



MEASURING THE ELDERS SATISFACTION OF THE SERVICES PROVIDED BY NURSING HOMES AT AMMAN, JORDAN

Dr. Muntaha Bani Hani, Professor Mohamad Shehad and Dr. Ghassan Al Omari

Talal Abu-Ghazaleh University College, Jordan

ABSTRACT: This study aimed at measuring the elders' satisfaction of the quality of services provided by the health nursing homes in Amman, Jordan. The population of the study consisted of two private homes. One is called "Elders Hope Home" and the other is called "Alzahraa Elders Home". The unit of analysis consisted of 38 elders. Descriptive and analytical methods were used to reach conclusions. A questionnaire was used for the purpose of measuring the study variables. Validity and reliability were tested and Cronbach's Alpha was 0.958. The levels of variables were measured by using the descriptive statistical analysis through means and standard deviations. The results of the study show the following:

1. There was a high level of elders' satisfaction of the services provided by the elderly nursing homes in the area of social services.
2. There was a high level of elders' satisfaction of the services provided by the elderly nursing homes in the area of lodging services.
3. There was a high level of elders' satisfaction of the services provided by the elderly nursing homes in the area of medical and nursing services.
4. There was a high level of elders' satisfaction of the services provided by the elderly nursing homes in the area of subsistence services.

The study recommended the following:

1. Enhancing the higher levels of social and lodging services for the elders.
2. Reinforcing their nursing and medical services.

KEYWORDS: *Elders' Satisfaction, Social Services, Lodging Services, Quality of Services, Medical & Nursing Services, Elderly Nursing Homes.*

INTRODUCTION

The Elderly nursing homes in Jordan, as a concept, are new to the Jordanian culture, most of the people (tenants) there are brought against their will, and they had no choice. Those people suffer either physical, psychological, or economic problems. The role of nursing homes is to ease their sufferings and treat them gently with great respect.

It was brought to our attention that those aged people at these two homes, mentioned above, are not receiving the right treatment and their problems worsened than before, and that is the reason we tried to find out whether the problem is real. 38 elders (males & females) were interviewed and responded to our questionnaire.



According to (Kotler and Keller, 2016) the quality of services need five requirements and we found these requirements apply to our study on the elderly at nursing homes at Amman/Jordan. These requirements include:

- (1) Expected Services and management perception of consumer expectations
- (2) Management perception of consumer expectations and translation of perception.
- (3) Service delivery (including pre-post contacts) and translation of perception into service-quality specifications.
- (4) External communications to consumers and service delivery (including pre- post contacts).
- (5) Perceived services and expected services. (Kotler & Keller, 2016).

As far as the continuous improvements of the elderly nursing homes, we found that the nursing homes of the elderly should adopt Customer Relations Management Systems (CRMS). This means they should make a follow-up with the customer (the elderly), and gather all the real information of his needs so that they can solve his problems beforehand and gain his loyalty and satisfaction. (Writz, 2017).

Study Problem

The study problem intended to bridge the gap between what was being offered to the elders at the nursing homes and what is expected to be offered in the future, knowing that those people are not used to leave their families and the loved ones to be driven to live in nursing homes. Social responsibility of elders' nursing homes is not only what they offer but also the quality of the services offered to those aged people.

Importance of Study

The importance of this study lies on the concentration on an issue that is unfamiliar and peculiar to the Jordanians history and heritage. The issue of the aged people (fathers & mothers) being moved to elderly nursing homes is not acceptable and denied by the majority of Jordanians. Family ties in Jordan were very strong in the past and continues to be that way, and fathers and mothers are highly respected, cherished and obeyed regardless of their age, economic status, or medical conditions. Can those aged people accept the fact that their beloved ones (sons & daughters) kicked them out and left them in the hands of the elderly nursing homes! Do those aged people receive the proper services they already used to have back home!



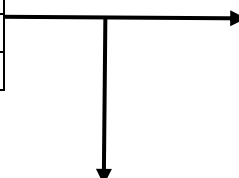
Study Model:

Independent Variables Services' Offered

Social Services
Lodging Services
Medical and Nursing Services
Subsistence Services

Dependent Variables Elders' Satisfaction

Elders' Satisfaction



Demographic Variables

Location
Education level
Age
Gender
Social Condition
Duration of residency

Hypothesis:

Ho: There is no high level of satisfaction among the elders of the services offered (Social services, lodging services, medical and nursing services, and subsistence services) by the elderly nursing homes in Amman/Jordan at ($\alpha=0.05$).

Ho1: There is no high level of satisfaction among the elders of the social services offered by the elderly nursing homes in Amman/Jordan at ($\alpha=0.05$).

Ho2: There is no high level of satisfaction among the elders of the lodging services offered by the elderly nursing homes in Amman/Jordan at ($\alpha=0.05$).

Ho3: There is no high level of satisfaction among the elders of the medical and nursing services offered by the elderly nursing homes in Amman/Jordan at ($\alpha=0.05$).

Ho4: There is no high level of satisfaction among the elders of the subsistence services offered by the elderly nursing homes in Amman/Jordan at ($\alpha=0.05$).

Ho5: There is no difference of the level of satisfaction among the elders of the services offered regardless of (location, educational level, age, gender, social condition, and duration of residency) by the elderly nursing homes in Amman/Jordan at ($\alpha=0.05$).



Procedural Definitions

Social Services: A group of services including reception, admission, orientation, and settling services and these were covered in the paragraphs of the questionnaire (39-48).

Lodging Services: A group of services including sleeping rooms, halls, attached rooms and these were covered in the paragraphs of the questionnaire (49-62).

Medical & Nursing Services: A group of services including medical check-ups, treatment, and nursing services. These are covered in the paragraphs of the questionnaire (1-24).

Subsistence Services: A group of services to include food, beverages, and drinks covered in the paragraphs of the questionnaire (25-38).

Realities and Previous Studies

There are big differences between cultures when it comes to many issues and in particular the aged people and the way they should be handled. While the aged people, especially in the west, would move and settle in the nursing homes voluntarily and most of the time with passion, the aged people in the Middle East would reluctantly move to the nursing homes and their families would receive looks of disgust and shame from the surrounding community.

Many ...many studies have been written on the subject of aged people and their needs and expectations. Much more was written on the Aged Nursing Homes and the fitness of these homes to handle the needs and desires of the elderly. The last study we have come across was written by (Hwang et al., 2019). This study intended to understand the elderly needs and desires at the US nursing homes. Three reports (2001-2018) were reviewed to distinguish between the following: the behaviors of the elderly, the conception of the elderly of living in a nursing home, the ability to face the expenses of living in a nursing home, and the degree of adaptation to live in these homes. The study found out that the US elderly were physically and psychologically prepared for this stage and their acceptance and adaptation were fast and easy.

A study done by (Mohammad et al., 2013) on the aged people in nursing homes in Jordan found that most of the aged people are divorced and the serious things they face is loneliness.

Another study made by (Al-Qudah, 2010) found that according to the principles of the United Nations, several prominent rights are to be granted to the aged people. These are: the right of being dependent, the right of having good care, the right of participating and having a role, the right of dignity, and the right of self-actualization.

Population and Unit Analysis

The study population were the two private elders' homes "The Elders Hope Home" and "The Alzahraa Elders Home" in Amman/Jordan. The unit of analysis covered the whole population in these two houses numbering 38 elderly residents.

Tools of Study - their Reliability and Validity

The tools that were used for this study were the records of the hospital and the questionnaire distributed. In order to check the content validity of the questionnaire, academic professors and professional bodies were asked to verify the content validity of the questionnaire and on



receiving their comments the needed amendments were made, and the questionnaire was distributed to the study sample.

The study used the descriptive analytical method and Cronbach's Alpha (table 1) was used to determine the reliability of the questionnaire. The table below showed that.

Table 1: Cronbach Alpha

Variables	N0. of Paragraphs	Coefficients
Medical and Nursing Services	24	.933
Subsistence Services	14	.819
Social Services	10	.917
Lodging Services	14	.604
Total Number	62	.958

Demographic Factors

Table 2,3,4,5,6,7 discuss the demographic factors' differences of the level of satisfaction among the elders of the services offered regardless of (location, educational level, age, gender, social condition, and duration of residency) by the nursing homes in Amman/Jordan

Table 2: Location

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid al amal	20	52.6	52.6	52.6
al zahra'	18	47.4	47.4	100.0
Total	38	100.0	100.0	

Table 3: Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary	30	78.9	78.9	78.9
Diploma	6	15.8	15.8	94.7
Bachelor	2	5.3	5.3	100.0
Total	38	100.0	100.0	

Table 4: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 50	12	31.6	31.6	31.6
50-less than 60	16	42.1	42.1	73.7
60-less than 70	6	15.8	15.8	89.5
more than 70	4	10.5	10.5	100.0
Total	38	100.0	100.0	

**Table 5: Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	10	26.3	26.3	26.3
Female	28	73.7	73.7	100.0
Total	38	100.0	100.0	

Table 6: Social Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	22	57.9	57.9	57.9
2	2	5.3	5.3	63.2
3	4	10.5	10.5	73.7
4	10	26.3	26.3	100.0
Total	38	100.0	100.0	

Table 7: Duration of Stay

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	15.8	15.8	15.8
3	16	42.1	42.1	57.9
4	6	15.8	15.8	73.7
5	10	26.3	26.3	100.0
Total	38	100.0	100.0	

Descriptive Analysis:

This study tested the levels of the elderly satisfaction on the services offered by elders' homes in general. Table 8 shows that:

Table 8: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social services	38	2	5	4.10	.779
Lodging services	38	2	5	3.86	.522
Medical & Nursing	38	2	5	3.54	.678
Subsistence services	38	2	5	3.50	.681
Valid No. (list wise)					



To test each one of the services offered separately we measured their means and standard deviations as follows:

Table 9: Means & Standard Deviations of Social Services

Descriptive Statistics			
	Paragraph	Mean	Std. Deviation
Q45	The reception Area is Clean	4.63	.489
Q44	The reception officers are respectful	4.32	.662
Q40	The reception officers look nice	4.21	1.018
Q48	Visit times are clear and written on board in the reception area	4.05	1.335
Q41	Elders' records are kept in the reception area	4.05	1.064
Q46	The seats in the reception area are comfortable	4.05	1.064
Q39	Receptionists are full of etiquette	4.00	1.040
Q43	Receptionists answer all my questions	4.00	1.185
Q42	Receptionists deliver services quickly and without delay	4.00	1.139
Q47	Receptionists follow up with my admission procedures with curiosity	3.68	1.042
Valid N (list wise)	General means and general standard deviations	4.10	.779

Lodging Services

Table 10: Means and standard deviations of Lodging Services

Descriptive Statistics			
	Paragraph	Mean	Std. Deviation
Q57	The bathrooms are very clean	4.58	.683
Q58	The location of the nursery is suitable and easy to reach	4.58	.599
Q51	The room I dwell in is clean	4.53	1.006
Q61	Waiting area halls are good	4.47	.951
Q59	The corridors are large and is easy to transfer the patients	4.37	.883
Q52	Bed sheets and covers are changed daily	4.37	1.282
Q53	The room's bathroom is designed for the elderly	4.16	1.151
Q62	The nursery is fully designed for the elderly care	4.11	1.467
Q54	The nursery's staff bring food and drinks to my room	3.58	1.106
Q60	There are a lot of signs to guide people to their destination	3.47	1.409
Q50	The view outside my room is very beautiful	3.37	1.324
Q56	There is a TV in my room	3.21	1.788
Q55	I communicate with others through the phone in my room	2.63	1.807
Q49	I live in a room all by myself	2.58	1.840
	General means and general standard deviations	3.86	.522



Medical and Nursing Services

Table 11: Means and standard deviations of Medical and Nursing Services

Descriptive Statistics			
	Paragraph	Mean	Std. Deviation
Q13	Nursing staff look neat	4.37	.675
Q11	Nursing staff treat me gently	4.37	.751
Q20	The nurse gives me the medicine in time	4.32	1.141
Q15	The nurse spends a good time with me	4.32	.809
Q10	Physicians treat me fine	4.21	.704
Q12	Nursing staff answers all me inquiries	4.21	.704
Q21	The nurse follows my condition from the time I was admitted to the time I exit	4.11	1.085
Q14	Nursing staff care a lot about patients	4.05	.899
Q18	There is a regular follow-up by the nursing staff to my condition	3.95	1.207
Q19	The nursing staff respond to my condition fast	3.95	1.064
Q16	The nursing staff are ready to explain my illness condition	3.79	1.018
Q17	The information offered by the nursing staff is clear and transparent	3.74	1.223
Q8	Physicians explain the side effects of medicine given to me	3.74	1.131
Q3	Physicians pay a lot of attention to patients	3.74	1.032
Q1	Physicians are very courteous with me	3.63	.998
Q7	My family can inquire about my status any time	3.63	1.324
Q2	Physicians can response to my enquiries easily	3.58	1.106
Q24	The kinds of medicine I use has no side effects	3.42	1.056
Q9	Physicians offer a distinctive explanation about my health status	3.42	1.004
Q4	Physicians spend good time with patients	3.32	1.276
Q23	Medicine is available at the Nursery 24 hours a day	3.11	1.134
Q22	All kinds of Medicine are available at the Nursery	3.05	1.251
Q6	Specialists are available all the time	2.79	1.758
Q5	A specialist is assigned to make a follow up in my case	2.47	1.720
	General means and general standard deviations	3.54	.678



Subsistence Services

Table 12: Means and standard deviations of Subsistence Services

Descriptive Statistics			
	Paragraph	Mean	Std. Deviation
Q36	Serving dishes and cups are clean	4.32	1.042
Q27	Suitable sitting places are available	4.21	.963
Q35	Food offered at the cafeteria is healthy	4.16	1.001
Q38	Food offered at the cafeteria is clean	4.05	1.207
Q33	Variety of drinks offered at the cafeteria	3.79	1.339
Q29	Cafeteria staff are clean	3.68	1.276
Q28	Cafeteria staff treat me well	3.63	1.195
Q26	Cafeteria offers the right drinks	3.53	1.059
Q25	Cafeteria offers the right food	3.53	1.156
Q34	Cafeteria serves food fast	3.42	1.407
Q32	Cafeteria serves food to the patients' rooms	3.26	1.131
Q37	Food at the cafeteria is available 24 hours a day	2.47	1.812
Q31	Drinks prices are ok	2.47	1.330
Q30	Food prices is ok	2.42	1.287
Valid NO. (list wise)	General means and general standard deviations	3.50	.681

Sources of Information

The current study used two sources to get data, secondary and primary sources. In the secondary source, the data was collected from various available sources that include published articles, books, previous studies and website materials in order to form the theoretical framework of the study. The primary source was gathered from the official records of the elderly nursing homes and the questionnaire that was designed and developed to reflect the study objectives and questions.

CONCLUSIONS

The conclusions for this study are:

1. There is a high level of Elders' satisfaction on the services offered by the nursery homes in the area of social services so the study agrees with the conclusions of other studies such as (Saud, 2018, Mohammad, et al., 2013, and Abdelrazaq, 2016). *
2. There is a high level of Elders' satisfaction on the services offered by the nursery homes in the area of lodging services so the study agrees with the conclusions of other studies such as (jabber & khalaf, 2015, and Atharba, 2016). *



3. There is a mid- level of Elders' satisfaction on the services offered by the nursery homes in the area of medical and nursing services so the study differs with the conclusions of other studies such as (Ziood, 2012). *
4. There is a mid- level of Elders' satisfaction on the services offered by the nursery homes in the area of subsistence services so the study agrees with the conclusions of other studies such as (Al-Qudah, 2010, and Darweesh, 2003). *
5. When it comes to using a separate room or mobile phones by the elders, the study found less satisfaction from those elders and it seems not all of them have the privileges of having a separate room or using their mobiles all the time.
6. There is no satisfaction on the prices of foods and drinks and it seems that prices of these two items are high.
7. *Those references are written in Arabic

RECOMMENDATIONS

This study recommends the following:

1. Reinforce the high levels of social and lodging services to the elders in these nursery homes so that their merits and morals can be boosted.
2. More attention should be paid to raise the levels of medical and nursing services by having specialized physicians.
3. The nursery homes should consider reducing subsistence services such as drinks & food and make them available all times.

Future Research

The study had covered only two nursery homes in the capital of Jordan-Amman- and we hope that future research can cover the rest of the nursery homes.

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