
Influence of Service Encounter on Patients' Satisfaction in Government Owned Hospitals in Ibadan Oyo State, Nigeria

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ABSTRACT

This study is on service encounter and patients' satisfaction in government-owned hospitals in Ibadan, Oyo State. Patient Satisfaction, Service Encounter and SERVQUAL Theories were adapted respectively to explain and provide insights into the major variables of this study. Healthcare satisfaction is a critical indicator of the quality of care provided by hospitals, which influences patient outcomes and the perception of healthcare systems. Understanding patient satisfaction with the structure, process and outcome of care in public hospitals is crucial for improving service delivery and enhancing the overall quality of healthcare. In spite of this, there is a scarcity of studies on service encountered in relation to healthcare satisfaction, particularly in Ibadan. A descriptive survey research design was adopted. Cluster and simple random sampling techniques were used to select a total number of 408 respondents, while a self-developed questionnaire was used as an instrument for data collection. The descriptive statistics of frequency counts, percentages and inferential statistics of multiple regression analysis were used for the analysis. The result revealed that the level of patients' satisfaction in government-owned hospitals in Ibadan was very high (3.71), perception of care was very high (3.61), while the level of service encountered by patients was high (3.38). There was a significant influence of service encounter on patients' satisfaction ($Adj. R^2=0.510$, $F(2,405)=212.993$, $p=0.000$). The management of government-owned hospitals in Ibadan should focus on service encounter as a strong factor influencing patients' satisfaction in government-owned hospitals in Ibadan, Oyo State.

Keywords: *Perceived care, Service encounter and Patients' satisfaction.*

INTRODUCTION

Healthcare satisfaction is a critical indicator of the quality of care provided by hospitals, influencing not only patient outcomes but also the perception of healthcare systems as a whole. As Government health systems across the globe grapple with increasing demand and resource

limitations, patient satisfaction emerges as a key measure of the effectiveness of health services (Berwick, 2021). In Nigeria, particularly in Ibadan, Oyo State, Government hospitals serve as the primary source of healthcare for a significant portion of the population. However, challenges related to the structure, process and outcomes of care often affect the satisfaction levels of patients utilizing these services (Adekanbi, Adebayo, Olaitan, 2022)

The concept of healthcare quality can be understood through framework, which highlights three major dimensions: structure, process, and outcome. Structure refers to the physical and organizational characteristics of the healthcare setting, including facilities, equipment, and staffing. Process encompasses the interactions between patients and healthcare providers, covering the appropriateness, efficiency, and effectiveness of care provided. Outcome refers to the results of healthcare interventions, which can be measured in terms of patient recovery, health improvement, and overall satisfaction (Health Administration Press. 1980) Patient satisfaction is a key measure of the quality of healthcare services. Understanding patient satisfaction with the structure, process, and outcome of care in Government hospitals is crucial for improving service delivery and enhancing the overall quality of healthcare. By identifying the key factors that influence satisfaction, healthcare providers and policymakers can implement targeted interventions aimed at addressing the specific needs and expectations of patients (Abimbola, Aruna, Ibrahim, Nd).

Patient satisfaction has become a critical indicator in evaluating the quality of healthcare services, reflecting the ability of healthcare systems to meet the needs and expectations of patients. In healthcare systems, the perceived care quality often determines whether patients feel satisfied with the treatment they receive (Berwick, 2021). Particularly in Government-owned hospitals, where resources and service delivery processes may be constrained, patient satisfaction remains a primary concern. In Ibadan, Oyo State, Government hospitals are essential in providing healthcare access to a large population, but the quality of care delivered is frequently scrutinized due to structural, procedural, and outcome-related challenges (Adekanbi, Adebayo & Olaitan, 2022). Evaluating patient satisfaction through the lenses of effectiveness, acceptability, efficiency, access, equity, and relevance within the context of healthcare structure, process and outcomes is crucial for enhancing the performance of Government hospitals.

Effectiveness in healthcare refers to the extent to which care interventions achieve the intended health outcomes. It relates directly to how well healthcare services deliver the desired health benefits and improve the patient's condition. For Government hospitals in Ibadan, assessing the effectiveness of care requires an understanding of how well treatments, diagnoses, and interventions contribute to patient recovery and well-being (Adedokun & Akinyemi 2022). The effectiveness of care is often compromised by a lack of modern medical equipment, undertrained staff, and the unavailability of essential medications, leading to suboptimal patient outcomes (Ogunleye, Akinyemi & Ojedokun, 2023). Patients may perceive the effectiveness of care differently based on their recovery experiences, contributing to their overall satisfaction with the healthcare services they receive.

The acceptability of healthcare services refers to how well the services provided align with the cultural, ethical, and personal expectations of patients. In many Government hospitals

in Ibadan, cultural sensitivity and patient-provider relationships are important aspects of care that influence satisfaction (Akinwumi, 2022). Patients are more likely to express satisfaction when healthcare services respect their beliefs, preferences, and values. The acceptability of care is also shaped by how healthcare providers communicate and engage with patients, ensuring that treatments and procedures are explained in a manner that patients find understandable and respectful. When these expectations are met, patient satisfaction increases, highlighting the importance of acceptability as a dimension of quality care (Obafemi, 2023).

Efficiency in healthcare involves the optimal use of resources to achieve the best possible outcomes for patients. In the context of Government hospitals in Ibadan, efficiency challenges include long waiting times, delayed treatments, and inadequate staffing, which can significantly impact patient satisfaction (Ojedokun & Aramide, 2021). Patients attending Government hospitals often express frustration with inefficiencies such as overcrowding, slow administrative processes, and prolonged waiting times for appointments and treatments (Ogunleye, Akinyemi & Ojedokun, 2023). An efficient healthcare system ensures that resources are used judiciously, care is delivered promptly, and patients do not experience unnecessary delays. Improving efficiency is crucial for enhancing patient satisfaction, as well as maximizing healthcare outcomes and resource utilization.

Access to care refers to the ease with which patients can obtain healthcare services when needed. In Ibadan, Government hospitals are often the primary healthcare providers for many citizens, especially those from low-income backgrounds. However, barriers such as geographical distance, cost of services, and inadequate transportation systems hinder access to these facilities (Adekanbi, Adebayo & Olaitan, 2022). Additionally, limited availability of specialists and necessary medications further restricts access to appropriate care. Patients attending Government hospitals may perceive reduced access as a significant factor contributing to dissatisfaction, particularly when compared to private healthcare institutions that may offer more timely services. Ensuring equitable access to care is essential for improving patient satisfaction and ensuring that healthcare services reach all segments of the population (Ogunleye, Akinyemi & Ojedokun, 2023).

Equity in healthcare refers to the fairness in the distribution of healthcare services, ensuring that all individuals have the opportunity to receive quality care regardless of their socio-economic status, gender, or ethnicity. In Government hospitals, equity is a critical issue, as disparities in care can lead to dissatisfaction among patients who feel they are receiving lower-quality services compared to others (Adekanbi, Adebayo & Olaitan, 2022). Patients attending Government hospitals in Ibadan often come from diverse backgrounds, and equity in care ensures that these hospitals provide the same level of care to all, without discrimination. The perception of unequal treatment, whether due to financial constraints or social biases, can lead to lower satisfaction and a decline in trust in Government healthcare systems (Obafemi, 2023).

Relevance in healthcare refers to the alignment of services with the health needs of the population. For Government hospitals in Ibadan, ensuring that care provided is relevant to the pressing health concerns of the community is essential for improving patient satisfaction (Bello & Johnson, 2022). Relevant healthcare services address the most common and critical health

issues affecting the population, including maternal and child health, infectious diseases, and chronic conditions such as diabetes and hypertension. When patients perceive that the care, they receive is targeted towards addressing their specific health problems, they are more likely to express satisfaction with the services (Adedokun & Akinyemi, 2022). Relevance also implies that the health interventions offered are current, evidence-based, and capable of addressing the evolving health needs of the population.

Also, the quality-of-service encounters in healthcare is a vital determinant of patient satisfaction and overall healthcare outcomes. Service encounters refer to the interactions between patients and the healthcare system, encompassing both tangible and intangible aspects of care (Street et al., 2009). In Government-owned hospitals in Ibadan, Oyo State, service encounters are critical to shaping patients' perceptions of the quality of healthcare they receive. Tangible aspects such as hospital infrastructure, medical equipment, and cleanliness, alongside intangible aspects like patient-provider interactions, empathy, and communication, significantly influence the overall healthcare experience (Bello & Johnson, 2022). As the demand for Government healthcare services continues to grow, evaluating the tangible and intangible aspects of service encounters becomes essential for improving patient satisfaction and health outcomes.

Tangible aspects of healthcare services refer to the physical and material components of the hospital environment that patients can directly perceive. These include the hospital infrastructure, the availability of medical equipment, cleanliness, and the general physical appearance of the healthcare facility. In Government hospitals in Ibadan, tangible aspects such as the state of the buildings, the condition of waiting areas, and the maintenance of medical equipment play a significant role in how patients assess the quality of care (Ogunjimi et al., 2022). Patients tend to associate well-maintained, clean, and modern facilities with higher standards of care, which can positively influence their overall satisfaction with the healthcare services provided (Olaleye et al., 2021).

Another critical component of the tangible aspects of service encounters is the availability and condition of medical equipment. In many Government hospitals, outdated or insufficient equipment is a common problem, leading to delays in diagnosis and treatment, which frustrates patients and healthcare providers' alike (Ajayi et al., 2020). The availability of adequate medical supplies, such as drugs and diagnostic tools, is essential for delivering timely and effective care. When patients encounter broken or unavailable equipment, it diminishes their confidence in the hospital's ability to provide quality care, contributing to dissatisfaction.

Cleanliness and hygiene in healthcare settings are other vital tangible factors that impact patient satisfaction. Cleanliness in hospital wards, restrooms, and waiting areas is often a major concern for patients. In Ibadan's Government hospitals, inadequate cleaning staff and insufficient resources for maintaining hygiene can lead to perceptions of neglect and poor service quality (Bello & Johnson, 2022). Patients expect hospitals to maintain high standards of cleanliness to prevent infections and promote a comfortable healing environment. A lack of attention to these physical aspects can significantly affect patient trust and overall satisfaction with their care.

Intangible aspects of healthcare services, although less visible, are equally important in shaping patient experiences. These include the quality of interactions between healthcare providers and patients, empathy shown by staff, communication effectiveness, and the overall emotional environment within the hospital. In Government hospitals in Ibadan, where resources may be limited, intangible aspects of service encounters can play a pivotal role in compensating for some of the shortcomings in tangible aspects (Bello & Johnson, 2022). For instance, patients who feel respected, valued, and listened to during their hospital visits are more likely to rate their care experience positively, regardless of the physical conditions of the hospital.

Effective communication between healthcare providers and patients is a cornerstone of intangible service quality. Clear, compassionate, and timely communication ensures that patients understand their diagnosis, treatment options, and any necessary follow-up care. In the Government hospital setting, communication breakdowns often occur due to overcrowded facilities and overworked staff, leading to patient frustration and dissatisfaction (Ajayi et al., 2020). When healthcare providers take the time to explain medical procedures, answer questions, and reassure patients, it fosters a sense of trust and comfort, which enhances the overall service experience.

Empathy and emotional support are other critical intangible aspects that influence patient satisfaction. Patients appreciate when healthcare providers show genuine concern for their well-being, offer emotional comfort, and demonstrate kindness in their interactions. In busy Government hospitals, however, the emotional needs of patients are sometimes overlooked due to the high patient load and limited time for individual consultations (Ajayi et al., 2020). Patients who perceive a lack of empathy or emotional care from healthcare staff may feel neglected, leading to negative perceptions of the service they receive, regardless of the clinical outcomes.

The intangible aspects of service encounters also include how efficiently hospital staff manage patient flow, resolve complaints, and provide a caring atmosphere. These elements contribute to a patient's overall experience and can determine whether they feel valued as individuals or merely processed as numbers in a bureaucratic system. Hospitals that prioritize patient-centered care, addressing both the emotional and logistical aspects of the patient experience, tend to report higher levels of patient satisfaction (Bello & Johnson, 2022).

Tangible and intangible aspects of service encounters are interdependent in shaping the overall healthcare experience. The physical environment of a hospital, such as cleanliness, modern facilities, and adequate equipment, creates a foundation for positive patient perceptions. However, these tangible aspects must be complemented by strong intangible elements like effective communication, empathy, and emotional support (Street et al., 2009). When patients receive care in a clean, well-equipped hospital, but are treated dismissively by staff or receive poor communication about their health status, their overall satisfaction will still be negatively impacted (Bello & Johnson, 2022). Conversely, in cases where physical resources are limited, patients may still report positive experiences if they perceive that healthcare providers are attentive, empathetic, and communicative.

In Government hospitals in Ibadan, the challenge is to strike a balance between improving tangible resources and fostering intangible qualities among healthcare staff. Addressing both elements simultaneously is essential for ensuring that patients feel satisfied with their care experience. When the hospital environment is clean and well-maintained, and healthcare providers offer compassionate, clear communication, the combined effect results in a more holistic and positive patient experience (Ogunjimi et al., 2022). Studies demonstrate that patients tend to express higher satisfaction when they view healthcare practitioners as attentive, polite, and communicative (Johnson, 2023). The service encounter, a fundamental component of the process, is crucial in influencing patients' overall impressions of care quality. Ultimately, outcomes signify the final results of healthcare services, including both clinical outcomes and patient-perceived advantages such as pain alleviation, recovery, or enhanced quality of life (Okafor & Odunayo, 2021). Superior outcomes, encompassing diminished complication rates and efficacious treatments, substantially enhance patient satisfaction. Nonetheless, even with favourable clinical outcomes, negative experiences throughout the care process or insufficient healthcare infrastructure can reduce patient satisfaction. A comprehensive strategy that encompasses structure, procedure and outcomes is vital for enhancing patient happiness and overall healthcare quality.

Objectives of the Study

The main objective is to investigate influence of service encounter on patients' satisfaction in government owned hospitals in Ibadan Oyo State, Nigeria. The specific objectives is to:

1. Identifies the level of patients' satisfaction in Government owned hospitals in Ibadan, Oyo State.
2. Identify the level of service encounter by patients attending Government owned hospitals in Ibadan, Oyo State.
3. Establish the influence of service encounter on patients' satisfaction in Government owned hospitals in Ibadan, Oyo State.

Research Hypotheses

The null hypotheses guided this study and they were tested at 0.05 alpha level of significance and they are:

1. There will be no significant influence of service encounter on patients' satisfaction in Government owned hospitals in Ibadan, Oyo State.

2.1 Conceptual Review

2.1.1 Service Encounter Theory

Service Encounter Theory is a framework that examines the moment of interaction between a service provider and a customer, often referred to as the "moment of truth" in service delivery (Gordon et al., 2006). In healthcare and other service industries, this theory highlights the importance of the interpersonal exchanges, physical environment, and situational factors that shape customer perceptions and satisfaction (Choi et al., 2022). Originating from the field of

services marketing, service encounter theory offers valuable insights into customer satisfaction, trust, and perceived service quality, focusing on the quality and characteristics of the encounter itself. By understanding the dynamics of service encounters, organizations can design and manage interactions to enhance customer satisfaction, loyalty, and overall service quality (Babakus & Mangold, 1992). Service Encounter Theory identifies several components that are crucial in shaping the outcomes of service interactions:

1. **Physical Environment (Servicescape):** The physical environment, or “service scape,” encompasses all the tangible elements surrounding the service encounter, such as cleanliness, layout, and ambiance (Zeithaml et al., 2020). In a healthcare setting, this could include the waiting room, consultation rooms, and facilities that impact patients’ perception of care. Research shows that well-maintained, clean, and comfortable surroundings positively influence customers’ overall perception of service quality, thus increasing satisfaction (Olaleye et al., 2021).
2. **Service Provider and Customer Roles:** Service encounters rely on the effective performance of both service providers and customers in their respective roles. The service provider’s demeanor, communication skills, responsiveness, and competence are significant factors in determining service encounter quality (Doyle et al., 2013). In healthcare, providers’ ability to demonstrate empathy, professionalism, and active listening can positively influence patient satisfaction and trust (Kane et al., 2007). Patients, in turn, have certain responsibilities and expectations within the encounter, such as providing accurate information and actively participating in their care decisions.
3. **Interaction Dynamics and Emotional Connection:** Service encounters often involve complex emotional and relational dynamics, as interactions may elicit both positive and negative emotions (Anhang Price et al., 2014). Effective encounters are marked by empathy, respect, and a genuine effort to meet the customer's needs. This emotional connection can be particularly important in healthcare, where patients are often vulnerable and in need of reassurance and understanding (Ibrahim et al., 2022).
4. **Duration and Context of the Encounter:** The duration and specific context of the service encounter play a role in customer satisfaction. For example, long waiting times or rushed service can impact the overall perception of quality (Oke et al., 2022). Contextual factors, such as the type of service (routine check-up versus emergency care), can also alter the dynamics and expectations of the encounter, impacting patient satisfaction in healthcare (Gordon et al., 2006).

Positive service encounters contribute significantly to customer satisfaction and trust. Research in healthcare shows that encounters characterized by empathy, competence, and genuine engagement from providers yield higher satisfaction, as patients feel respected and understood (Ibrahim et al., 2022). When healthcare providers actively listen to patients, acknowledge their concerns, and explain procedures clearly, patients are more likely to trust their providers and feel satisfied with their care (Harrison et al., 2023). On the other hand, negative encounters marked by inattentiveness, lack of empathy, or rushed interactions often lead to dissatisfaction, eroded trust, and, in some cases, avoidance of further healthcare engagement (Anhang Price et

al., 2014). Service Encounter Theory suggests that organizations can manage service encounters to improve customer satisfaction by focusing on key areas:

Staff Training and Development: Employees trained in interpersonal skills, empathy, and active listening are more likely to deliver high-quality service encounters (Doyle et al., 2013). In healthcare, provider training that emphasizes compassion, patience, and clarity can significantly improve patient satisfaction during service encounters (Ibrahim et al., 2022).

Enhancing the Physical Environment: The servicescape can be optimized to create a welcoming and comfortable atmosphere, particularly in healthcare settings, where cleanliness and organization are paramount (Zeithaml et al., 2020). Studies have shown that a well-maintained environment improves perceptions of professionalism and quality (Olaleye et al., 2021).

Managing Wait Times and Service Flow: Minimizing delays and ensuring patients are informed of expected wait times can improve their overall experience. Efficiently managed wait times have been shown to reduce frustration, improve satisfaction, and build trust (Oke et al., 2022).

Service Encounter Theory provides a valuable framework for understanding the factors that shape customer perceptions during service interactions. By emphasizing the importance of the physical environment, interpersonal dynamics, and situational factors, this theory underscores the complexity of service interactions and highlights the need for strategic management of encounters to ensure customer satisfaction. In healthcare, service encounter theory is especially relevant, as patients' satisfaction, trust, and adherence are deeply influenced by the quality of interactions with their providers. Service Encounter Theory is a foundational concept in service marketing, focusing on the interactions between service providers and customers. The quality of these encounters directly impacts customer satisfaction, loyalty, and trust, which are crucial in healthcare, especially within Government-owned hospitals where resource limitations often affect service quality (Zeithaml et al., 2020). In Government healthcare facilities, service encounters are especially complex due to the interpersonal and logistical challenges that arise in high-volume settings. Applying Service Encounter Theory to Government-owned hospitals in Ibadan, Oyo State, sheds light on the ways in which factors like staff responsiveness, communication, and environmental quality affect patients' perceptions of care and overall satisfaction.

Service Encounter Theory emphasizes the significance of interactions between service providers and customers in shaping satisfaction, trust, and loyalty (Ibrahim et al., 2023). In healthcare settings, particularly in Government-owned hospitals where resources may be limited, the quality-of-service encounters encompassing interpersonal interactions, the physical environment, and the efficiency of service delivery becomes essential for patient satisfaction. For patients attending Government hospitals in Ibadan, Oyo State, where challenges like high patient volumes and limited staff resources are common, Service Encounter Theory provides a framework to understand how the quality of these interactions can impact patient satisfaction

(Chikezie et al., 2023). Recent studies underscore that the quality of provider-patient interactions plays a critical role in patient satisfaction. For instance, a study on healthcare providers in Nigerian Government hospitals and found that respectful and empathetic communication significantly influenced patient satisfaction (Chikezie et al., 2023). Patients attending these hospitals reported higher satisfaction when healthcare providers listened actively, showed empathy, and addressed their concerns with respect and professionalism. Moreover, research highlights that healthcare providers' attitudes and communication styles in Nigerian Government hospitals greatly impact patients' perception of care quality (Babakus & Mangold, 1992).

Service Encounter Theory posits that the quality of interaction between a customer and a service provider during the service process determines customer satisfaction levels (Bowen & Schneider, n.d.). In healthcare, particularly in Government hospitals in Ibadan, service encounters encompass interactions with various hospital staff, ranging from reception personnel to physicians and nurses. Research highlights that patients' satisfaction in these hospitals is largely influenced by three core components of service encounters: the interpersonal communication skills of healthcare providers, the physical environment of the facility, and the efficiency of services provided (Krejcie & Morgan, 1970).

Patients' Clinical Service Encounter

The clinical service encounter represents a crucial touch point in healthcare, where patients experience both tangible and intangible aspects that shape their perceptions of care quality. This interaction encompasses not only the physical or "tangible" aspects but also the "intangible" elements that contribute to overall patient satisfaction and healthcare outcomes (Kane et al., 2007). Understanding both dimensions is essential for healthcare providers aiming to improve patient experiences and outcomes. Both tangible and intangible elements play significant roles in shaping patients' clinical service encounters. While tangible aspects such as cleanliness, medical technology, and staff appearance are immediately visible and measurable, intangible factors such as empathy, communication, and trust have profound impacts on the overall patient experience. Future improvements in healthcare service delivery must account for both dimensions to ensure comprehensive care that meets patients' expectations and needs.

Tangible elements refer to the physical aspects of the service environment that patients can perceive through their senses, such as the appearance of facilities, equipment, and personnel. In the healthcare setting, these elements significantly influence patients' perceptions of quality care. The physical environment, including cleanliness, is one of the first tangible cues patients notice when they enter a healthcare facility (Agency for Healthcare Research and Quality, 2013). Studies from Trinidad and Tobago suggest that well-maintained facilities positively influence patient perceptions of service quality, especially in Government hospitals where overcrowding and poor maintenance often lead to dissatisfaction (Adewole et al., 2021). The availability and modernity of medical equipment are critical components of tangible service quality. In a study conducted in Jamaica, patients reported higher satisfaction in clinics that utilized updated medical technology, as it reassures them of receiving competent care

(Institute of Medicine, 2001). The presence of advanced diagnostic tools, for example, can reduce patient anxiety and enhance trust in healthcare providers.

Another key tangible aspect is the appearance and demeanor of healthcare professionals. Uniforms, badges, and overall professional appearance contribute to patients' first impressions of competence and trustworthiness (Olaleye et al., 2021). A study emphasized that well-groomed and professional-looking staff were perceived more positively by patients, directly impacting their satisfaction levels (Agbenyo et al., 2018). The professionalism of healthcare providers, including their demeanor, attentiveness, and respect for patient privacy, plays a vital role in shaping positive service encounters. Research highlights that patients place a high value on professionalism during clinical interactions, associating it with competence and trustworthiness. Healthcare workers who demonstrate empathy and respect for patients' concerns foster a trusting relationship, which enhances the overall care experience (Adewole et al., 2021). On the contrary, patients who encounter rude or dismissive attitudes are less likely to trust their providers, which can negatively impact their willingness to seek future care or adhere to medical advice (Brien & Ghali, 2008; Centers for Medicare & Medicaid Services, 2021). Therefore, maintaining high standards of professionalism in patient interactions is crucial for positive clinical service encounters.

Intangible elements are less visible and harder to measure but equally crucial in shaping the overall patient experience. These include interpersonal interactions, empathy, and communication, which significantly influence how patients perceive their clinical encounters. Empathy is a critical intangible element in healthcare service encounters. According to a study conducted in the Bahamas, patients who felt that healthcare professionals showed genuine concern for their well-being were more likely to express satisfaction with their care, even when treatment outcomes were not optimal (Kane et al., 2007). Empathy is often demonstrated through attentive listening, non-verbal communication, and emotional support.

The professionalism of healthcare providers, including their demeanor, attentiveness, and respect for patient privacy, plays a vital role in shaping positive service encounters. Research highlights that patients place a high value on professionalism during clinical interactions, associating it with competence and trustworthiness (Adewole et al., 2021). Healthcare workers who demonstrate empathy and respect for patients' concerns foster a trusting relationship, which enhances the overall care experience (Brien & Ghali, 2008). On the contrary, patients who encounter rude or dismissive attitudes are less likely to trust their providers, which can negatively impact their willingness to seek future care or adhere to medical advice (Centers for Medicare & Medicaid Services, 2021). Therefore, maintaining high standards of professionalism in patient interactions is crucial for positive clinical service encounters.

Trust is an intangible element that builds over time, based on the patient's perceptions of competence, empathy, and ethical behavior. A study found that trust in healthcare providers positively correlates with patient satisfaction and adherence to medical advice (Doyle et al., 2013). This study underscores the importance of intangible qualities like honesty and integrity in healthcare relationships. Effective communication between healthcare providers and patients is another important intangible factor. A study revealed that clear and transparent

communication significantly improves patients' perceptions of care quality, especially in complex cases requiring detailed explanations (Gordon et al., 2006). The way information is shared, whether it is done with clarity, patience, and respect, can affect patients' understanding of their health conditions and treatment plans, thus impacting their overall satisfaction.

Effective communication between healthcare providers and patients is foundational to a positive clinical service encounter. A study by indicated that clear communication, particularly when explaining diagnoses and treatment options, significantly improves patient satisfaction (Kitzinger, 1995). Patients who feel listened to and well-informed are more likely to trust their healthcare providers and follow medical advice (Anhang Price et al., 2014). Conversely, communication breakdowns often result in misunderstandings and dissatisfaction, leading to poor adherence to treatment and lower health outcomes (Ibrahim et al., 2022). Thus, improving communication skills among healthcare professionals remains essential for enhancing patient experiences during clinical encounters.

The efficiency of clinical service delivery, particularly in terms of waiting times and the promptness of care, directly impacts patients' perceptions of their clinical encounters. Studies show that prolonged waiting times in clinics or hospitals negatively affect patient satisfaction, even if the quality of care is high (Ibrahim et al., 2022). A recent study in Nigerian Government hospitals noted that long queues and delays in attending to patients contributed to frustration and a feeling of neglect among patients (Nwankwo et al., 2023). Efficiency in patient service encounters, therefore, extends beyond the clinical aspect to include administrative processes that ensure timely delivery of care (Harrison et al., 2023). Reducing waiting times is a key strategy in improving overall patient satisfaction with clinical services.

Patient involvement in clinical decision-making is increasingly recognized as a critical component of quality healthcare service encounters. Studies show that when patients are actively involved in decisions regarding their treatment, they report higher satisfaction and better health outcomes (Zeithaml et al., 2020). A study demonstrated that shared decision-making fosters a sense of empowerment and improves patient compliance with treatment plans. However, the level of patient involvement often depends on the communication skills of healthcare providers and their willingness to engage patients in meaningful dialogue (Anhang Price et al., 2014). The move toward patient-centered care emphasizes the need for clinicians to involve patients more in their healthcare journeys to ensure optimal service encounters.

Cultural competence in healthcare refers to the ability of providers to understand and respect diverse patient backgrounds, including their cultural, linguistic, and religious differences. Recent studies emphasize that culturally competent care is essential in improving the patient experience, especially in multicultural societies (Ibrahim et al., 2023). In a study of clinical encounters in Government hospitals, patients from minority backgrounds reported feeling more respected and understood when healthcare providers demonstrated cultural awareness (Chikezie et al., 2023). This suggests that healthcare systems must invest in training for cultural competence to ensure that all patients receive equitable and respectful care during their clinical encounters.

Patient Satisfaction Theory

Patient satisfaction theory aims to understand and predict factors that contribute to patients' contentment or dissatisfaction with healthcare experiences. As a key quality measure, patient satisfaction influences patient adherence, retention, and treatment outcomes. The literature on patient satisfaction theory encompasses several models and theoretical frameworks that seek to explain how patients perceive healthcare services and the elements that drive satisfaction. Key theories include the Expectancy-Disconfirmation Theory, Social Exchange Theory, and SERVQUAL Model. These frameworks provide foundational insights into patients' satisfaction levels and guide strategies to improve healthcare delivery.

The Expectancy-Disconfirmation Theory, originally developed to explain consumer satisfaction in service industries, is widely used in patient satisfaction studies (Babakus & Mangold, 1992). According to EDT, satisfaction is determined by the gap between patients' expectations of healthcare services and their actual experiences (Bowen & Schneider, n.d.). If healthcare services meet or exceed expectations, patients are satisfied. Conversely, if there is a negative gap between expectations and experiences, dissatisfaction results. This theory underscores the importance of managing patient expectations through clear communication and delivering consistent, high-quality care (Krejcie & Morgan, 1970). In healthcare, EDT has been applied to explore how patients' expectations of treatment outcomes, provider communication, and service quality impact their overall satisfaction (Ibrahim et al., 2022). Studies have shown that when patients' expectations regarding the quality of care, attention, and professionalism of healthcare staff are met, their satisfaction increases (Olaleye et al., 2021).

Social Exchange Theory (SET) suggests that social relationships are built on the exchange of resources, where satisfaction arises if perceived rewards outweigh perceived costs (Doyle et al., 2013). In the healthcare context, patients often perceive satisfaction when they feel that the "exchange" — the care they receive relative to their time, effort, and financial resources — is favorable (Gordon et al., 2006). According to this theory, the quality of interaction between healthcare providers and patients is a primary determinant of patient satisfaction (Kitzinger, 1995). Healthcare studies using SET suggest that patients' trust, loyalty, and satisfaction are enhanced when they perceive that healthcare providers are responsive, empathetic, and willing to invest time and attention in their care (Anhang Price et al., 2014). Positive exchanges lead to strong patient-provider relationships, which are essential for satisfaction and long-term loyalty. SET highlights that healthcare systems must create environments conducive to positive exchanges to foster patient satisfaction.

The SERVQUAL Model is a widely applied model for assessing service quality and satisfaction (Ibrahim et al., 2022). It identifies five dimensions that influence satisfaction: reliability, responsiveness, assurance, empathy, and tangibles (Ibrahim et al., 2022). In healthcare, these dimensions translate to the consistency and reliability of care, the promptness of services, the perceived competence of healthcare providers, the empathy shown toward patients, and the physical environment of healthcare facilities. Research on patient satisfaction often utilizes the SERVQUAL model to evaluate service gaps in healthcare. For instance, gaps in reliability, such as delays in service or unmet commitments, contribute to dissatisfaction (Nwankwo et al., 2023). Alternatively, responsive and empathetic providers tend to yield

higher satisfaction levels as patients feel valued and understood. The SERVQUAL Model helps identify specific areas of improvement by measuring service performance against patient expectations across each dimension, allowing healthcare providers to systematically address deficiencies.

The Quality-Care Model builds on the SERVQUAL framework and introduces patient-centered factors, including access, coordination, and personalization (Harrison et al., 2023). It emphasizes a broader view of satisfaction by including patients' autonomy, empowerment and involvement in their care. This model is widely adopted in healthcare to address not only the technical quality of care but also aspects of personalization and holistic support. Research shows that patients are more satisfied when they feel empowered to participate in decision-making, receive personalized care, and experience seamless coordination across providers and facilities (Zeithaml et al., 2020). While patient satisfaction theory primarily focuses on patient experience, studies increasingly link satisfaction to health outcomes. Satisfied patients are more likely to adhere to treatment plans, attend follow-up visits, and maintain communication with providers (Ibrahim et al., 2023).

Patient satisfaction theory provides essential frameworks to evaluate and improve healthcare services. From the Expectancy-Disconfirmation Theory's emphasis on expectation management to the SERVQUAL Model's multidimensional approach, these theories collectively underscore the importance of understanding and addressing patient needs, expectations, and experiences. Patient satisfaction in healthcare settings, particularly in Government-owned hospitals, is a multifaceted concept reflecting patients' responses to the quality of care received, the patient-provider relationship, and the healthcare environment (Chikezie et al., 2023). Understanding patient satisfaction within these settings is crucial, as it not only impacts patients' perceptions of care quality but also influences their health-seeking behavior, adherence to treatment, and trust in the healthcare system. Patient satisfaction theories provide frameworks to assess satisfaction, identifying key factors that impact patients' experiences in Government hospitals.

METHOD

This study adopted descriptive survey research design. The population of the study comprises all patients of the state-owned Government hospitals in Ibadan, Oyo State. A total of twenty-five (25) health institutions are within Ibadan. However, five of them were selected for the course of this study including: Adeoyo Maternity Teaching Hospital Yemetu Ibadan, Jericho Nursing Home, Jericho, Ibadan, Ring Road State Hospital, Ring Road, Ibadan, Government Chest Hospital, Jericho, Ibadan and Jericho Specialist Hospital Jericho, Ibadan. Those five state-owned Government hospitals in Ibadan were selected because of the large number of patients. Cluster and simple random sampling techniques were used to select a total number of 408 respondents; while a self-developed questionnaire was used as instrument for data collection. The descriptive statistics of frequency counts, percentages and inferential statistics of multiple regression analysis were used for the analysis. The result revealed that the level of patients' satisfaction in government owned hospitals in Ibadan was very high (3.71), the level

of service encounter by patients was high (3.38). There was a significant influence of service encounter on patients' satisfaction (Adj. $R^2=0.510$, $F(2,405)=212.993$, $p=0.000$). The management of government owned hospitals in Ibadan should focus on service encounter as strong factors influencing patients' satisfaction in government owned hospitals in Ibadan, Oyo State.

Table 1: Descriptive Analysis of Responses on Patients' Satisfaction

Question items	VH	H	L	VL	Mean	Std. Dev.
Structure						
The hospital's facilities are comfortable and kept tidy.	296 (72.5%)	92 (22.5%)	20 (4.9%)	0 (0.0%)	3.68	0.56
The hospital's medical equipment are modern and well-maintained.	307 (75.2%)	70 (17.2%)	31 (7.6%)	0 (0.0%)	3.68	0.60
The hospital's equipment are readily available when needed.	280 (68.6%)	104 (25.5%)	22 (5.4%)	2 (0.5%)	3.62	0.61
The hospital staff with different expertise are readily available to attend to me	298 (73.0%)	94 (23.0%)	16 (3.9%)	0 (0.0%)	3.69	0.54
The hospital staff are responsive to my needs, show concerns and compassion	290 (71.1%)	109 (26.7%)	9 (2.2%)	0 (0.0%)	3.69	0.51
Weighted mean					3.67	
Process						
The health personnel communicate with me promptly and respectfully regarding diagnosis	318 (77.9%)	81 (19.9%)	9 (2.2%)	0 (0.0%)	3.76	0.48
The diagnosis of my ailment is explained to me in a way that I could understand.	314 (77.0%)	86 (21.1%)	8 (2.0%)	0 (0.0%)	3.75	0.48
Clear explanation is made on treatment given to me	303 (74.3%)	94 (23.0%)	11 (2.7%)	0 (0.0%)	3.72	0.51
Treatment of my health condition is delivered promptly and efficiently	286 (70.1%)	116 (28.4%)	6 (1.5%)	0 (0.0%)	3.69	0.50
The hospital staff provide guidance on preventive care and health promotion	318 (77.9%)	80 (19.6%)	10 (2.5%)	0 (0.0%)	3.75	0.48
Weighted mean					3.73	
Outcome						
My health symptoms are effectively managed in the course of attending hospital	281 (68.9%)	114 (27.9%)	13 (3.2%)	0 (0.0%)	3.66	0.54
My functional abilities improves when I visit the hospital for checkup.	313 (76.7%)	93 (22.8%)	2 (0.5%)	0 (0.0%)	3.76	0.44
I am satisfied with my overall hospital experience	293 (71.8%)	106 (26.0%)	9 (2.2%)	0 (0.0%)	3.70	0.51
I feel confident in the care I received	325 (79.7%)	74 (18.1%)	9 (2.2%)	0 (0.0%)	3.77	0.47
I experience an improvement in my physical, mental and social well-beings	307 (75.2%)	88 (21.6%)	11 (2.7%)	2 (0.5%)	3.72	0.54
Weighted mean					3.72	
Grand mean					3.71	

Decision rule: 1.00-1.49=Very low, 1.50-2.49=Low, 2.50-3.49=High, 3.50-4.00=Very high

Source: Field Survey, 2024

Table 4.3 reveals that 296 (72.5%) respondents indicated very high that the hospital's facilities are comfortable and kept tidy, 92 (22.5%) stated high, while 20 (4.9%) stated low. In addition, 307 (75.2%) respondents stated the hospital's medical equipment are modern and well-maintained, 70 (17.2%) indicated high, while 31 (7.6%) stated low. Furthermore, 280 (68.6%) respondents stated very high that the hospital's equipment are readily available when needed, 104 (25.5%) stated high, 22 (5.4%) mentioned low, while 2 (0.5%) stated very low. In addition, 298 (73.0%) respondents indicated very high that hospital staff with different expertise are readily available to attend to them, 94 (23.0%) stated high, while 16(3.9%) stated low. Equally, 290 (71.1%) of the respondents stated very high that the hospital staff are responsive to their needs, show concerns and compassion, 109 (26.7%) stated high, while 9 (2.2%) stated low.

In addition, 318 (77.9%) respondents stated very high that health personnel communicate with them promptly and respectfully regarding diagnosis, 81 (19.9%) stated high, while 9 (2.2%) stated low. Additionally, 314 (77.0%) respondents stated very high that the diagnosis of their ailment is explained to them in a way that they could understand, 86 (21.1%) stated high, while 8 (2.0%) stated low. Moreover, 303 (74.3%) respondents indicated very high that clear explanation is made on treatment given to them, 94(23.0%) stated high, while 11 (2.7%) stated low. In addition, 286 (70.1%) respondents stated that treatment of their health condition is delivered promptly and efficiently, 116 (28.4%) indicated high, while 6 (1.5%) stated low. In addition, 318 (77.9%) respondents stated that the hospital staff provide guidance on preventive care and health promotion, 80 (19.6%) stated high, while 10 (2.5%) mentioned low. Furthermore, 281 (68.9%) respondents indicated very high that their health symptoms are effectively managed in the course of attending hospital, 114 (27.9%) stated high, while 13 (3.2%) stated low.

Furthermore, 313 (76.7%) respondents indicated that their functional abilities improves when they visit the hospital for check-up, 93 (22.8%) stated high, while 2(0.5%) indicated low. Moreover, 293 (71.8%) respondents were satisfied with their overall hospital experience, 106 (26.0%) stated high, while 9 (2.2%) indicated low. In addition, 325 (79.7%) respondents feel confident in the care they received, 74 (18.1%) stated high, while 9 (2.2%) stated low. Lastly, 307 (75.2%) respondents indicated very high that they experienced an improvement in their physical, mental and social well-beings, 88 (21.6%) stated high, while 11 (2.7%) stated low, while 2 (0.5%) stated very low. The grand mean for patients' satisfaction was 3.71; which indicated that the respondents rated it was very high on the statements regarding structure, process and outcome. This implies that the level of patients' satisfaction in Government owned hospitals in Ibadan, Oyo State was very high.

Table 2: Descriptive Analysis of Responses on Service Encounter

Question items	VH	H	L	VL	Mean	Std. Dev.
Tangible Aspects						
The healthcare waiting area is clean, conducive and well-maintained	316 (77.5%)	82 (20.1%)	10 (2.5%)	0 (0.0%)	3.75	0.49

The hospital facilities such as emergency rooms and laboratories appear to be in good condition	306 (75.0%)	89 (21.8%)	13 (3.2%)	0 (0.0%)	3.71	0.52
The hospital's signs and directories are clear and easy to follow	322 (78.9%)	69 (16.9%)	17 (4.2%)	0 (0.0%)	3.75	0.52
The seats in the waiting area are comfortable and perceived to be sufficient	291 (71.3%)	90 (22.1%)	27 (6.6%)	0 (0.0%)	3.65	0.60
Checking in and registering for appointment is easy	287 (70.3%)	90 (22.1%)	31 (7.6%)	0 (0.0%)	3.63	0.62
The hospital staff respond promptly to needs of patients	328 (80.4%)	55 (13.5%)	25 (6.1%)	0 (0.0%)	3.74	0.56
Weighted mean					3.71	
Intangible Aspects						
I feel comfortable during my visit to the hospital	306 (75.0%)	71 (17.4%)	31 (7.6%)	0 (0.0%)	3.67	0.61
The hospital staff show empathy towards my situation	308 (75.5%)	68 (16.7%)	32 (7.8%)	0 (0.0%)	3.68	0.61
The hospital staff provide emotional support	303 (74.3%)	74 (18.1%)	31 (7.6%)	0 (0.0%)	3.67	0.61
The hospital staff are respectful and courteous towards me	306 (75.0%)	77 (18.9%)	25 (6.1%)	0 (0.0%)	3.69	0.58
The willingness of the hospital staff to render quality care has contributed significantly to my wellbeing	297 (72.8%)	95 (23.3%)	16 (3.9%)	0 (0.0%)	3.69	0.54
The hospital staff involved me in decision-making about my care	273 (66.9%)	118 (28.9%)	17 (4.2%)	0 (0.0%)	3.63	0.56
Weighted mean					3.05	
Grand mean					3.38	

Decision rule: 1.00-1.49=Very low, 1.50-2.49=Low, 2.50-3.49=High, 3.50-4.00=Very high

Source: Field Survey, 2024

Table 4.4 reveals that 316 (77.5%) respondents indicated very high that the healthcare waiting area is clean, conducive and well-maintained, 82 (20.1%) stated high, while 10 (2.5%) stated low. Similarly, 306 (75.0%) respondents stated very high that the hospital facilities such as emergency rooms and laboratories appear to be in good condition, 89 (21.8%) stated high, while 13 (3.2%) stated low. Furthermore, 322 (78.9%) respondents indicated very high that the hospital's signs and directories are clear and easy to follow, 69 (16.9%) stated high, while 17 (4.2%) stated low. In addition, 291 (71.3%) indicated very high that the seats in the waiting area are comfortable and perceived to be sufficient, 90 (22.1%) stated high, while 27 (6.6%) stated low. In addition, 287 (70.3%) stated that very high that checking in and registering for appointment is easy, 90 (22.1%) stated high, while 31 (7.6%) stated low.

Additionally, 328 (80.4%) respondents stated very high that the hospital staff respond promptly to needs of patients, 55 (13.5%) high, while 25(6.1%) stated low. In addition, 306 (75.0%) respondents indicated very high that they feel comfortable during their visit to the hospital, 71(17.4%) stated high, while 31(7.6%) stated low. In addition, 308 (75.5%) stated very high that the hospital staff show empathy towards their situation, 68(16.7%) stated high, while 32(7.8%) stated low. Moreover, 303 (74.3%) respondents stated very high that the

hospital staff provide emotional support, 74(18.1%) stated high, while 31 (7.6%) stated low. Furthermore, 306 (75.0%) respondents indicated very high that the hospital staff are respectful and courteous towards them, 77 (18.9%) stated high, while 25 (6.1%) stated low. In addition, 297 (72.8%) stated respondents indicated very high that the willingness of the hospital staff to render quality care has contributed significantly to their wellbeing, 95 (23.3%) stated high, while 16 (3.9%) stated low. Also, 273 (66.9%) respondents stated very high that hospital staff involved them in decision-making about their care, stated high, while 17 (4.2%) stated low. The grand mean for service encounter was 3.38; which indicated that the respondents rated it was very high on the statements regarding service encounter by patients attending Government owned hospitals in Ibadan, Oyo State was very high.

Table 4.6a-c: Summary of Regression Analysis of Influence of Service Encounter on Patients' Satisfaction

Table 4.6a		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 ^a	.513	.510	4.10422

a. Predictors: (Constant), Intangible Aspects, Tangible Aspects

Table 4.6b		ANOVA ^a			
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	7175.562	2	3587.781	212.993	.000 ^b
Residual	6822.063	405	16.845		
Total	13997.625	407			

a. Dependent Variable: Patients' Satisfaction

b. Predictors: (Constant), Intangible Aspects, Tangible Aspects

Table 4.6c		Coefficients ^a			
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	23.091	1.664		13.880	.000
Tangible Aspects	.543	.142	.254	3.820	.000
Intangible Aspects	.929	.127	.487	7.321	.000

a. Dependent Variable: Patients' Satisfaction

Source: Field Survey, 2024

As revealed in Table 4.6a, service encounter had high positive and statistically significant relationship with patients' satisfaction in Government owned hospitals in Ibadan ($R=0.716$, $p<0.05$). The coefficient of determination (Adj. R^2) of 0.510 shows that service encounter predicted 51.0% of the changes in service encounter of patients' satisfaction in Government owned hospitals in Ibadan; while the remaining 49.0% changes in service encounter of

patients' satisfaction in Government owned hospitals in Ibadan is explained by other external factors other than those examined in this study.

Table 4.6b also shows the results of ANOVA (overall model significance) of regression test which revealed that service encounter had a significant influence on patients' satisfaction in Government owned hospitals in Ibadan. This can be explained by the F-value (212.993) and low p-value (0.000) which is statistically significant at 95% confidence interval. Hence, the result revealed that service encounter being experienced in Government owned hospitals in Ibadan significantly influenced patients' satisfaction in Government owned hospitals in Ibadan. Additionally, the results of regression coefficients revealed that a positive and statistically significant relative influence was reported for tangible ($\beta=0.254$, $p=0.000$, $t=3.820$) and intangible aspects ($\beta=0.487$, $p=0.000$, $t=7.321$) on patients' satisfaction in Government owned hospitals in Ibadan. Regarding the results of regression coefficients in table 4.6, which position that at 95% confidence level, a unit change in tangible and intangible aspects will lead to a respective 0.487 and 0.487 increase in patients' satisfaction in Government owned hospitals, Ibadan; given that all other factors are held constant.

Considering all the service encounter sub-variables examined, tangible ($\beta=0.254$) and intangible aspects ($\beta=0.487$) had significant relative influence at probability value less than 0.05. Regarding this result (Adj. $R^2=0.510$, $F(2,405)=212.993$, $p=0.000$); it implies that there was a significant influence of service encounter on patients' satisfaction in Government owned hospitals in Ibadan, Oyo State. The null hypothesis (H_0) was therefore rejected.

Discussion of Findings

The findings of this study on socio-demographic characteristics revealed that most of the respondents were female, while male were below half. Regarding the most of the respondents were in the age range of 30-40 years. In research question one, the finding of this study revealed that the level of patients' satisfaction in Government owned hospitals in Ibadan was very high. This was established through the grand mean for patients' satisfaction; which indicated that the respondents rated it as very high on the statements regarding structure, process and outcome. This was further established through the responses of the respondents which revealed that most respondents indicated very high that the hospital's facilities are comfortable and kept tidy. In addition, most respondents stated the hospital's medical equipment are modern and well-maintained. Furthermore, most respondents stated very high that the hospital's equipment are readily available when needed. Most respondents indicated very high that hospital staff with different expertise are readily available to attend to them. Equally, majority of the respondents stated very high that the hospital staff are responsive to their needs, show concerns and compassion.

This finding further established that by the respondents in which most of them stated very high that health personnel communicate with them promptly and respectfully regarding diagnosis. Additionally, most respondents stated very high that the diagnosis of their ailment is explained to them in a way that they could understand. Moreover, most respondents indicated very high that clear explanation is made on treatment given to them. In addition, majority of the respondents stated that treatment of their health condition is delivered promptly and

efficiently. In addition, respondents stated that the hospital staff provide guidance on preventive care and health promotion. Furthermore, most respondents indicated very high that their health symptoms are effectively managed in the course of attending hospital. Furthermore, most respondents indicated that their functional abilities improves when they visit the hospital for check-up. Moreover, majority of the respondents were satisfied with their overall hospital experience. In addition, most respondents feel confident in the care they received. Lastly, most respondents indicated very high that they experienced an improvement in their physical, mental and social well-beings. The finding of this study on high level of patients' satisfaction in Government owned hospitals in Ibadan was in line with a previous study which revealed that patient satisfaction is a major indicator of the quality of care in healthcare settings, reflecting the extent to which patients' expectations are met (Street et al., 2009).

In research question two, it was established that the level of perception of care received by patients attending Government owned hospitals in Ibadan, Oyo State was very high. This was further established through the responses of the grand mean for the perception of care received; which indicated that the respondents rated it was very high on the statements regarding effectiveness, acceptability, efficiency, access, equity and relevance. This finding was further established through the responses which revealed that respondents indicated very high that the care they received in this hospital was appreciated. In addition, most respondents mentioned that they considered the available medical equipment to be in good working order. Moreover, most of the respondents expressed very high that they were impressed with the maintaining of medical equipment being used in this hospital.

In addition, most respondents indicated very high that they are inclined to the manner at which the healthcare personnel use to attend to them. Furthermore, most respondents indicated very high that feel secured with the hospital staff while receiving. Equally, most respondents indicated very high that they have confidence in the abilities of the hospital staff to provide quality care to them. In addition, most respondents indicated very high that the hospital staff are responsive to their pain and discomfort. Additionally, most respondents indicated very high that they feel that they received high-quality care from the healthcare personnel. Furthermore, most responses indicated very high that they are being accessible to the personnel that lead to reassurance they receive from them. In addition, most respondents indicated very high that they received detailed information about treatment administered to them. Besides, most respondents stated very high that accessibility to the hospital staff sometimes contributes to their social wellbeing. In addition, most respondents stated that the healthcare worker are attentive to my complaints.

Additionally, most respondents stated very high that special equipment such as wheelchair to facilitate medical care for patients with special needs are provided. Furthermore, most of the respondents indicated very high that health facilities to cater for patients with different physical challenges are readily available. Furthermore, most respondents stated very high that they feel satisfied with the facilities provided for their treatment. Besides, most respondents stated very high that most of the essential equipment being used for treatment are considered to be relevant. Also, most respondents stated very high that dexterity of the hospital staff in handling relevant routine tasks is appreciated. The finding of this study on very high level of perception of care received by patients attending Government

owned hospitals in Ibadan, Oyo State is in line with the outcome of a previous study which revealed that the level of effectiveness is tied to hospital management efficiency, which in turn contribute to positive perception of hospital patients (Adekunle et al., 2023). The outcome of this study on perception of very high level of perception of care was similar to the finding of a previous study which revealed that patients had perception or place a high value on competence and trustworthiness (Phillips & Grant, 2021).

In research question two, the level of service encounter by patients attending Government owned hospitals in Ibadan, Oyo State was high. This was further established through the grand mean for service encounter; which indicated that the respondents rated it was very high on the statements regarding service encounter by patients attending Government owned hospitals in Ibadan. This was further established that most respondents indicated very high that the healthcare waiting area is clean, conducive and well-maintained. Similarly, most respondents stated very high that the hospital facilities such as emergency rooms and laboratories appear to be in good condition. Furthermore, most respondents indicated very high that the hospital's signs and directories are clear and easy to follow. In addition, most respondents indicated very high that the seats in the waiting area are comfortable and perceived to be sufficient. In addition, most respondents stated that very high that checking in and registering for appointment is easy.

Additionally, most respondents stated very high that the hospital staff respond promptly to needs of patients. In addition, most respondents indicated very high that they feel comfortable during their visit to the hospital. In addition, most respondents stated very high that the hospital staff show empathy towards their situation. Moreover, most respondents stated very high that the hospital staff provide emotional support. Furthermore, most respondents indicated very high that the hospital staff are respectful and courteous towards them. In addition, most respondents stated respondents indicated very high that the willingness of the hospital staff to render quality care has contributed significantly to their wellbeing. Also, majority respondents stated very high that hospital staff involved them in decision-making about their care. The finding of this study on high level of service encounter by patients attending Government owned hospitals in Ibadan, Oyo State was in line with a present study which emphasized on positive service encounters (Choi et al., 2022).

The finding of hypothesis one revealed that there was a significant influence of perceived care on patients' satisfaction in Government owned hospitals in Ibadan. It was further established that perceived care had high positive and statistically significant relationship with patients' satisfaction in Government owned hospitals in Ibadan. The coefficient of determination showed that perceived care predicted 72.2% of the changes in perceived care of patients' satisfaction in Government owned hospitals in Ibadan; while the remaining 27.8% changes in perceived care of patients' satisfaction in Government owned hospitals in Ibadan is explained by other external factors other than those examined in this study.

Moreover, the results of regression coefficients revealed that a positive and statistically significant relative influence was reported for efficiency, access, equity and relevance; effectiveness had negative influence, while acceptability did not have significant influence on patients' satisfaction in Government owned hospitals in Ibadan. Regarding the results of

regression coefficients, which position that at 95% confidence level, a unit change in efficiency, access, equity and relevance will lead to a increase in patients' satisfaction in Government owned hospitals, Ibadan; given that all other factors are held constant. On the other, a unit change in effectiveness, will lead to decrease in increase in patients' satisfaction in Government owned hospitals, Ibadan; given that all other factors are held constant; while acceptability did not. Considering all the perceived care sub-variables examined, efficiency, access, equity, relevance, effectiveness had significant relative influence at probability value less than 0.05, while acceptability did not. The finding of this study of significant influence of perceived care on patients' satisfaction in Government owned hospitals in Ibadan was in congruence with the outcome of a previous study which established that patient satisfaction in Government hospitals reflects the quality of clinical care and also serves as an indicator of patients' experiences and perception of care quality in the hospital setting (Olaleye et al., 2021).. The outcome of this study was also in line with a previous study which revealed that perceived care had influence on satisfaction levels in Government hospitals (Ogunjimi et al., 2022). The finding of this study on perceived care was in contrast to the finding of a previous study which revealed that managing patient expectations regarding waiting times or perception and enhancing responsiveness can mitigate dissatisfaction (Oke et al., 2022).

The finding of hypothesis two revealed that there was a significant influence of service encounter on patients' satisfaction in Government owned hospitals in Ibadan. This was further established that, service encounter had high positive and statistically significant relationship with patients' satisfaction in Government owned hospitals in Ibadan. The coefficient of determination showed that service encounter predicted 51.0% of the changes in service encounter of patients' satisfaction in Government owned hospitals in Ibadan; while the remaining 49.0% changes in service encounter of patients' satisfaction in Government owned hospitals in Ibadan is explained by other external factors other than those examined in this study. It was further shown that in the results of ANOVA (overall model significance) of regression test which revealed that service encounter had a significant influence on patients' satisfaction in Government owned hospitals in Ibadan. This can be explained by the F-value and low p-value which is statistically significant at 95% confidence interval. Hence, the result revealed that service encounter being experienced in Government owned hospitals in Ibadan significantly influenced patients' satisfaction in Government owned hospitals in Ibadan.

Additionally, the results of regression coefficients revealed that a positive and statistically significant relative influence was reported for tangible and intangible aspects on patients' satisfaction in Government owned hospitals in Ibadan. Regarding the results of regression coefficients, which position that at 95% confidence level, a unit change in tangible and intangible aspects will lead to a respective and increase in patients' satisfaction in Government owned hospitals, Ibadan; given that all other factors are held constant. Considering all the service encounter sub-variables examined, tangible and intangible aspects had significant relative influence at probability value less than 0.05. The finding of this study on significant influence of service encounter on patients' satisfaction in Government owned hospitals in Ibadan was in line with a previous study emphasized that positive service encounters, characterized by responsiveness and effective communication, lead to increased

customer satisfaction (Choi et al., 2022). Similarly, the outcome of this present study is equally in congruence with a previous study that revealed that a positive service encounter, characterized by friendliness, responsiveness and effective problem-solving, can enhance patient satisfaction (Ajayi et al., 2020; Bello & Johnson, 2022). Furthermore, the finding of this present study was in line with a previous study which revealed that tangible aspects contribute to patients' first impressions of competence and trustworthiness (Johnson, 2023).

CONCLUSION

The study analyzed the level of patients' satisfaction in Government owned hospitals in Ibadan was very high. In research question two, the level of service encounter by patients attending Government owned hospitals in Ibadan, Oyo State was high. Conclusion was further made that there was a significant influence of service encounter on patients' satisfaction in Government owned hospitals in Ibadan. This was further established that, service encounter had high positive and statistically significant relationship with patients' satisfaction in Government owned hospitals in Ibadan. The coefficient of determination showed that service encounter predicted 51.0% of the changes in service encounter of patients' satisfaction in Government owned hospitals in Ibadan; while the remaining 49.0% changes in service encounter of patients' satisfaction in Government owned hospitals in Ibadan is explained by other external factors other than those examined in this study. Additionally, the results of regression coefficients revealed that a positive and statistically significant relative influence was reported for tangible and intangible aspects on patients' satisfaction in Government owned hospitals in Ibadan. Considering all the service encounter sub-variables examined, tangible and intangible aspects had significant relative influence at probability value less than 0.05.

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