



Factors Influencing Patients' Satisfaction with Traditional Medicine in Kerman city in 1393

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Abstract:

Background and Purpose: The main objective of the present paper was to study the factors affecting the satisfaction of people with traditional medicine. This study was a survey and the required data were collected using a questionnaire. For this purpose, 300 men and women referring to the centers providing traditional medicine services in the city of Kerman were randomly selected based on accessible and targeted sampling. To study the relationship between variables, some statistical tests such as sum of squares, Spearman, Pearson correlation, and stepwise multivariate regression were used.

Results: Study findings showed that there is a significant relationship between independent variables (Education background, awareness, attitude and interest, doctor-patient relationship, personnel behavior, cost of treatment, and effectiveness) and the dependent variable (satisfaction with traditional medicine).

Conclusion: The survey of results of regression analysis also indicated that personnel behavior, awareness of the consequences of traditional medicine, and cost of treatment, respectively, are the most effective factors in the explanation of the dependent variable.

Keywords: Satisfaction; Traditional medicine; Kerman.

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