The Influence of Community Home Care Service on Elderly Satisfaction

Taking A Community in Chengdu as an example

Ting Jiang, Nusanee Meekaewkunchorn[*], Chaiyawit Muangmee

Faculty of Management Science, Bansomdejchaopraya Rajabhat University, Bangkok, 10600, Thailand

*Corresponding Author: nusanee.me@bsru.ac.th

Abstract. The purpose of the research is to study the level of factors contributing and factors contributing to the positive effect of community home care service on elderly satisfaction in A community in Chengdu. Feasible suggestions to improve satisfaction with community home care services for the elderly were proposed based on data analysis results. Guide community home care towards a more professional and effective model, meeting the needs of more elderly people and promoting social care development in our country. This research integrated quantitative research techniques. To develop a valid and reliable questionnaire, as an instrument for quantitative research. Of the samples collected 409, were the elderly in A community in Chengdu. Using Taro Yamane's formula at a tolerance level of 0.05. The data were analyzed by using descriptive statistics of percentage, mean, and inferential statistics of Regression Analysis. The research revealed that 1) The elderly perceived quality had significant positive effects on elderly satisfaction. 2) The elderly expectation had significant positive effects on elderly satisfaction. 3) The elderly perceived value had significant positive effects on elderly satisfaction. This study offers a valuable perspective on enhancing community home care services. It helps communities comprehend the elderly's service needs and expectations, enhance, and optimize services promptly, and increase the satisfaction of the elderly.

Keywords: aging population, community home care service, satisfaction.

1 Introduction

1.1 Background and Significance of Problem

The National Bureau of Statistics released the 2022 Statistical Bulletin of the People's Republic of China on National Economic and Social Development in February 2023. The report shows that the number of individuals aged 60 and above in China was 280 million at the end of 2022, accounting for 19.8% of the population. Of the population, 14.9% are aged 65 and over 200 million people. China entered a deeply aging society in 2021, highlighting the continued deepening of China's population aging.

In this study, under the background of an aging population, the social problem of elderly care has been widely discussed by the whole society. We went deep into A community in Chengdu to understand the living conditions of the elderly, analyzed the key factors affecting the life satisfaction of the elderly, and combined with the elderly's needs for pension, found the improvement space of the existing community home care service. Based on the realistic conditions and service needs, it provides feasible and targeted measures and suggestions, which are of great practical significance to promote the development of community home care services and improve the life satisfaction of the elderly.

1.2   Research Objectives

(1) To study the level of factors contributing to the effect of community home care service on elderly satisfaction in A community in Chengdu.

(2) To study the factors contributing to the effect of community home care service on elderly satisfaction in A community in Chengdu.

1.3   Research Hypotheses

H1: The elderly perceived quality has a significant positive effect on elderly satisfaction with community home care services.

H2: The elderly expectation has a significant positive effect on elderly satisfaction with community home care services.

H3: The elderly perceived value has a significant positive effect on the elderly satisfaction with community home care services.

1.4   Scope of the Research

Population.

The population of this study is the elderly living in A community in Chengdu. Most of these elderly people have received or are currently receiving home care services for an extended period.

The Sample.

In this study, the elderly group over 60 years old in A community in Chengdu city was uncertain, using Taro Yamane's (Yamane, 1967) [4] formula at a tolerance level of 0.05, at least 400 people were questionnaire data required. The data was collected in September 2023 by distributing questionnaires to the elderly in the A community. This study distributed a total of 419 questionnaires, out of which 10 were excluded due to missing values. This makes the final sample size 409 for the data analysis.

2   Results of Data Analysis

2.1   Reliability Analysis

Table 1. Results of Total Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.901	19

From Table 1 above, we can find that the Cronbach'α coefficient of each variable is higher than the minimum standard value of 0.7, and the Cronbach'α coefficient of all items is 0.901, which is also higher than the minimum standard value of 0.7.

2.2   Survey results variable mean level

Table 2. Shows the mean and standard deviation total variables mean level

Elderly perceived value	$\overline{X}$	S.D.	MIN	MAX	Mean Interpretation Criteria
EPQ	3.80	.496	2	5	high level
EE	3.67	.511	2	5	high level
EPV	3.74	.468	2	5	high level
ES	3.70	.416	2	5	high level
TOT	3.73	.387	2	5	high level

From Table 2, the overall image survey results of total variables (TOT) were at a high level ($\overline{X}$=3.73). It was found that all aspects were at a high level. In order of average to lowest, elderly perceived quality had the highest mean (EPQ) ($\overline{X}$=3.80), followed by elderly perceived value (EPV) ($\overline{X}$=3.74) and elderly satisfaction (ES) ($\overline{X}$=3.70), and elderly expectation (EE) had the lowest mean ($\overline{X}$=3.67).

2.3   Inferential Analysis

Table 3. The results of the analysis of the correlation coefficient

Factor	ES	EPQ	EE	EPV
ES	1			
EPQ	.529**	1		
EE	.590**	.504**	1	
EPV	.678**	.497**	.581**	1

*** Statistically significant level 0.01

Table 3, The results of the analysis of the correlation coefficient between elderly perceived quality (EPQ), elderly expectation (EE), elderly perceived value (EPV), and elderly satisfaction (ES). Found that the elderly perceived quality (EPQ) and the elderly

satisfaction (ES) correlation coefficient is 0.529**, the results are significant. The elderly expectation (EE) and the elderly satisfaction (ES) correlation coefficient is 0.590**, the results are significant. The elderly perceived value (EPV) and the elderly satisfaction (ES) correlation coefficient is 0.678**, the results are significant. The elderly perceived quality (EPQ) and the elderly expectation (EE) correlation coefficient is 0.504**, the results are significant. The elderly perceived quality (EPQ) and the elderly perceived value (EPV) correlation coefficient is 0.497**, the results are significant. The elderly expectation (EE) and the elderly perceived value (EPV) correlation coefficient is 0.581**, the results are significant.

2.4 Survey Results of Regression Analysis

Table 4. The results of the analysis of the regression coefficient

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
Total variables	B	Std. Error			
(Constant)	.915	.130		7.033	.000
EPQ	.157	.034	.187	4.603	.000
EE	.192	.035	.236	5.443	.000
EPV	.397	.038	.448	10.365	.000

$R^2= 0.542$, *P< .05

From Table 4, It was found that the independent variable consisted of elderly perceived quality (EPQ), elderly expectation (EE), and elderly perceived value (EPV) with a Sig = 0.000. It could be seen that the independent variable had a Sig value less than 0.05 statistically significant level and in summary.

The R square for this model is 0.542, demonstrating that elderly perceived quality (EPQ), elderly expectation (EE), and elderly perceived value (EPV) can explain 54.2% of the variation in elderly satisfaction (ES). The elderly perceived quality (EPQ) values B = 0.157(t = 4.603, Sig.= 0.000 <0.05), indicating that elderly perceived quality (EPQ) had a significant positive effect on elderly satisfaction (ES). The elderly expectation (EE) values B = 0.192(t = 5.443, Sig.= 0.000 <0.05), indicating that elderly expectation (EE) had a significant positive elderly satisfaction (ES). The elderly perceived value (EPV) value B = 0.397 (t = 10.365, Sig.= 0.000 <0.05), indicating that elderly perceived value (EPV) had a significant positive effect on elderly satisfaction (ES). At the total variables value level B = 0.915.

3 Conclusion Discussion and Recommendations

3.1 Conclusion

Results of the survey of general information of the respondents.

This includes sex, age, education level, economic status, living style, and physical condition. Found that the survey questionnaire received a noteworthy response from older women, with the majority falling between the ages of 60 and 75. Most of the

elderly participants have completed junior high school or below in terms of education, and their primary monthly income comes from their pension, which is approximately 3000RMB. Most of them reside with their children or partners and can take care of themselves. Additionally, many of the elderly respondents stated that they have received community home care services through the publicity of relatives, friends, and government initiatives. The above survey reflects that in contemporary times, the income and education levels of most elderly people are not high, and living with family members is still the first choice for most elderly people.

Analysis results discussion Regression Analysis.

The elderly perceived quality had significant positive effects on elderly satisfaction. The details are as follows: The elderly think the living environment is safe and security measures are in place which has a significant positive effect on elderly satisfaction. The elderly think the level of medical services in A community is high enough to meet their health needs which has a significant positive effect on elderly satisfaction. The elderly think the life care service in A community is very comprehensive and in place, which can meet most of the elderly requirements which has a significant positive effect on elderly satisfaction. the elderly think A community is rich in social activities that will enrich the old age which has a significant positive effect on elderly satisfaction.

The elderly expectation had significant positive effects on elderly satisfaction. The details are as follows: the elderly think that the community home care service provided by the community meets basic life needs which has a significant positive effect on elderly satisfaction. the elderly think that the community home care service provided by the community meets their psychological needs which has a not significant effect on elderly satisfaction. the elderly think that community home care can fulfill its service commitment which has a significant positive effect on elderly satisfaction. The elderly think that feel understood and respected in the process of community home care service which has a significant positive effect on elderly satisfaction.

The elderly perceived value had significant positive effects on elderly satisfaction. The details are as follows: the elderly recognize the community home care service which has a significant positive effect on elderly satisfaction. the elderly think the value of community home care service is high at the same price which has a significant positive effect on elderly satisfaction. the elderly think they have an emotional attachment to A community home care services which has a significant positive effect on elderly satisfaction. The elderly think the value of community home care service is high under the same service which has a significant positive effect on elderly satisfaction.

3.2 Discussion

The research results found that the elderly perceived quality has a significant positive effect on elderly satisfaction with community home care services. If the service is good, the satisfaction will be relatively high. If the service is not good, then the satisfaction will be low, which is also in line with the general law. Specifically, service quality like the living environment, medical level, life care services, and various social activities

carried out in the community all have a significant positive impact on the satisfaction of the elderly. Consistent with the theories of Maslow's hierarchy of Needs by Maslow. Abraham H. (1970) [2], which that only after the low-level needs are satisfied can people consider pursuing high-level needs, and the pursuit of higher-level needs becomes the driving force of behavior. So only when the elderly have basic material security, can they pursue happiness. This shows that the elderly living in a community with high service quality will reduce their anxiety. Improve their sense of pleasure, and then have a favorable impression of community home care services. This is consistent with the research of Sun Xinyue. (2016) [5] found that the quality of community home care service can significantly improve the elderly's satisfaction with community home care service. The impact of medical care, housing, and life services is relatively significant. Only by giving full play to the power of community and family at the same time to solve a series of problems faced by the elderly in the process of pensions, such as medical care, catering, housing, life services, communication, and exchange, can the feasibility of community home care services be truly improved and the elderly's satisfaction with community home care services be improved.

The research results found that the elderly expectation has a significant positive effect on elderly satisfaction with community home care services. This demonstrates that meeting expectations leads to higher satisfaction while failing to do so results in lower satisfaction. Most seniors wish to receive proper care as they age. Therefore, it is crucial to provide professional and tailored care that meets the diverse needs of seniors of varying ages and types. This is consistent with the research of Xiong Wei. (2017) [3] Based on the customer satisfaction model; the evaluation model of community home care service is innovatively constructed. And this is consistent with the research of Shao Haiya. (2016) [6]. In the empirical results of studying the demand for home care services for the elderly, it is shown that the elderly have a high willingness to accept home care services and have a large demand for home care services.

The research results found that the elderly perceived value has a significant positive effect on the elderly satisfaction with community home care services. Since most of the elderly live a thrifty life and have a single income source after retirement, the elderly are more sensitive to service prices. When the service quality is relative to the payment price, the satisfaction of the elderly will be improved. Consistent with the concepts and theories of the Satisfaction theory by Cardozo, R. N. (1965) [1], that value is consumers' evaluation of the overall utility of a product based on giving and receiving. this is consistent with the research of Sun Zhonggen, & Zhang Furong. (2023) [7]. which found that Based on the customer satisfaction index model (ACSI model), the satisfaction model of home care service for the elderly is constructed, and the study shows that the perceived value positively affects satisfaction. And this is consistent with the research of Chu Yaping and He Yunfei. (2017) [8] which found that the satisfaction of home care purchased by the government is positively correlated with quality and efficiency. It also proposes to build a good interactive environment, improve the ratio of quality and efficiency to satisfaction, and drive the integration of various influencing factors of satisfaction.

3.3 Recommendations

Optimize the community living environment and provide healthy activity space for the elderly.

Studies show that many elderly people are very concerned about their living environment, and enough green areas, leisure places, and safe security can improve the life satisfaction of the elderly. Therefore, the government should fully mobilize resources, develop in a balanced way, consolidate the development foundation of the existing community home care service center, to popularize more elderly groups in the community home care.

Encourage the elderly to socialize and enrich their later life.

Communities should organize more entertainment activities with rich content and various forms and encourage the elderly to participate in them so that the elderly and residents can establish a stable interactive and mutual emotional connection. The elderly can participate in social activities independently, continue to play their value, and complete the needs of self-realization.

Improve service quality and provide professional service projects for the elderly.

Communities should accurately identify their individual needs and providing tailored home care services that align with their unique circumstances and establish reasonable pricing structures. By delineating services according to specific functions, we can ensure that all elderly individuals receive the appropriate level of care and support.

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