformations and innovations. In recent years, many studies have been developed to get to know how hospitalized patients perceive the care received. Nevertheless, few studies demonstrate the relation between the quality of nursing care and the patients' satisfaction [7].

A hospital may be soundly organized, beautifully situated and well equipped, but if the nursing care is not of high quality, the hospital will fail in its responsibility of providing care, the same holds true in the rural health care setting [8].

The health institutions have adopted the assessment of patient safety as a strategy to obtain a set of perceptions related to the quality of the care received, providing information that benefits the organization of these services. [9] Researcher has observed during community posting that health care services in rural areas are not up to the mark. Peoples are always complaining about healthcare services in rural areas so researcher has interest to observe the level of satisfaction of rural population towards the nursing care provided by community health nurses.

### Aim of the study

The main aim of the study was to understand the level of satisfaction of rural population towards the nursing care services; and in turn improve/maintain/enhance the quality, adequacy, appropriateness, courage, etc. of the nursing services being provided to them.

**Materials and methods:** The study objective was determining the level of satisfaction of rural population towards the nursing care provided to them by the community health nurses and to associate the findings with the selected demographic variables. Quantitative method was the approach used for the study. Non-experimental descriptive survey research design was used. Non-probability convenient sampling technique was used. The sample consisted of 384 participants. The tool was constructed as per the objectives of the study. Section A, of the tool composed of Demographic data & section B composed of 5-point Likert scale to assess the level of satisfaction of rural population towards the nursing care provided to them by the community health nurses. Tool of the study was content validated by 8 experts from specialised fields. Reliability of the tool was done by test-retest method. Pilot study was conducted on 10% of samples before actual data collection, to understand the feasibility of the study.

### Result

#### Section I: Description of socio demographic data of rural population.

Distribution of respondents according to their age in years depicted that highest percentage (34.38%) of respondents were in the age group of 35 to 45 years of age and (27.34%) of respondents were in the age group of 25-35 years. Distribution of respondents according to their gender depicted that equal number (50%) of respondents were male and female. Distribution of respondents according to their education depicted that highest percentage (26.82%) of respondents had secondary education and 22.4% of the respondents had higher secondary education. Distribution of respondents according to their occupation depicted that highest percentage (35.61%) of respondents were working in private sector and 18.49% respondents were housewives. Distribution of respondents according to their religion depicted that highest percentage (47.66%) of respondents were Hindu by religion and 12.24% of the respondents were Muslims by religion. Distribution of respondents according to their income depicted that highest percentage (33.07%) of respondent's income was 15,000/- and above, and 28.91% of the respondent's income was 10,000 to 15,000/-. Distribution of respondents according to their number of interaction/visits with the community health nurses depicts that highest percentage (50.26%) of respondent's had 3 interactions and 19.27% of the respondents had 5 interactions with the community health nurses.

#### Section II: Assessment of the level of satisfaction of rural population towards the nursing care provided to them by the community health nurses

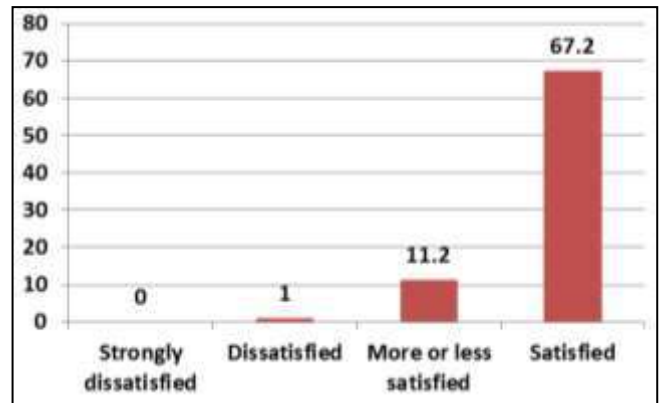
As per the items listed on the 5 point likert scale to assess the level of satisfaction of rural population towards the nursing care provided to them by the Community Health Nurses, the findings showed 226 (58.85%) of samples agreed that they were satisfied regarding the nurse being able to possess sound and scientific knowledge. 166 (43.23%) of samples agreed that they were satisfied with the health education provide by the community health nurses. 176 (45.83%) of samples agreed that they were satisfied with the process of communication used by the community health nurses was effective. 166 (43.23%) of samples agreed that they were satisfied with the community health nurses'

development of inter personal relation and rapport. 185 (48.18%) of samples agreed that they were satisfied with the time the community health nurses spent during her interaction with the patient at the treatment and follow up. Further findings showed that 148 (38.54%) of samples agreed that they were satisfied with the community health nurses' assessment regarding the patients' health and illness. 157 (40.89%) of samples agreed that they were satisfied with the community health nurses' ability to identify their health problems. 169 (44.01%) of samples agreed that they were satisfied with the community health nurses planning related to the provision of nursing services with regards to their health and illness. 182 (47.40%) of samples agreed that they were satisfied with the community health nurses implementation of the nursing services related to their health and illnesses. 185 (45.18%) of samples agreed that they were satisfied with the guidance provide by the community health nurses whenever they needed the same. 178 (46.35%) of samples agreed that they were satisfied with the community health nurses being approachable and had readiness to clarify doubts. 174 (45.31%) of samples agreed that they were satisfied with the community health nurses' professionalism at work. 169 (44.01%) of samples agreed that they were satisfied with the information provided by the community health nurses being useful and beneficial for them. 167 (43.849%) of samples agreed that they were satisfied with the community health nurse providing timely, regular and flexible services as per the need of the patients. 188 (48.96%) of samples agreed that they had trust and faith on the community health nurses. 167 (43.49%) of samples agreed that they were satisfied with the information provided by the community health nurses regarding the applicable government facilities and policies. 151 (39.32%) of samples agreed that they were satisfied with the process of referral made by the community health nurses. 166 (43.23%) of samples agreed that they were satisfied with the resourcefulness of the community health nurses.

Additional results illustrates that 178 (46.35%) of samples agreed that they were satisfied with the assertiveness and assistance provided by the community health nurses to make decisions related to health and illness. 199 (51.82%) of samples agreed that they were satisfied with the holistic approach of the community health nurses. 168 (43.75%) of samples agreed that the community health nurse herself acts as a role model and leads by example. 174 (45.31%) of samples agreed that they were satisfied the nursing services been provide at their homes. 170 (44.27%) of samples agreed that they were satisfied with the home- based services, which were regular, timely and need based with necessary follow up been done by nurses. 172 (44.79%) of samples agreed that the community health nurse acted as a link between the community and the health care institution. 204 (53.13%) of samples agreed that they were satisfied with the overall nursing care provided by the community health nurses.

**Table 1:** Description of frequency and percentage level of satisfaction of rural population towards the nursing care provided to them by the community health nurses n=384

| SN | Level of satisfaction          | Frequency | Percentage (%) |
|----|--------------------------------|-----------|----------------|
| 1. | Strongly dissatisfied (1-25)   | 00        | 0.0            |
| 2. | Dissatisfied (25-50)           | 04        | 1.0            |
| 3. | More or less satisfied (50-75) | 43        | 11.2           |
| 4. | Satisfied (75-100)             | 258       | 67.2           |
| 5. | Strongly satisfied (100-125)   | 79        | 20.6           |



**Fig 1:** Percentage level of satisfaction of rural population towards the nursing care provided to them by the community health nurses

Distribution of respondents according to their level of satisfaction depicted that highest percentage (67.2%) of respondents were satisfied towards the nursing care provided to them by the community health nurses and (0%) of the respondents were dissatisfied towards the nursing care provided to them by the community health nurses.

**Section III: Description of association between study findings and selected demographic variables**

Chi square was used to calculate the association between study findings with selected demographic variables. There was no significant association between in the demographic variables (i.e., age, gender, education, occupation, income, religion and number of interaction/visits) and the level of satisfaction of rural population towards the nursing care provided to them by community health nurses.

**Discussion**

The present study was conducted to assess the level of satisfaction of rural population towards the nursing care provided by community health nurses in selected areas of district. In order to achieve the objectives, a quantitative research approach and non-experimental descriptive survey design was adopted and non-probability convenient sampling technique was used to select the samples.

The study was conducted over a period of 4 days from 7/12/2020 to 12/12/2020. The data was collected from 384 samples of the rural population i.e., those are living in rural areas and receiving treatment from the sub centre, primary health centre, rural health centre in selected areas of district, by using a 5 point Likert scale for data collection.

The study result showed that none of the respondent was strongly dissatisfied with the nursing care provided to them by the community health nurses. There was no significant association between the selected demographic variables (i.e., age, gender, education, occupation, income, religion and number of interaction/visits) and the level of satisfaction of rural population towards the nursing care provided to them by community health nurses.

A study was done on “Client Satisfaction with Quality of Health Care in a Rural area in Southern India” by Enakshi Ganguly and Pawan Kumar Sharma on 31<sup>st</sup> August 2014. Quality of health care in developing countries, borrowing mainly from findings in developing countries, has gained increased attention in recent years, where in outcomes have received special emphasis as a measure of quality. The objectives of the study was to assess the level of satisfaction of patients attending rural government and private health



facilities in rural Andhra Pradesh. The total number of participants i.e., 108 were interviewed out of 110 who visited the health facility. In this study ten villages were randomly selected from the field practice area of the teaching medical Institution, and all patients who visited any facility during the past three months were interviewed. This study used a semi-structured questionnaire. It was a cross sectional study design. The study was conducted in a rural area of Rangareddy district in northern Andhra Pradesh state of India from 1<sup>st</sup> March through 18<sup>th</sup> July 2011. Level of satisfaction was assessed in two steps. The samples were asked whether or not they were satisfied with the care received, and then they were asked about their level of overall satisfaction or dissatisfaction. During field testing, this method proved to give more reliable and accurate information of four levels of satisfaction i.e., very satisfied, somewhat satisfied, somewhat dissatisfied and very dissatisfied. The results of this study showed high levels of client satisfaction with the different available health services in a rural area of Andhra Pradesh<sup>[8]</sup>.

### Conclusion

The present study was conducted to assess the level of satisfaction of rural population towards the nursing care provided by the community health nurses in selected areas of district. It was found that none of the respondent. There was no significant association between the level of satisfaction of the rural population and the selected demographic variables. Nurses could contribute to the quality service provision by evaluating the patient satisfaction with nursing care for the development and improvement of nursing care based on patients' expectations. Data obtained from this evaluation should be considered in determining training requirements for community health nurses and in-service training programs could be organized to develop nurses' knowledge and skills required in providing quality nursing care services in the urban and rural community health settings.

**Conflict of Interest:** There are no conflicts of interest.

**Funding Source:** Nil

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