

Measurement Of User Satisfaction At The Alfredo Noboa Montenegro Hospital In The City Of Guaranda 2025

Elsita Margoth Chávez García¹, Darwin Vladimir Rivera Piñaloza², Alexandra Maribel Arguello Pazmiño³, Silvia Rosa Pacheco Mendoza⁴

¹Doctora en Gerencia, Guaranda - Ecuador, Universidad Estatal de Bolívar, Facultad de Ciencias Administrativas, Gestión Empresarial e Informática, carrera de Administración de Empresas, <https://orcid.org/0000-0001-7290-1623>, emchavez@ueb.edu.ec

²Universidad Estatal de Bolívar, Facultad de Ciencias Administrativas, Gestión Empresarial e Informática, carrera de Contabilidad y Auditoría: Guaranda - Ecuador. Email: vrivera@ueb.edu.ec.

³Universidad Estatal de Bolívar, Facultad de Ciencias Administrativas, Gestión Empresarial e Informática, carrera de Administración de Empresas, <https://orcid.org/00000-0002-1409-6360> amarguello@ueb.edu.ec

⁴Universidad Estatal de Milagro, Facultad de Educación, Milagro - Ecuador, <https://orcid.org/0000-0003-4945-1489>, spachecom@unemi.edu.ec.

Abstract: Through the investigation, the attention of Asia users who attend the Alfredo Noboa Hospital in the city of Guaranda is known and to know how this affects citizens in their degree of satisfaction with the service they provide since there are many factors so that the service is not Adequate and through this research instrument the citizens of the province are informed of how the customer service is and the analysis of the problems found in the institution are quantitative and is already represented in the form of percentages since the problem found is that There is bad attention from the collaborators. The research was field based on a descriptive and bibliographic method with a qualitative and quantitative approach. The research is aimed at the population of Bolivar Canton Guaranda for people who come to the Alfredo Noboa Montenegro Hospital, through this research we will present the different techniques learned in class to improve the quality of service offered by the Alfredo Noboa Montenegro Hospital in the city of Guaranda based on reliable research with specific real data applying the different data collection models such as surveys and observation, thus obtaining clear and accurate information In the same way, the proposal proposes strategies that help the hospital improve the processes in service in customer service based on the PHVA cycle that guarantees greater efficiency.

INTRODUCTION

Service and attention to the customer / user plays a fundamental role for organizations that need to set their vision and project their activity in the long term, with an excellent perception in the community and thus generate a recognized trajectory focused on the dedication and care they provide to those who attend it, since it is general knowledge that the tangible or intangible product offered becomes secondary, when service and attention to people is not a priority, knowing that those who come are people who need to be attended to with agility and warmth. User satisfaction has become a key indicator to evaluate the quality of health services. In a hospital setting, the patient's experience not only influences the perception of the service received, but also their adherence to treatments and their trust in the health system. The Alfredo Noboa Montenegro Hospital, as a reference institution in the region, faces the challenge of maintaining high standards of patient-centered care. This study sought to measure the level of satisfaction of hospital users, identifying strengths and weaknesses in the care process in order to propose improvements that contribute to a more efficient and humanized management. According to the dictionary of the Society, the term satisfaction is: "Reason, action or way in which one calms down and responds entirely to a complaint, feeling or contrary reason", while attention calls it as: "Courtesy, civility, demonstration of respect or gift"; So it can be stated that, b(RAE, 2020) Providing timely, reliable and close services to people, focused on the efficiency and effectiveness of the different processes and continuous improvement, with competent human talent that meets the needs of internal and external users are generated as action policies, with principles and values.

(Galvis & Ortiz, 2011) They mention that it is important for organizations to know how satisfied their customers are with the product and/or service offered. The information collected should serve Management for decision-making, especially in relation to the aspects on which the company should focus to provide a better service, according to the perception of its customers. If that information is not taken into account, organizations can waste resources by taking action on things that they consider important, but are not important to customers. The vision must be formulated by the directors of the hospital. They must make it known to the different sectors. It is important that employees and professionals work towards this vision, that they take it as the main objective of the hospital and that they give it their adherence from each of the functions they perform. User satisfaction can be measured or evaluated in any type of activity that involves the exchange of goods or services, that is, where there is a buyer and a seller and each of them is able to question the attitude with which they carried out their social or commercial transaction. In the case of the present research, the evaluation was carried out at the Alfredo Noboa Montenegro Hospital in the city of Guaranda, belonging to the province of Bolívar. This hospital is public, so it is denoted that customer care and service is standardized, without any loyalty or follow-up program. Here, the aspects that, in terms of evaluation of health services and quality of care, have been gaining greater attention in public health, being considered for a little more than a decade one of the axes of evaluation of health services according to (Seclén-Palacin & Darras, 2005) The Hospitals have the following vision: To be the public entity that guarantees that all inhabitants of Ecuador, fully identified, have access to their rights in an institutional framework of security and trust, receiving quality services with warmth. (Guaman, 2018) For health services at the first, second and third levels of care, human, technological, economic and infrastructure resources are mobilized to guarantee adequate care, which optimizes the quality of life and resolves the health needs of the population. (Vizcaino, Vizcaino, & Fregoso, 2019) For this to happen, at the head of the institution there must be people capable of achieving it, both in the business structure and in human capital, a positive attitude, a sense of belonging, a motivation towards work and a real commitment to the new organization by complying with and enforcing the activities of the respective value chain according to the process (Belén, 2015)

(Ibarra, 2009) mentions that the quality of a service must be established and validated, its valuation determined, as well as design and apply instruments to evaluate the perception and expectations of Quality by its users, in order to consider them in the redesign of the service, should constitute an important part of the work of Managing health services effectively. And when we apply the guidance provided by a measurement of the quality of the service, we can contribute to promoting criteria for their improvement and towards the most satisfactory care for the beneficiaries of the evaluated service.

Therefore, it is dispensable that according to the reality of the Hospital, a document is generated where the various perceptions of the users can be recorded, as well as mentioned, a questionnaire must be created that covers elements of the care received that have been valued as fundamental by the patients who make use of the hospital service. offering the possibility of comprehensively measuring the construct called patient satisfaction considering the following areas: evaluation of the work and attitude of the nursing staff, evaluation of the work and attitude of the medical staff, evaluation of the environmental conditions of the hospitalization, evaluation of the perceived physical improvement, medical information provided and evaluation of the performance of the service. (Feldmana, y otros, 2007) He limits the previous exposition by saying that he (Massip Pérez, Ortiz, Llantá, Peña, & Ochoa, 2008) to quality. It has a historical-cultural connotation, it is specific to a specific society, to a specific historical moment, to a particular institution, and subjective or psychosocial factors (beliefs, idiosyncrasies, values, among others) play an important role in it. The satisfaction of users and health providers is an important subjective dimension of the quality of care process offered by an institution. The quality of service is an important part of the care of users and all the servers of the hospital must be involved to provide effective care to users. (Maldonado, 2017)

It should also be taken into account that, There is a number of patients who do not express satisfaction or dissatisfaction with the provision of the service despite the fact that it could be considered that they are definitely not dissatisfied with it. (RIOS & BARRETO, 2016) According to (Gallardo & Grandón, 2014) Tangible factors influence the assessment of the quality of the service, however, the treatment, professional skills and the orientation of the organization towards the user, are factors that are constantly

repeated within the results of the research, this being a crucial aspect when providing health care. The 5Qs model points out that there must be a harmonization between different dimensions (techniques, functional qualities, interactions, infrastructure, quality of the environment and atmosphere and technical quality) in order to achieve greater user satisfaction with the consequent improvement of the quality of care. Among other aspects that they suggest to take into account for a comprehensive assessment of the user is: the t(Rodríguez, de León, Gómez, Diéguez, & Sablón, 2016)time waiting for service; Stock availability; Effective communication with patients and family members; Proximity to the place where they provide the service; Hygienic and sanitary conditions; Reliability in service delivery. Many governments in Latin America and the Caribbean (LAC) are undertaking initiatives to strengthen the quality of their services, adopting citizen-centred approaches and seeking to improve their relationship with citizens. (Glass, 2017)

METHODOLOGY

For the development of this study, field and bibliographic research was used as it required the necessary information for the understanding of the research problem and for its corresponding solution. With a mixed approach, that is, for a better understanding of the problem, the characteristics of user care and satisfaction in the patients of the Alfredo Noboa Montenegro Hospital were qualitatively addressed and quantitatively the expression in values in percentages of the degree of quality of service offered by the Hospital, that is, the numerical representation of the data obtained through the survey, this approach allowed the collection of certain data that facilitate statistical analysis and thus achieve satisfactory results, these data are analyzed using statistical and mathematical tools to identify correlations and trends. (Chávez, Zula , Bósquez, & Pacheco, 2024) The research methods applied were descriptive and hermeneutical. According to hermeneutics, it offers an alternative for research focused on the interpretation of texts. Whereas, for the descriptive method, it is normally the best method of collecting information that demonstrates the relationships and describes the world as it is, since it is aimed at determining how the situation of treatment was and how is it within the institution, that is, how is the quality of care of the Hospital to the users.(Quintana & Hermida, 2-19)(ORI, n.d.) The population was made up of users who went to the hospital during the first quarter of 2025. A probabilistic sample of 374 users was calculated, with a margin of error of 5% and a confidence level of 95%. The surveys were applied in person at the end of medical care, with the informed consent of the participants. Finally, for the processing of results, Microsoft Excel was used for tabulation and graphic visualization and the Microsoft Word word processor to perform the respective analysis and interpretation of the data collected.

RESULTS

A structured survey validated by experts, which included closed questions on the Likert scale (1 to 5) was used to evaluate the following dimensions:

- Care of medical and administrative staff
- Waiting times
- Comfort and infrastructure
- Information received
- Troubleshooting

Question 1: How often do you attend the Alfredo Noboa Montenegro Hospital?

Table 1.Frequency

ALTERNATIVES	FREQUENCY	PERCENTAGE
Daily	70	19%
Weekly	80	21%
Monthly	160	43%
Annually	54	14%
Never	10	3%
TOTAL	374	100%

Note: Market Research (2025)

In the survey carried out at the Hospital of the city of Guaranda, of the 374 respondents, 43% attend monthly, 21% weekly, 19% daily, 14% annually, and 3% never require the attention of the Hospital service.

Question 2: Do you have immediate care at the hospital?

Table 2.Attention

ALTERNATIVES	FREQUENCY	PERCENTAGE
Definitely yes	130	35%
Definitely not	220	59%
It is likely	24	6%
TOTAL	374	100%

Note: Market Research (2025)

In the survey carried out at the Hospital of the city of Guaranda, of 374 respondents, 59% indicate that they do not receive immediate attention, and 35% obtain immediate attention, and 6% are likely to receive immediate attention or do not receive it.

Question 3: Are you satisfied with the care of the hospital employees?

Table 3.Satisfaction

ALTERNATIVE	FREQUENCY	PERCENTAGE
Yes	90	24%
No	284	76%
TOTAL	374	100%

Note: Market Research (2025)

In this question, the results were that of the 374 surveys carried out, 76% people are not satisfied with the care of the Hospital's employees, while 24% people are satisfied.

Question 4: Are you made aware of the appropriate service information?

Table 4.Information

ALTERNATIVE	FREQUENCY	PERCENTAGE
Yes	29	8%
No	298	80%
Sometimes	47	12%
TOTAL	374	100%

Note: Market Research (2025)

We clearly observe in the results that the highest percentage is 80% which represents 298 people surveyed out of the 374, which indicates that they do not receive the information from the hospital, where we also have that the 8% that represents 29 people surveyed do receive the information, in the same way we have 12% that represents 47 of the 374 people surveyed receive information sometimes.

Question 5: How do you rate the respect for your privacy during your hospital stay?

Table 5.Privacy

ALTERNATIVE	FREQUENCY	PERCENTAGE
Excellent	213	61%
Good	85	24%
Regular	50	14%
Suitcase	26	1%
Total	374	100%

Note: Market Research (2025)

In the survey carried out at the Hospital of the city of Guaranda, of the 374 respondents, 61% indicate excellent privacy during the instance of the service, 24% indicate that there is good privacy during their

instance, in 14% regular privacy, and 1% indicate that there is poor privacy during their instance of the acquisition of the service.

Question 6: How was the treatment of you by the health personnel?

Table 6.Deal

ALTERNATIVE	FREQUENCY	PERCENTAGE
Good	11	3%
Regular	86	23%
Suitcase	277	74%
TOTAL	374	100%

Note: Market Research (2025)

In the survey carried out at the Hospital of the city of Guaranda, of the 374 respondents, 74% do not receive good treatment, 23% with regular treatment, and 3% with good treatment from the institution's staff.

Question 7: Has the respect for your rights as a patient been?

Table 7.Rights

ALTERNATIVE	FREQUENCY	PERCENTAGE
Suitcase	39	2%
Regular	67	20%
Good	76	22%
Very good	192	56%
TOTAL	374	100%

Note: Market Research (2025)

Of the 374 people surveyed in the city of Guaranda, 56% state that their rights as users in the Hospital are very good and 22% state that they receive good treatment of their rights as users, and 20% regular. And the lowest percentage is 2% who say that their rights have been violated in the institution.

Question 8: Is the service free of charge?

Table 8.Gratuitousness

ALTERNATIVE	FREQUENCY	PERCENTAGE
YES	305	82%
NO	69	18%
TOTAL	374	100%

Note: Market Research (2025)Of the 374 people surveyed in the city of Guaranda, the 305 people representing 82% receive free care, while 18% mention that they have to spend extra.

Question 9: Do you know if health employees comply with the established hours of operation?

Table 9.Timetable

ALTERNATIVES	FREQUENCY	PERCENTAGE
Yes	35	9%
No	257	69%
Sometimes	82	22%
TOTAL	374	100%

Note: Market Research (2025)

In the survey carried out at the Hospital of the city of Guaranda, of the 374 respondents, 69% of their collaborators do not comply with the established schedule, 22% comply sometimes and 9% indicate that the collaborators do comply with the established schedules.

Question 10: What do you think of the employees of the Alfredo Noboa Montenegro Hospital with respect to their patient care?

Table 10.Attention

ALTERNATIVE	FREQUENCY	PERCENTAGE
Poor care	30	82%
They do not have the patience in the procedures.	300	18%
They do not know what requirements must be presented	44	
TOTAL	374	100%

Note: Market Research (2025)

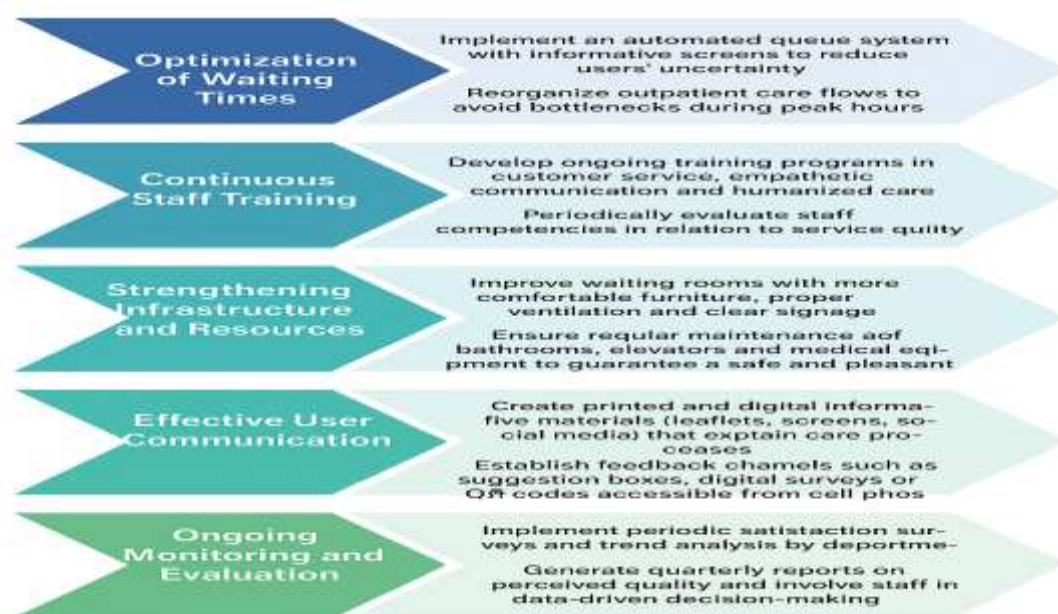
In the survey carried out at the Hospital of the city of Guaranda, of the 374 respondents, 80% mention that the collaborators do not have patience with the users, 12% do not know the requirements that are necessary for their care, 8% indicate that there is poor care in the institution.

DISCUSSION

The results coincide with previous research in Latin American public hospitals, which show high levels of satisfaction in the treatment of staff, but deficiencies in logistical aspects such as waiting time. The positive perception of the user is strongly influenced by the human component, which underscores the importance of empathy in service. However, long wait times can negatively impact the patient experience. The results showed a general level of satisfaction of 78%, with the dimension of Staff treatment being the best valued with 85% of users who were satisfied or very satisfied. Based on waiting times, only 60% expressed satisfaction, this being the dimension with the lowest score. For Infrastructure, 75% of users rated cleanliness and comfort positively. With respect to the information provided, 80% considered communication by medical personnel to be adequate. And in terms of overall satisfaction, 78% were satisfied with the overall service. The analysis by demographic groups revealed that patients over 60 years of age manifested higher levels of satisfaction than younger ones, particularly in the care of medical personnel. Based on the results obtained, the following improvement strategies are proposed to raise the levels of user satisfaction at the Alfredo Noboa Montenegro Hospital, as indicated below:

Graph 1

Proposal



Note: Strategies to improve user satisfaction at Alfredo Noboa Montenegro Hospital

CONCLUSIONS

The present study allowed to obtain a clear vision of the level of satisfaction of users at the Alfredo Noboa Montenegro Hospital, identifying both the positive aspects and those that require priority attention. The

results reflect that, in general, users positively value the care provided, highlighting the humane treatment, the empathy of the staff and the professional quality of the doctors and nurses. Based on our study, the results found through the research technique of the Hospital of the city of Guaranda is that the collaborators do not have adequate patience for the treatment of the user and there is a parameterized attention when carrying out care to patients, additionally, critical areas related to prolonged waiting times were identified, the limited availability of clear and timely information, and certain deficiencies in the physical infrastructure of care spaces. These factors significantly affect the overall perception of the service and must be addressed strategically. User satisfaction is a key indicator in the continuous improvement of hospital quality and should be considered as a cross-cutting axis in management processes. To this end, it is recommended to implement strategies aimed at improving administrative efficiency, strengthening communication with the patient, and fostering a user-centered organizational culture.

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