

Organizational Citizenship Behavior of Nurses and Patient Satisfaction: A Study at Public Hospitals in Ampara District of Sri Lanka

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Abstract

The importance of Organizational Citizenship Behaviors (OCBs) in many sectors as well as health care setting has been revealed through large numbers of studies internationally. Health care is considered one of the most basic needs of humanity and it is an indicator of nation's well-being. In Sri Lanka health care system, nursing staffs are the largest component of health care personnel in public health sector. Nurses have been the first and the last contact point where patient come for seeking health service. Throughout structure, process and providing care are the basic components of every health care setting. Generally, to measure the indicators for these components patient satisfaction is considered paramount. Scholars argue in hospitals performance can be increased through OCB of staffs which leads to patient satisfaction. The objectives of this study were to find the level of OCB among nurses, level of patient satisfaction and the relationship between OCB of nurses and patients satisfaction. The total of 151 nursing staffs were randomly selected as sample for responding to OCB and 151 patients were randomly selected as sample for answering patient satisfaction. Both respondents were verbally informed the consent and taken as voluntarily participants. The study sites were Akkaraipathu Base Hospital, Ampara General Hospital and Sammathirai Base Hospital, Ampara District, Eastern Province of Sri Lanka. Developed questionnaires were validated using reliability and validity test. Collected data were analyzed by descriptive, correlation and regression analysis. The findings revealed that helping accounted 42.2% of variance in patient satisfaction whereas courtesy counted for additional 6.8%, conscientiousness covered 4.4%, civic virtue meant 4.3% and sportsmanship had no significant account for any variance in patient satisfaction. Overall OCB was resulted 53.5% of the variance in patient satisfaction.

This research contributes to health care setting where the patient satisfaction and providing effective service are taken consideration. The findings of this study would help the health care management personnel to get insight on the importance contribution of OCBs as one of the determinants of patient satisfaction. From the hospital administrative view, this study will help them figure out the significant contribution of OCB to patient satisfaction and set new stratifies to promote the exhibition of OCB among nurses. Moreover, this study will contribute adding to the existence theory. Furthermore, this study could be done by combining qualitative

measurement, such as conducting interviews with both respondents, using open-ended questionnaire to get wider perspectives of the influential factors. There could be other different factors which has influenced on patient satisfaction as well as factors affecting OCB displaying. Additionally, this study emphasized on only three public hospital from Ampara district and the findings could not be generalized other regions and setting. Further studies are also required to be carried out in larger hospitals and larger sample at other district or province of Sri Lanka. Recommendations and area for future research was also discussed.

Keywords: Nurse, Organizational Citizenship Behavior, Patient Satisfaction.