

**The Mechanism of Client Satisfaction of Reproductive Health Service:
From a Gender-based Perspective**

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ABSTRACT

Introduction

With the socio-economic development and scientific and technological level raising, public reproductive health services play a very important role in the protection, maintenance and restoration of reproductive health with the means of state's management. As the spread of the family planning policy in China, the technologies and services of reproductive health have greatly developed, however, there are also some shortcomings which mainly manifested in the following two aspects: unsatisfied client needs in client-centered care and the lack of gender perspective in Quality of Care. Up to now, however, research on reproductive health services, especially in domestic, still remains at the study level of the survey and measurement of client satisfaction, and lacks mature models of client satisfaction like research and practice did in the field of business, but also lacks in-depth, complete and accurate understanding on the formation mechanism of client satisfaction in gender-based perspective. Therefore, it is of great practical and academic values to study the effect of gender ideology on client satisfaction from gender perspective, for mastering the formation mechanisms and variation laws of client satisfaction with gender sensitivity, promoting the Integration of Quality of Care and Gender and deepening Family Planning/Reproductive Health Services reform.

Data and Methods

Using data from the survey of the "Project of Gender Analysis in Reproductive Health" conducted respectively in Xuanwu District of Beijing municipality, Heping District of Tianjing municipality, Jimo county of Shandong province, Deqing county of Zhejiang province, and Juchao District of Anhui province in 2006, by the Institute for Population and Development Studies of Xi'an Jiaotong University, this study conducted a systemic empirical research on the client satisfaction model in gender-based perspective. Based on the existing model of client satisfaction of business and the analysis of reproductive health service system in China, this study designed the client satisfaction model of reproductive health services in a gender

perspective. Secondly, this study established and validated the measurement models of client satisfaction and gender ideology. And then, based on client satisfaction model, this study builded up a analysitcal framework, and analyzes furtherly the psych-behavioral mechanisms by path analysis methods.

Results

This study found that client's traditional and modernity gender ideology had effect on client satisfaction with different mechanism, based on the psych-behavior mechanisms analysis. The results showed that traditional ideology had a direct impact on satisfaction, and had an indirect impact on satisfaction through perceived quality; and modernity ideology had a thorough indirect positive impact on satisfaction through client participation and perceived control. Based on the gender perspective, the results also showed that The traditional ideology affect the client satisfaction of reproductive health services through complied power and limited needs for reproductive health services, while modernity ideology affect through change of gender relations.

Conclusion

This study analyzed the psych-behavioral mechanisms of client satisfaction of reproductive health services in China from gender-based perspective . We developed the concept of client satisfaction and gender ideology of reproductive health services, and validated the measurement models of these concepts. And the empirical research results indicate the success of the scales development. Then this study found that client's modernity gender ideology had a contribution to equitable gender realtions in reproductive health services and his/her satisfaciton of these services, which would be beneficial to promote the intervention of Integrating gender and Quality of Care, and to improve the client-centered and client-satisfied reproductive health serives, and the client reproductive health welfare.

Key Words: Reproductive Health Services; Client Satisfaction; Gender Ideology