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Comparative Study of Public and Private Hospitals in Terms of Service Quality and Patient Satisfaction in Zaria Local Government, Kaduna State, Nigeria

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Abstract
The Study was carried out in the local government area of Zaria, Kaduna state, Nigeria, comparing the quality of services and patient satisfaction of public and private hospitals. The literature was reviewed in the context of the study's objective and the objective of the study were to assess the service quality levels in public and private hospitals in Zaria LGA, to determine the degree of patient satisfaction in public and private hospitals in Zaria LGA, To compare patient satisfaction between public and private hospitals in Zaria LGA, and to identify factors influencing patient satisfaction in both public and private hospitals in Zaria LGA. A Cross-sectional survey design was used in this study. The instrument used for data collection was a structured questionnaire designed by the researcher with 200 respondents from the both public and private hospitals using simple random probability sampling techniques. The results obtained from the study were analyzed using descriptive method and chi square. The result of sociodemographic characteristics was presented in frequency distribution and percentage table while Likert scale of 5 scales was adopted for the objectives. The findings from the study. Shows that private hospital provides more service quality than the public hospital all response were positively skewed. The results in terms of patient satisfaction shows that, both hospitals provide high patient satisfaction with both the majority respond were positively skewed. The result for comparison between public and private hospital shows that, private hospitals provide more in terms of patient satisfaction because majority of the respondent from public hospital were negatively skewed compared to private hospital which shows majority of the response were positively skewed. In terms of factors influencing patient satisfaction, the result shows that, factors influencing patient satisfaction in both private and public are the same, can affect patients from attending the both hospital

Keywords: *Service Quality, Patient Satisfaction, Public Hospital, Private Hospital*

1. Introduction

Healthcare is one of fundamental human right and a crucial component of societal development. It is a sector that has received significant attention due to its impact on the well-being of individuals and communities. (WHO 2008) Public hospitals are healthcare institutions that are owned and operated by government entities, such as national, state, or local governments. (Cylus, et al, 2015). Patient satisfaction in public hospitals can be influenced by several factors, including the quality of care, the attitude of staff, and the hospital environment. Public hospitals often face challenges in meeting patient expectations, they are also valued for their accessibility and affordability (Rashid & Jusoff, 2021). Staffing

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shortages are a common issue in public hospitals, particularly in rural or low-income areas. These shortages can lead to increased workloads for existing staff, burnout, and reduced quality of care (Bhat & Jain, 2016). Governments can increase funding for public hospitals to ensure they have the resources needed to provide high-quality care. This includes investing in infrastructure, technology, and staff training (World Health Organization, 2020). Private hospitals are healthcare institutions that are owned and operated by [1-2] private entities, such as individuals, corporations, or non-profit organizations (Rashid, et al, 2021). Private hospitals often emphasize high-quality service and patient experience. This includes shorter wait times, more personalized care, higher staff-to-patient ratios, and better facilities. These factors contribute to higher levels of patient satisfaction. (World Health Organization, 2020). In general, healthcare professionals want their patients to feel happy when they get their medical issues resolved. (Hachem et al 2014). Because it provides information about how well healthcare professionals are meeting patients' needs, patient satisfaction is a crucial component in evaluating the quality of care. (Umoke et al. 2020). Medical professionals always want their patients to feel happy after receiving care (Hachem et al 2014). Comparative studies of public and private hospitals in Nigeria are scarce, especially at the local government level, despite the growing awareness of the significance of high-quality healthcare. By analyzing the variations in patient satisfaction and service quality between public and private hospitals in the Zaria Local Government Area, this study seeks to close this gap. [4]

2. Literature Review

Public hospitals are healthcare institutions that are owned and operated by government entities, such as national, state, or local governments. . (Cylus, et al, 2015). Patient satisfaction in public hospitals can be influenced by several factors, including the quality of care, the attitude of staff, and the hospital environment. Public hospitals often face challenges in meeting patient expectations, they are also valued for their accessibility and affordability (Rashid & Jusoff, 2021). Staffing shortages are a common issue in public hospitals, particularly in rural or low-income areas. These shortages can lead to increased workloads for existing staff, burnout, and reduced quality of care (Bhat & Jain, 2016). Governments can increase funding for public hospitals to ensure they have the resources needed to provide high-quality care. This includes investing in infrastructure, technology, and staff training (World Health Organization, 2020). Private hospitals are healthcare institutions that are owned and operated by private entities, such as individuals, corporations, or non-profit organizations (Rashid, et al, 2021). Private hospitals often emphasize high-quality service and patient experience. This includes shorter wait times, more personalized care, higher staff-to-patient ratios, and better facilities. These factors contribute to higher levels of patient satisfaction. (World Health Organization, 2020). [3]

Method and Results

- **Study Design:** This study employed a cross-sectional survey design
- **Sample Size:** It's in accordance with the suggested sample size for two distinct precision levels employed by Smith MF (1983) and Isaac and Michael (1981). Thus, 5% was used in this study, meaning that 201 patients in total will be used, with 50 questionnaires each facility.
- **Method of Data Collection:** Questionnaire was used to collect data, the questionnaire includes structured closed-ended. Closed-ended questions using a Likert scale (e.g., I to 5, where I = strongly disagree and 5 = strongly agree) to measure patients' satisfaction and service quality perceptions. The structured questionnaire consists of five (5) sections. (Figure 1) [5]

3. Results and Discussion

The bar chart represents age group of the respondents. The result on age group for public hospital revealed that (10%) respondent were within the age range 18 -25, (21%) of the respondent were within the age range of 26-35, (29%) of the respondent were within the age range 36-45 and (40%) of the respondent were age within 46 and above while the private hospital age characteristic

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shows that (15%) of the respondent were within the age of 18- 25,(24%) of the respondent were within the age range of 26-35, (41%) 0f the respondent were within the age range of 36-45 and (20%) of the respondent were aged 46 and above. [6]

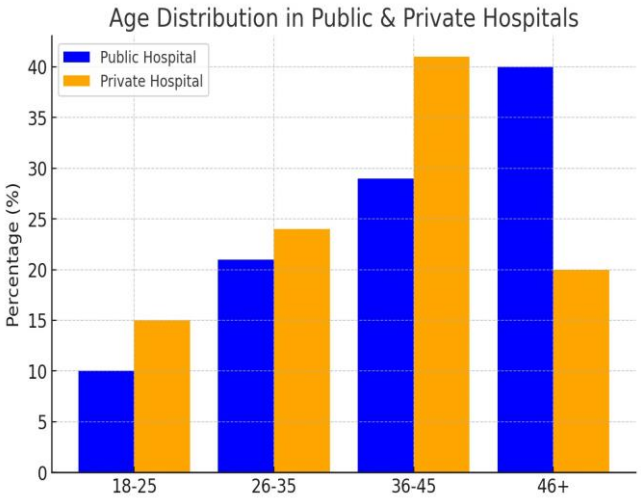

Figure 1 Percentage

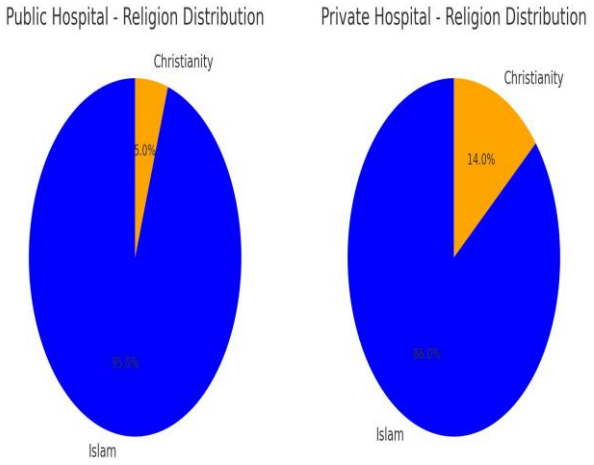

Figure 2 Pie Chart

The pie chat shows the result on religion of the respondent, for the public hospital shows that majority of the respondents (95%) practice Islam and only 5% of the respondents practice Christianity while for the private hospital majority (86%) of the respondent practice Islam and only (14%) of the respondent practice Christianity. [7]

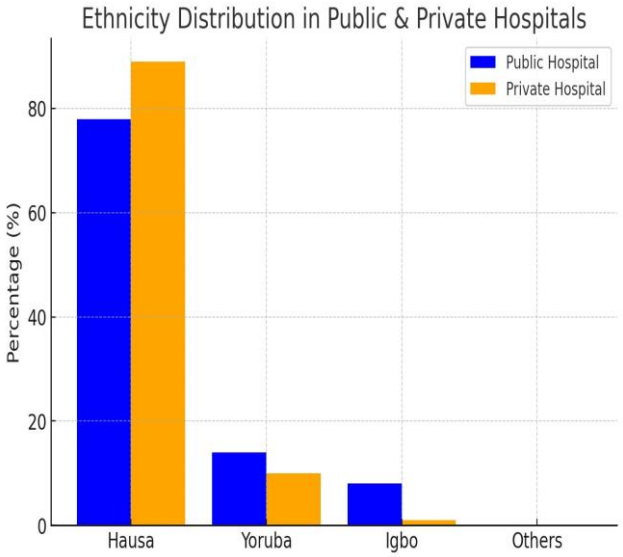

Figure 3 Public Hospital

The Bar chart represents the ethnicity of the respondents. For the public hospitals majority of the respondents (78%) were Hausa, followed by Yoruba (14%), and Igbo (8%), the result for the private hospitals shows majority (89%) of the respondents were Hausa and Yoruba (10%), and Igbo (1%)

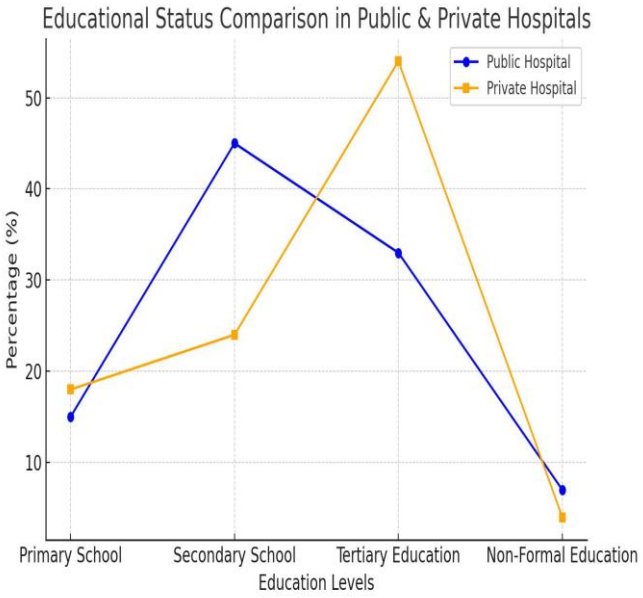

Figure 4 Educational Status

The line graph was used, to represent the educational status, Result on educational status shows that for the public hospital (15%)of the respondent attended primary School, followed by majority (45%) of the

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respondent attended secondary school, (33%) of the respondent attended tertiary institution and only 10% have none-formal education. For the private hospital majority of the respondents (50%) attended secondary school while 30% attended primary school and 10% attended tertiary institution and only (7%) of the respondent have non-formal education. As for type of hospital visited, for public hospitals,100 patient attended public hospital and for private hospital 100 patient attended private hospital. To analyze data using Likert scale, the mean was calculated using the 5 score for SA, 4 score for A, 3 Score for neutral, score 2 for SD and score of 1 for D. the total mean sore was summed up and divide by the total number. Therefore the mean of anything less than 3 remarked as negatively skewed and the mean score of greater than 3 is remarked as positively skewed.

3.1. Service Quality Levels

Table 1 Statement and Remarks of Negativity

S/N	Statement	SA	A	N	SD	D	Mean	S D	Remarks
6	The hospital staff are courteous and respectful	10	27	11	12	40	2.57	11.78	Negatively Skewed
7	The medical personnel are skilled and competent in their duties.	45	15	11	20	09	3.67	13.05	Positively Skewed
8	The hospital environment is clean and hygienic	14	15	30	24	16	2.84	6.20	Negatively Skewed
9	The hospital offers modern and up-to-date facilities and equipment.	09	12	07	42	30	2.28	13.69	Negatively Skewed
10	The waiting time to receive medical attention is reasonable	10	06	14	24	46	2.10	14.31	Negatively Skewed

Table 1.0 from the above table, it shows majority of the statement were negatively skewed (6, 8,9,10 and 11) and only 8 was positively skewed. This means that, pubic hospital service quality is low. [9]

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1.1. Patients Satisfaction

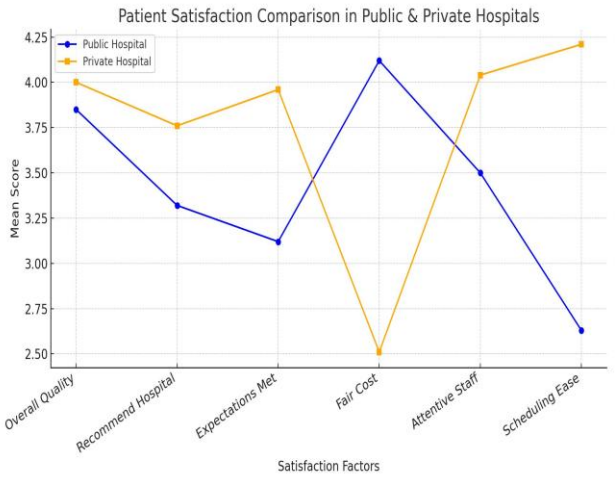

Figure 5 Graph

The line graph represents patient satisfaction in both public and private Hospital, the result for public hospital shows that majority of the statement were positively skewed with mean score greater than 3 in terms of overall quality (mean score of 3.85), recommended hospital (mean score 3.32), met expectation (mean score of 3.12), fair cost (mean score of 4.12) attentive staff (mean score of 3.50) and scheduling Ease (mean score of 2.63). , For the private hospitals, the majority of the statement were positively skewed in terms of overall quality (mean score of 4.00), recommended hospital (mean score 3.76), met expectation (mean score of 3.96), fair cost (mean score of 2.51) attentive staff (mean score of 4.04) and scheduling Ease (mean score of 4.21). this means that, both private and public hospital have high level of patient satisfaction. Staffing shortages are a common issue in public hospitals, particularly in rural or low-income areas. [10]

1.1. Comparison Between Public and Private Hospitals

The Bar chart compares pulic and private hospital in terms of patient satisfaction, the result shows that, private hospitals are better compare to public with the majority mean score greater than 3. For public hospital the result shows that in terms of service quality (with mean score of 2.50), patient satisfaction (mean score of 2.52), comprehensive service (with mean score of 3.61) Hospital comfort (with mean score 0f 2.43) and value for money (with mean score of 2.27). For private hospital the result shows that, in terms of service quality (with mean score of 3.93), patient satisfaction (mean score of 3.50), comprehensive service (with mean score of 2.59) Hospital comfort (with mean score 0f 3.72) and value for money (with mean score of 3.66). [11] The Bar chart represents factors influencing patient satisfaction, both public and private Hospital has factors that influence their satisfaction with the majority mean score greater than 3. For public hospital in terms staff professionalism (with mean score of 2.63) cleanliness (with mean score of 3.65), Medical Equipment (with mean score of 3.75), service efficiency (with mean score of (2.92), patient education (with mean score of 3.89) and Emergency Service (with mean score of 3.73). For private hospital, the result shows that, in in terms staff professionalism (with mean score of 3.70) cleanliness (with mean score of 3.81), Medical Equipment (with mean score of 3.96), service efficiency (with mean score of (3.66), patient education (with mean score of 4.12) and Emergency Service (with mean score of 3.96) [12]

Table 2 Statement and Remarks of Positivity

S/N	STATEMENT	SA	A	N	SD	D	MEAN	S D	REMAERKS
6	The hospital staff are courteous and respectful	45	25	10	15	05	3.90	14.14	Positively Skewed
7	The medical personnel are skilled and competent in their duties.	33	28	24	03	12	3.67	10.97	Positively Skewed
8	The hospital environment is clean and hygienic	35	23	18	15	09	3.60	8.76	Positively Skewed
9	The hospital offers modern and up-to-date facilities and equipment.	55	20	11	09	05	4.11	18.17	Positively Skewed
10	The waiting time to receive medical attention is reasonable	42	31	12	04	11	3.89	14.18	Positively Skewed
11	The hospital's emergency services are prompt and effective	39	27	20	02	12	3.79	12.63	Positively Skewed

Table 2.0 From the above table, it shows that all the statement was positively skewed (6, 7,8,9,10 and 11).

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This means that, private hospital has high service quality. [8]

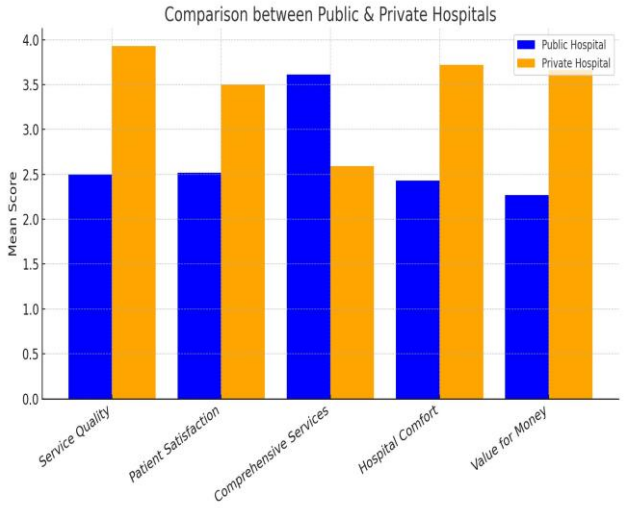

Figure 6 Private Hospital

1.2. Factors Influencing Patient Satisfaction

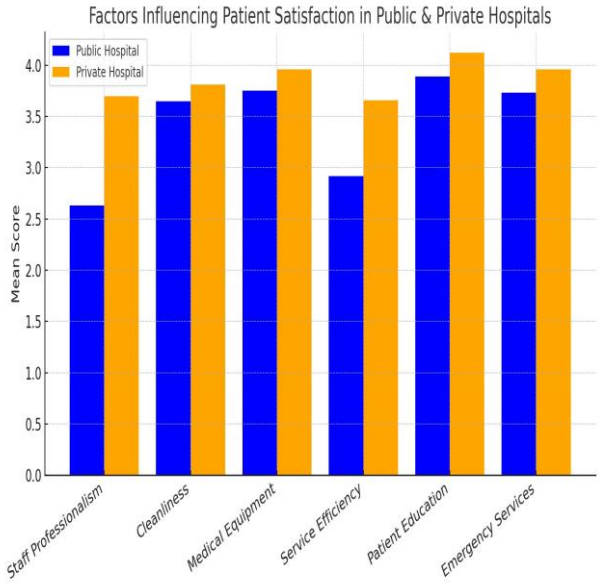

Figure 7 Bar chart

1.3. Discussion

The results of a study by Jibril et al. (2024) on Improving Primary Healthcare Experience and Evaluating Client Satisfaction in Kaduna State, Northwest Nigeria, are in opposition to this study. In Kaduna State, 31% of the respondents expressed satisfaction with PHC services. This research is consistent with a study conducted by Adekanye (2013) on patients' Satisfaction with the Healthcare Services at a North Central Nigerian Tertiary Hospital. Showed that 78.3% of patients felt their expectations were met, and 84.8% were happy with the level of hospital services. This study is consistent with a study by Umeano-Enemuoh et al. (2014) that looked at patient satisfaction and the quality of care in tertiary institutions in Southeast Nigeria. Similarly, respondents reported that the health facility's overall level of care quality was good (mean score = 3.45). This study is consistent with one by Adekanye (2013) on patients' satisfaction with healthcare services at a tertiary hospital in North Central Nigeria, the few issues mentioned are high service costs (1.0%), insufficient staff (8.5%), and poor service point layout (29.0%). Merely 51.7% of the patients offered suggestions to enhance their hospital experiences, such as more staff and better service point design. This research aligns with a study by Umoke et al. (2020) that used SERVQUAL theory to examine patients' satisfaction with the quality of treatment they receive in general hospitals in the State of Nigeria. Patients were generally satisfied with tangibility (=2.57 ± 0.99) and reliability (=2.84 ± 0.95). Their mean score for tangibility was 2.70 ± 1.00, while their mean score for health personnel' neat look was 249 ± 0.98. They were especially happy with the following: empathy (= 3.12 ± 0.57), assurance (= 3.07 ± 0.63), and responsiveness (= 3.06 ± 0.63). Maintaining error-free records had the lowest reliability score (=2.74 ± 1.73), while adhering to treatment protocols had the greatest value (=3.0 I ± 0.78). The health professionals were most inclined to listen when it came to responsiveness (=3.10 ±0.92), but information on the patient's condition by this research is consistent with a study conducted by Adekanye (2013) on patients' Satisfaction with the Healthcare Services at a North Central Nigerian Tertiary Hospital. Showed that 78.3% of patients felt their expectations were met, and 84.8% were happy with the level of hospital services. Displays each service point's proportion of customers that are satisfied with the level of service quality. This study is in contrast with a study conducted by Sigdel (2015) carried on patients' satisfaction in public and

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private hospital of Morang district Nepal shows Patients in public hospitals reported higher levels of satisfaction (61.8%) compared to those at private hospitals (37.27%). Participants in this study were quite satisfied (mean score = 3.75) with the services offered by the various service providers, which is consistent with a study by Umeano-Enemuoh et al. (2014) that looked at patient satisfaction and the quality of care in tertiary institutions in Southeast Nigeria. Similarly, respondents reported that the health facility's overall level of care quality was good (mean score = 3.45). This study is consistent with one by Sreenivas and Babu (2012), which used three urban hospitals in South India to investigate hospital patient satisfaction. Based on the findings, 38-item scales with strong validity and reliability were created. Similarly, seven aspects of perceived quality were found, including physical facilities and admissions process. According to this study, which is consistent with one by Adekanye (2013) on patients' satisfaction with healthcare services at a tertiary hospital in North Central Nigeria, the few issues mentioned are high service costs (1.0%), insufficient staff (8.5%), and poor service point layout (29.0%). Merely 51.7% of the patients offered suggestions to enhance their hospital experiences, such as more staff and better service point design. According to a study by Umeano-Enemuoh et al. (2014), which looked at patient satisfaction and care quality in tertiary institutions in Southeast Nigeria, interventions are needed to improve the amount of time spent at the facility and encourage good customer-focused service delivery, which is a factor that affects patient satisfaction. [13]

Conclusion

In conclusion, the findings on, comparative study of public and private hospitals in terms of service quality and patient satisfaction in Zaria local government Area Kaduna state, Nigeria. Shows that private hospitals provide more service quality than the public hospital all response were positively skewed. The results in terms of patient satisfaction shows that, both hospitals provides high patient satisfaction with both the majority respond were positively skewed. The result for comparison between public and private hospital shows that, private hospitals provide more in terms of patient satisfaction because majority of the respondent from public hospital were negatively skewed compared to private hospital which shows majority of the response were positively skewed. In terms of factors influencing patient satisfaction, the result shows that, all variables were positively skewed, it means, factors influencing patient satisfaction in both private and public hospital are the same. [14]

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