



# A Study on the Influential Factors of Medical Service Satisfaction

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**Abstract.** The people's expectations and requirements for medical and health public services have gradually increased as the economy has progressed. Only by meeting the expectations of citizens to the greatest extent can health services obtain higher satisfaction. This study will help to deepen the academic research on current medical service satisfaction, and provide a theoretical basis for future policy recommendations. By means of systematic literature retrieval, the present situation of domestic patient satisfaction survey was reviewed, the problems in practice were analyzed, and suggestions for improvement were put forward. Suggestions on doctor-patient relationship, medical insurance and medical resources are put forward to improve citizens' satisfaction with medical services.

**Keywords:** Public service · Medical service · Medical resources · Medical Insurance · Doctor-patient relationship

## 1 Introduction

China's medical and health public service system has made significant progress with the development of society, but new issues such as unequal distribution of medical resources, tensions between doctors and patients, difficult and expensive medical treatment, insufficient medical insurance coverage, and other issues have emerged during the implementation process. The general people must support the expansion of a high-quality medical system throughout time. In order to make up for the system vacancy, this paper should constantly improve the policy from the perspective of citizens, enhance citizens' trust and improve citizens' satisfaction with medical and health public services. Improving citizens' satisfaction with medical services is critical for improving the overall quality of life and enhancing citizens' happiness, fostering social fairness and stability, and ensuring the national economy's healthy, stable, and sustainable development. In this paper, the keywords of "doctor-patient relationship", "medical insurance" and "medical resources" were searched on Google Scholar and a total of 24 articles were selected into the analysis scope of this paper. Based on the analysis comparison to sum up the factors which influence widely understand the academic research situation, scholars have established a more scientific and systematic evaluation of satisfaction index system, using the index system to study the effect of satisfaction factor analysis, the study of public service

**Table 1.** Analysis of Medical resources, Medical Insurance, Doctor-patient relationship papers about the influential factors.

No. of papers	Influential factors	References
6	Medical resources	[1–6]
6	Medical Insurance	[7–12]
8	doctor-patient relationship	[13–19]
5	Medical environment	[20–24]

and health care satisfaction has been very fruitful results, However, each influencing factor is independent from each other, which is not conducive to grasp the specific situation of medical and health satisfaction and put forward comprehensive system suggestions at a macro level. In this paper, through consulting and reading the relevant literature of patient satisfaction evaluation on the basis of this analysis and comparison to put forward comprehensive research suggestions.

## 2 Factors Influence Medical Service Satisfaction

This paper will analyze the factors from medical resources, medical insurance, doctor-patient relationship and medical environment. Table 1 shows the specific categorisation of the papers.

### 2.1 Medical Resources

Medical and health resources refer to the human, material, and financial resources provided to the health sector by the government and society under certain social and economic conditions. The resource allocation of medical treatment is unbalanced and the differentiation between provinces and counties is serious [1]. Remote treatment can effectively allocate the limited resources and improve the satisfaction of patients. Equal distribution of medical and health resources represents social justice and health equity, and it also has a significant impact on public satisfaction with medical services. The findings suggest that hospital reputation, medical staff quality, medical prices, equipment, and pharmaceuticals are the top concerns for both urban and rural inhabitants [2]. It is recommended that grassroots hospitals improve the circumstances and service capability of township health facilities, as well as optimize the organization of human resources in medical institutions. Medical and health resources are usually divided into three categories: medical and health financial resources, medical and health people resources, and medical and health material resources The research found that hospitals with better grades have higher medical expectations, higher levels of satisfaction, and higher levels of faith in medical technology, based on a survey of patient satisfaction with hospitals of various grades [3]. Hospital can improve patient satisfaction by optimizing resource allocation and utilization and adjusting medical service and management strategy [4]. Human resources for health care usually include specialized health care personnel, including health care technicians, health care managers and related workers, rural

doctors and health workers and other technical personnel. Medical resources also affect doctors' job satisfaction. Human resource planning, medicine, and medical equipment management were all positively associated with rural physicians' work satisfaction [5]. Medical and health material resources are the most fundamental resources in medical and health facilities, the environment, equipment, materials, and housing construction that can be utilized by people in medical and health services for a limited time. Superior amenities and a higher reputation are often the first and most essential factor for patients [6].

## 2.2 Medical Insurance

In China, basic medical insurance has basically achieved full coverage, and the per capita funding and payment levels have increased year by year. The revenue and expenditure of medical insurance funds are basically in balance. The problem of obtaining medical care in non-local places has been greatly improved, and the problem of difficult and expensive medical care has been initially resolved. Medical insurance affects the total cost of patient treatment, and different types of medical insurance have different reimbursement rates. The findings suggest that the more equal the medical insurance coverage, the better the level of medical care satisfaction [7]. The satisfaction degree of basic medical insurance participants was higher than that of uninsured participants. Overall patient satisfaction was found to be positively impacted by health insurance, owing to the protection of patients' concerns about treatment costs [8]. Medical service leverage, supervision, and cost management are all aided by basic medical insurance. Through the measurement of six influencing factors of satisfaction, it is found that the social medical insurance has the greatest influence on patient satisfaction. However, the imbalance in the development of medical insurance and medical services is still outstanding [9]. Patients with high reimbursement rates are more concerned with medical quality, whereas patients with low reimbursement rates are dissatisfied with medical costs [10]. In the medical insurance, the satisfaction of self-paying people to community health services is lower than that of those who enjoy basic medical insurance [11]. The sustainability of the medical insurance system is faced with great challenges, and the problems of unreasonable medical costs rising and "high cost of seeing a doctor" have not been completely solved. Some patients face high medical costs and do not get treatment, resulting in delayed illness. The study found that the number of Chinese students in South Korea who had medical insurance for dental treatment was slightly more than that of those who did not have medical insurance [12]. The incentive effect of medical insurance on medical service, the authority of medical supervision and the control of medical expenses need to be further strengthened.

## 2.3 Doctor-patient Relationship

Eight articles argue that the doctor-patient relationship has a significant impact on satisfaction with medical services. It reveals that quality of service and healthcare treatment are the channels for communication and trust between physician and patient [13]. Improved doctor-patient communication enhances patients' confidence in physicians and boosts patient satisfaction. A positive doctor-patient connection is critical to the smooth operation of medical institutions, the successful implementation of medical plans, and

social harmony. A healthy doctor-patient connection has a positive effect not only on user happiness and the quality of health services, but also on the health state of patients [14]. A high level of medical service quality is the guarantee for the patient to cure the disease and improve the health level. It impacts not only the life of the patient, as well as the doctor-patient interaction, as well as the development and expansion of the whole medical and health industry. Numerous variables impact the doctor-patient interaction, including: One of the aspects determining patient satisfaction is doctor-patient communication [15]. The Doctor-patient communication promotes patients' comprehension of their own conditions, patient conducts, the steady growth of physicians' work and the harmony of mutual relationship [10]. Patient dissatisfaction with hospital treatment is rooted in a lack of credibility. Transparency in the eyes of patients increased their confidence in hospitals and physicians, leading to higher satisfaction [16]. Certain doctors were shown to be related to patient satisfaction with medical treatment [17]. It is critical that patients develop trust with their physicians during treatment, and to be cared for and recognized by their physicians. Patient attitude is also a factor affecting the doctor-patient relationship. The doctor-patient relationship is likened to a two-way street that needs to be built. The patient's communication attitude and degree of cooperation have an important impact on the implementation of medical activities [18]. Physician satisfaction with the work environment is also very important. Increased physician satisfaction was attributed to cost of care, laboratory facilities, medicine availability, and equipment availability [19]. Time management, or the lack thereof, has a negative impact on contentment. Even though the hospital provides better healthcare care, when communication between doctors and patients is hindered due to patient misunderstanding or a lack of information channels, patients have unrealistic expectations and hold the doctor accountable, resulting in doctor-patient conflicts and even medical disputes.

## 2.4 Medical Environment

The medical environment is the environment in which the hospital takes care of its patients. The medical environment should have a positive impact on the patient and be therapeutic to meet the needs of the patient. Multiple papers claim that the medical environment has a favorable effect on patients, is therapeutic, and may suit their requirements. Research shows that improvements in medical facilities and medical environment are beneficial to patients' life satisfaction [20]. The study found that patients' evaluation of hospital convenience, hospital facilities and environment affected patients' evaluation of medical service satisfaction [21]. The hospital's physical environment constitutes the first component of the medical environment. The physical environment of a hospital influences the physical and psychological satisfaction of patients. The patient's mental state is affected by his or her environment, which determines the efficacy of therapy and prognosis of the ailment. The patients have no influence over the room's temperature, humidity, silence, or ventilation, which are different from the everyday necessities. Further improvement of medical treatment environment and medical equipment to meet the needs of community residents is beneficial to improve medical service satisfaction. Therefore, it is the job of the medical personnel to alter the atmosphere appropriately and keep it clean, pleasant, safe, quiet, and healthy [22]. The transportation is convenient, the health condition is good, the department setting is complete, the logistics is perfect,

the medical treatment space is comfortable, quiet and not noisy, the instructions are clear, the service facilities are convenient [23]. These medical environment factors also account for an important proportion in the influencing factors of patient satisfaction. Transportation convenience is the most influential factor in the medical environment and an important factor in the accessibility of medical services. It is the basis of medical services to arrive at the hospital quickly and conveniently for patients who need medical services outside the hospital. Hospital health situation is also an important factor affecting patients' perception. The second part is the social environment of the hospital. The medical environment impacts doctors' working conditions and job satisfaction [24]. The improvement of doctors' job satisfaction is more conducive to developing doctor-patient conversation and improving patients' assessments of the quality of medical treatments. A hospital's principal objective is to give support or services to members of the public with health concerns or needs. In order to provide patients with a secure and pleasant therapy and adequate health treatments, it is vital to build and maintain a positive hospital social atmosphere.

### 3 Conclusion

Residents' medical service satisfaction is positively correlated with the improvement of medical service level. According to the results of the above research, corresponding measures should be put forward based on each factor, so as to improve the service level of medical institutions and improve residents' medical service satisfaction. Every influencing factor has correlation. For example, in terms of medical resources, the level of medical treatment is the main factor that affects the public's opinion on medical services. To strengthen and improve technologies and services related to health care. Medical service institutions should improve medical technology and service quality, educate medical people, expand their medical professional abilities, increase doctor-patient confidence, and boost doctor-patient communication. Medical equipment should be routinely updated, medical services should be precise and patient-friendly, and therapeutic needs should be addressed. Distribute medical resources fairly, pay attention to areas lacking medical resources, seek online medical treatment methods, and protect the rights and interests of patients in areas lacking medical resources. To realize effective use of limited resources and improve public satisfaction in areas with weak medical resources. The evaluation of medical service satisfaction is made by residents according to whether their expectations are met. Residents who are not satisfied with medical services are not satisfied with their own expectations, and part of the reason is that patients' expectations of medical services are too high due to their lack of understanding and understanding. This paper should try our best to understand patients' expectations and fully communicate with them so that they can get rational cognition and understand and trust the doctor's behavior. Thus, the trust between doctors and patients is more conducive to the improvement of the overall satisfaction of medical services. Improve citizens' awareness of health and public services, make them understand and get familiar with various policies, especially medical security services, increase citizens' trust in the health and public service system, so as to keep expectations at an appropriate level and improve citizens' satisfaction with health and public services. In addition, this

paper should establish a perfect medical insurance system from the perspective of public expectation to improve the efficiency and effectiveness of medical insurance, to further exert the effect of medical insurance in medical services, to truly understand what the public demand is, so as to better improve the satisfaction of medical services.

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