

Measuring Patient Satisfaction in Military Health Care Facilities

Ari Mariano-Melo and Simone Borges

Department of Production Engineering

University of Brasilia

Brasilia, CEP 70910-900, Brazil

mktmariano@gmail.com, simone_simao@yahoo.com

Patricio Ramírez-Correa

School of Engineering

Catholic University of the North

Coquimbo, 1781421, Chile

patricio.ramirez@ucn.cl

Abstract

Delivering high-quality services is crucial in service industry success. That is the reason why patient satisfaction in hospitals is an important research topic. Health services in developing countries are no exception, with high demand and significant budgetary restrictions. The widely accepted quality of service dimensions - tangibility, empathy, reliability, responsiveness, and assurance - have been studied to understand their impact on patient satisfaction; however, its application in every context is debatable, especially in circumstances where the patient cannot choose widely between different services. The military health care facilities in developing countries are one of those contexts; therefore, it is necessary to identify the specific dimensions of a quality service that contributes to patient satisfaction in them. This study aims to reveal factors associated with patient satisfaction that may be useful for military organizations in developing countries. To meet the objective of the study, the authors collected surveys of 2,606 users of military health care facilities. The analysis was performed in two phases. First, confirmatory factor analysis is carried out to validate the goodness of the proposed measurement model. Second, the effects of the variables of the measurement model on an overall satisfaction variable are analyzed. For the first phase, a structural equation model analysis based on covariance (CB-SEM) is used, and for the second phase, a structural equation model based on variance (PLS-SEM) is applied. In total, seven indicators are included in the measurement model. The results of CB-SEM propose that the data are adjusted to three components, namely: appointment scheduling service, human resources quality, and medical support services. Regarding the global adjusted of the model, the quality measures of the exact fit show that the Chi² statistic is significant (92.0, df = 11, p-value < .001), and all indexes show a satisfactory fit. The values of GFI (.986), TLI (.974), and RMSEA (.054) are satisfactory (their values tend to 1 and > .5); additionally, the index SRMR (.025) indicates the acceptable fit (<.08). The analysis with PLS-SEM indicates the constructs measurement reliability (all composite reliabilities > .8) as well as convergent validity (all AVE > .5) and discriminant validity (HTMT < .9 for all relationships between variables). Moreover, the result of the analysis of the structural model indicates that the three latent variables of the model explain the variance of the overall satisfaction ($R^2 = .34$); the path coefficients for appointment scheduling service, human resources quality, and medical support services are .13, .40, and .15, respectively. A bootstrapping procedure indicated that all these effects are significant (p-values < .001). In conclusion, on the one hand, these findings highlight the assessment of the patient concerning the human dimensions in military health

care facilities; on the other hand, the results indicate that it is necessary to continue exploring new variables that explain the overall satisfaction of the patient in this context.

Keywords

Patient Satisfaction, Military Health Care Facilities, Confirmatory Factor Analysis, and PLS-SEM.

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Biographies

Ari Mariano-Melo is currently working in the Department of Production Engineering at the University of Brasilia. His research includes bibliometrics, active methodology, consumer behavior, service quality, and multivariate methods. He holds a Ph.D. in Business from the University of Seville, Spain.

Simone Borges Simão Monteiro working in the Department of Production Engineering at the University of Brasilia- She holds an MSc and a Ph.D. in Production Engineering from the Federal University of São Carlos, Brazil.

Patricio Ramirez-Correa is an Associate Professor and Deputy Director of Research in the School of Engineering at the Catholic University of the North, Coquimbo, Chile. He earned his degree in Informatics Engineering from the Pontifical Catholic University of Valparaíso, Chile. He has a Master in Management from the Pontifical Catholic University of Valparaíso, Chile, and a Ph.D. in Business from the University of Seville, Spain. He has been visiting Professor at the University of Seville (Spain) and AUT's Business School (New Zealand). Author of more than 40 publications in international indexed journals in the field of information systems, learning and ICT. He has published his work in journals such as *Industrial Management & Data Systems*, *Computers & Education*, *Telematics and Informatics*, and *Journal of Research in Interactive Marketing*.