

Association of nurses' self perception about their public image and their job satisfaction in tertiary care hospitals, Karachi, Pakistan

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Abstract

Purpose: The purpose of the study was to explore association of nurses' self perception about their public image and job satisfaction in tertiary care hospitals, Karachi, Pakistan.

Methods: Cross-sectional study was conducted on 281 diploma prepared nurses working in two public and two private tertiary care hospitals in Karachi. A combination of probability cluster sampling and non probability convenience sampling techniques were used to select units and the participants from each research setting respectively. Data were collected using the Porter Nursing Image Scale, Index of Work Satisfaction, and a self developed demographic tool by the primary researcher.

Results: Majority of the participants were women, of ages 20 to 30 years, from private hospitals. Nurses' self perception about their public image was ranked positive but differed in degree by the tool's components. Nurses ranked 'Professional Status' as important for their job satisfaction. A weak negative association was found between nurses' self perception about their public image' and level of job satisfaction.

Conclusion: Nurses, who perceive their public image positively, tend to be satisfied with their job. Nurse leaders need to understand that the efforts to enhance the image of the nursing profession are directly linked with nurses' job satisfaction.

Keywords: Nurses; Diploma Prepared Nurses; Nursing Profession; Self Perception; Public Image; Job Satisfaction.

1. Introduction

Public image is an imperative concern for the nursing profession across the world (Gul, 1998; Takase, 2005; Masih&Gulzar, 2016). Public images of nurses are stereotyped throughout the world, and especially in Pakistan (Austin, Champion, & Tzeng, 1985; Porter & Porter, 1989; Dahl, 1992; Reutter & Ford, 1996; Khawar, 2003; Matri, 2003; Azmi, 2005; Regan, 2005; Nurse Advocacy, 2007; Achkzai, 2008; Ten, Jansen, & Roodbol, 2014). "Image is a mental conception held in common by members of a group and is symbolic of a basic attitude and orientation" (Merriam-Webster's Online Dictionary, 2015- 2016). Image is established through people's interaction, which influences people's expectations towards each other and communicates to them perceptions of others about themselves (Takase, Kershaw, & Burt, 2002; Takase, 2005; Fletcher, 2007; Masih&Gulzar, 2016). The public image of a profession has a significant effect on its professionals' status, work satisfaction (Takase, Kershaw, & Burt, 2002; Takase, Maude, & Manias, 2006; Fletcher, 2007), and recruitment of potential human resources (Kalisch&Kalisch, 1986). The same applies to the nursing profession as nurses are the backbone of any health care system.

The nurses' positive and negative perceptions about their public image have an association with their self concept, self esteem, job satisfaction, and performance (Takase, Maude, & Manias, 2006; Fletcher, 2007). Being an important profession in health, it is criti-

cal that nurses have a positive perception about themselves and about their profession (Siebens, Casterle, Abraham, Dierckx, Braes, Darras, et al., 2006). The public will value the nursing profession when the nurses will value their own profession. However, the nursing image and the public perception of the nursing profession remain low worldwide and in Pakistan (Mowla, 1958; Amarsi, Chappy, Pirmohammad, Scott, & Holzemer, 1989; Amarsi, 1998; Gul, 1998; Chitrali, 2007; Gul, 2008; Aziz, 2008; Masih&Gulzar, 2016).

It is evident from anecdotal reports that numerous measures have been taken to enhance the professional status of the nursing and for mitigating negative stereotypes, predominantly after establishment of a University-based private nursing school in 1980 in the largest city of the country (Masih&Gulzar, 2016). As a result, during the last three decades nursing profession has witnessed incredible growth, and significant efforts have been made to improve nursing's public image (Sindh Governor House, Islamic Republic of Pakistan, 2003; Masih&Gulzar, 2016).

Although, the image of the nurses has improved, the traditional image is still alive and impacts progress of nursing in Pakistan. The hierarchical structure between the physicians and the nurses, gender bias, and the role of media are the main factors contributing to low social image of the nurses and the profession (Kalisch, & Kalisch, 1983 & 1986; Champion, Austin, & Tzeng, 1987; Agenta, 2002; Takase, Kershaw, & Burt, 2002; Hemani, 2003; Takase, 2005; Takase, Maude, & Manias, 2006; Chitrali, 2007; Fletcher, 2007; Aziz, 2008; Masih&Gulzar, 2016). Another, less acknowl-

edged and determined, factor related to the nurses' image, specifically in Pakistan, is lack of awareness among people about true nature of nursing practice and education (Gul, 2008; Masih&Gulzar, 2016). In fact, with few exceptions, nursing continues to be the last choice profession in most communities in Pakistan (Aziz, 20018).The overall pace of development to ensure a strong future for the nursing profession is slow and demanding, and the struggle continues

Researchers reported that if the nurses are satisfied with their image, the likelihood of being satisfied with their job is high (Karanikola, Papatthansoglou, Giannakopoulou&Koutroubas, 2007;Baumann, 2007; Rafei, &Haghani, 2013; Gulavani&Shinde, 2014). Job satisfaction is found to be associated with nurses' performance and retention, as well as patients' and their attendants' satisfaction with nursing care (Khowaja, Merchant, &Hirani, 2005; Bauman, 2007; Khan, Hassan, Anwar, Babar, & Babar, 2007;Bahalkani, Kumar, Lakho, Mahar, Mazhar, & et.al, 2011). The level of job satisfaction is also directly associated with the nurses' intent to stay or leave the organization or the country, causing shortages of human resources (Jaffer, 2003; Ruggiero, 2005; Peterson, Hall, O'Brien-Pallas, &Cockerill, 2011; Liu, Zhang, Ye, Zhu, Cao, & et.al, 2012; Peterson, Rafii&Haghani, 2013; Ramoo, Abdullah &Piaw, 2013), as well as compromising quality of patient care (Khowaja, Merchant, &Hirani, 2005).

In Pakistan, little literature is available on the nurses' status and self image (Gul, 2008; Masih&Gulzar, 2016). Although the topics of nursing image and job satisfaction of nurses have been studied separately in Pakistan, no studies have been conducted to explore the relationship between nurses' self perception about their public image and their job satisfaction. Therefore, this study was designed to fill the knowledge gap and develop a better understanding about whether the nurses' perception of their public image influences their job satisfaction. This study was a pioneering effort in generating new knowledge with respect to this topic of study.

1.1. Objective of the study

The objective of the study was to explore association between nurses' self perception about their public image and their job satisfaction in tertiary care hospitals, Karachi, Pakistan.

1.2 Research Question

Was there an association between self perception of the diploma-prepared nurses' about their public image and their job satisfaction in tertiary care hospitals, Karachi, Pakistan?

2. Methods

A quantitative, cross-sectional study was conducted in two public and two private tertiary care hospitals in Karachi. The study popu-

lation comprised the diploma- prepared nurses of any age, gender, and experience, registered with the Pakistan Nursing Council (PNC), and working in the selected study settings.

For ethical considerations, the study was approved by the Ethical Review Committee of Aga Khan University, written permission was sought from the study setting for data collection; and written informed consent was obtained from each study participant. Also, Codes were assigned in Demographic Form to maintain anonymity of the study participants.

A sample of 281 participants was acquired through a combination of cluster sampling and convenience sampling, to select units and the participants respectively from each study setting, working in critical care units, general units, and special care units. Data were collected standardized The Porter Nursing Image Scale (PNIS), Index of Work Satisfaction (IWS), a Demographic Form developed by the primary researcher, both in Urdu and English Language based on the participant's preference. Both tools have established validity and reliability. The Porter Nursing Image Scale was developed by Porter and Porter (1991) uses the "Likert" type rating and consists of three components: professional aspects, interpersonal relations, and intrapersonal abilities. The Index of Work Satisfaction (IWS) has established validity and reliability; developed and revised in 1997 by Stamps (Stamps & Market Street Research, Inc., 2001) was used to assess nurses' job satisfaction. IWS, Part A is designed to compare ranking of factors that nurses perceive to be important to their job satisfaction, and part B measures the current satisfaction levels on six dimensions: professional status, task requirements, pay, interaction, organizational policies, and autonomy.

Data collection questionnaires and the informed consent were translated into the Urdu language and back translated into English. Pre-testing was conducted with 5% (n = 14) of the total sample size from the one public and one private tertiary care hospital that were not part of the actual study as study setting. The primary researcher met with each participant to obtain their consent. The estimated time for filling the questionnaires was around 20 minutes. A response rate of 100% was achieved because of the researcher's efforts in diligent follow up with the participants.

Data were analyzed using frequencies, percentages, mean scores and standard deviations, median distributions, and the spearman's rank correlation.

3. Results

A detailed description of the demographic characteristics of the participants is presented in Table 1.

Table 1: Demographic Characteristics of the Study Participants

Demographic Characteristics		n (%)
Gender	Male	105 (37.4)
	Female	176 (62.6)
Age	20 – 30 years	200 (71.2)
	31 – 40 years	56 (19.9)
	41- 50 years	22 (7.8)
	51 – 60 years	3 (1.1)
	Register Nurse/ Staff Nurse	236 (84.0)
Present nursing position	Clinical Nurse Teacher	2 (0.7)
	Shift In-charge	21 (7.5)
	Head Nurse	15 (5.3)
	Supervisor	7 (2.5)
Place of Job	Government	119 (42.3)
	Private	162 (57.7)
Nursing Education	Diploma in General Nursing	171 (60.9)
	Diploma in General Nursing, and Diploma in Midwifery	104 (37.0)
	Diploma in General Nursing, Diploma in Midwifery, and Diploma in Teaching Administration/ Ward Administration	6 (2.1)
Working experience as a nurse	Less than 1 year	26 (9.3)
	1-5 years	143 (50.9)
	6 -10 years	53 (18.9)

	11-15 years	26 (9.3)
	16 -20 years	17 (6.0)
	More than 20 years	16 (5.7)
Area (cluster)of working	Critical Care Units	93 (33.1)
	General Units	123 (43.8)
	Special Units	65 (23.1)

The results showed that the majority of the participants were women, 62.6% (176) and 46.6 % (131) were married. Almost all, 98.9 % (278) of the participants were working full time and 57.7% (162) of the participants were in private hospitals. Most of the participants, 84 % (236), were working as staff nurse on their present position, having worked between 1-5 years, whereas the remaining participants were working as clinical nurse teachers, shift in-charges, head nurses, or supervisors. Also, 55.9 % (157) of the participants were working in their present organization had work experience 1 -5 years. Majority of the participants, 71.2 % (200) were in the 20 – 30 years age group. More specifically, 60.9% (171) of the participants had nursing education at the basic level (diploma in general nursing). The majority of the participants, 43.8% (123), were from the general units, including medical, surgical, cardiology, burn, orthopedics, neurosurgery, ENT, and pediatrics.

3.1. Nurses’ self-perception about their public image

The participants were asked to rate each matched-pair bipolar attribute/component reflecting their opinion associated with respect to their public image, on a Likert scale ranging from 1- 7, based on the PNIS. Mean scores of each of Image Scale components revealed that, nurses had a positive perception of their public image, as shown in Table 2.

Table 2:Descriptive Statistics of the Perceived Public Image of the Nurses

Component of PNIS	Mean (SD)
Professional aspects	3.10 (. 94)
Interpersonal relations	2. 53 (1.01)
Intrapersonal abilities	2.80 (. 90)

The mean score of each PNIS component (professional aspects, interpersonal relations, and intrapersonal abilities) was computed to examine nurses’ self-perception about their public image, with respect to each component. The responses ranged from the positive to the negative nursing image. The lesser than 4 the mean scores, the higher the positive perception about attributes of nursing images. An example of such attribute is “powerful and car-

ing”. Whereas, the greater the mean scores than 4, the higher the negative perception about an attribute of nursing image one example is “weak and non-caring”. Overall, the public images of the nursing profession were ranked positively by the participants based on the three image scale components, but the participants differed in the degree of positive perception attributed to these categories. The interpersonal relations component was ranked higher (2.53) than the intrapersonal abilities (2.80) and professional aspects (3.10) components. The professional aspects component received the lowest positive rating being closest to the score of 4.

3.2. Nurses’ self-perception about their levels of job satisfaction

The participants were asked to rate their satisfaction with their job. The overall, levels of job satisfaction perceived by the participants are presented in Table 3.

Table 3: Level of Job Satisfaction as Perceived by the Nurses

Level of job satisfaction	Frequency (Percentage %)
Satisfied with job	244 (86. 8)
Dissatisfied with job	33 (11. 7)
Neither satisfied nor dissatisfied with job	4 (1. 4)
Total	281 (100)

Majority, around 87 % of the study participants were satisfied with their job.

Regarding the important factors related to the job satisfaction of the participants, professional status and interaction were ranked as more satisfying components, whereas pay, task requirements, autonomy, and organizational policies were ranked as less important components. Organizational policies received the lowest importance rating of 2.90, and professional status received the highest importance rating of 3. 60 on the IWS (Part A).

Figure 1 displays the level of component importance by the component weight coefficient scores, with the relative importance ranked from the least important to the most important component.

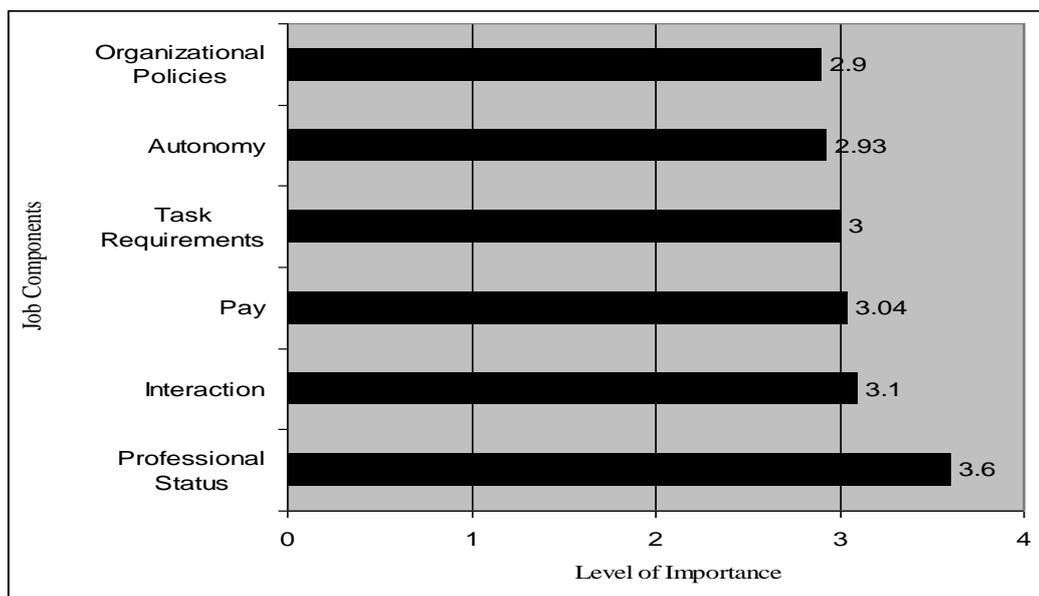


Fig. 1: Importance of Each Job Component by the Component Weight Coefficient Scores, with the Relative Importance Towards Job Satisfaction Ranked from the Least to the Highest.



Fig. 2: Satisfaction of Each Job Component by Component Mean Scores, from the Least Satisfying to the Highest Satisfying.

With respect to the current levels of job satisfaction of the nurses, the 'professional status' rating of 5.28 was ranked as the most satisfying job component. The second satisfying job component was the 'interaction', whereas the 'task requirements' rating of 3.34 was ranked as the least satisfying job component, other components were the pay, autonomy and organizational policies' components. Figure 2 shows the level of satisfaction, by component mean scores, ranging from the least satisfying to the most satisfying, with each component in the IWS was calculated.

3.3. Association between the nurses' self-perception about their public image and their job satisfaction

To measure the association between the nurses' self perception about their public image and their job satisfaction, Spearman's rho correlation coefficient was computed for the professional aspects, the interpersonal skills, and the intrapersonal abilities components of the PNIS and level of job satisfaction (Part B) of the IWS. A detail description of association between the nurses' self perception about their public image and their job satisfaction, as well as association among the image scale components, is presented in Table 4.

Table 4: Association between the Nurses' Self Perceptions about Their Public Image and Their Level of Job Satisfaction

Component	Spearman's rho	Average			
		The nurses' perception of the public image			
		Professional aspects	Interpersonal relations	Intrapersonal abilities	Level of job satisfaction
Professional aspects	Correlation Coefficient	1.000	.680**	.630**	-.325**
	Sig. (2-tailed)	.	< 0.001	< 0.001	< 0.001
Interpersonal relations	Correlation Coefficient	.680**	1.000	.716**	-.283**
	Sig. (2-tailed)	< 0.001	.	< 0.001	< 0.001
Intrapersonal abilities	Correlation Coefficient	.630**	.716**	1.000	-.234**
	Sig. (2-tailed)	< 0.001	< 0.001	.	< 0.001

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation coefficient values displayed a significant ($p \leq 0.01$) negative association between the nurses' perception about their public image and their job satisfaction. The negative association (-.325**, -.283**, -.234**) indicates a weak correlation between the components of the PNIS and the level of the nurses' job satisfaction. The negative sign shows a weak, inverse association among the PNIS components and job satisfaction. This means that as the PNIS scores decrease, the IWS scores increase indicating that the more positive the image perception, the higher the job satisfaction.

Likewise, the Spearman's rho correlation coefficient values of professional aspects (.680**), interactive relations (.630**), and interpersonal abilities (.716**) indicate a positive strong correlation ($p \leq 0.01$) among the components of PNIS. The strong corre-

lation among the components of the image scale illustrates that the attributes of these components are interconnected, from which the image of the nurses and the profession is developed.

4. Discussion

4.1. Discussion of the descriptive statistics of demographic characteristics

The demographic data in Table 1 illustrated that the majority of the participants were female. This is reflective of higher numbers of women vs men in nursing profession as congruent with findings of an international study (Sullivan, 2001). About half of the nurses were single/ unmarried, and a most of the nurses were within the age range from 20 to 30 years. Since these are working women of the middle and low-income families, who financially support their families, being unmarried, even earning for their families during their 3rd decade of life is getting to be more common as a trend. The economic responsibilities have influenced women's decision to marry late, as evident in different countries, including Pakistan (Azmat, 2008). Data also illustrated that most of the nurses had work experience of 1- 5 years, indicating that the study participants are young and in the initial years of their professional life. And number of years of work experience is related to nurses' perception about their job satisfaction (Ghaffar, 2006; Ugwuegbu, & Ogundeyin, 1977).

Majority of nurses, 60.9 % (171), nurses had a basic level nursing education (general nursing diploma). The main reason for this could be that there are a few nursing higher educational institutions to earn BSN and MSN degrees (Masih & Gulzar, 2016). Also these degree programmes are expensive where general nursing programmes have been free in the schools of nursing, particularly, in the public institutions.

Another reason of diploma being the most commonly reported educational level of younger nurses can be related to the organizational policies, where senior nurses are given preference to be chosen for advanced degree programs, specifically, in the public sector (Masih & Gulzar, 2016). Limited access to higher education has been shown to be linked to negative image of the nursing profession nurses' job performance and satisfaction (Kalisch & Kalisch, 1983 & 1986; Porter & Porter 1989; Hemani, 2003; Renzi, Tabolli, Ianni, Pietro, & Puddu, 2005).

4.2. Discussion on the descriptive statistics of the responses on the PNIS and IWS

The findings of this study revealed participants' perception of their public image was mildly positive (see Figure 3). These find-

ings are incongruent with the findings of the study by Takase, Kershaw, and Burt (2002), and Gul (2008), in which it was found that nurses' self perception about their public image was negative as compared to their self perception about their professional image. This shows a discrepancy between nurses' self perception about their public image and their own self image. Study by Gul (2008) illustrated that low image in Pakistan is directly linked with nursing being a female dominated profession, the nature of the nurses' work, and the role of the media in portraying many negative images.

The slight transition in the nurses' perception about their public image to the positive side may be related to measures taken in Pakistan to improve image of nursing as well as more opportunities for advanced nursing education (Masih & Gulzar, 2016). The national curriculum for the BScN programme states that the programme is intended to produce future nurses with critical thinking skills, who are knowledgeable and skillful. It aims at personal and professional growth and to enable students to integrate their knowledge and skills in their practice (Higher Education Commission, Islamabad, & Pakistan Nursing Council, Islamabad, 2006). Nursing leaders have emphasized advanced education and knowledge development in nursing because of its positive influence on improving the nursing image. Advanced education leads to improved practice, which means that nurses are able to provide high quality patient care, which in turn improves their public image. (Champion, Austin, & Tzeng, 1987).

Improved media coverage of nursing may also be linked to nurses' positive perception about their public image (Kalisch & Kalisch, 1983, 1986; Porter, Porter & Lower, 1989; Takase, Kershaw & Burt, 2002; Gul, 2008; Masih & Gulzar, 2016). Media covers the main nursing events such as the international nurses' day celebration and they have also been actively seeking nursing leaders to interview them and create public awareness about importance of the profession. An interview of the Dean of the Aga Khan University School of Nursing in 'Daily Express' Urdu newspaper highlighted the professional life of a nurse leader (Khurshed, 2008, April 30).

The nursing image is found to be associated with different variables including job satisfaction (Takase, Kershaw, & Burt, 2002). In this study it was found that, overall, nurses were satisfied with their job (see Table 3). Similar findings are reported by Fung-kam (1998), in Hong Kong hospital nurses, and Karanikola, Papanthanasoglou, Giannakopoulou, and Koutroubas (2007) among Hellenic hospital nurses in Greece, which showed that the nurses' satisfaction with their job ranged from moderate to low level. Also, this finding is compatible with the results of most of the previous studies that used this IWS tool (Stamps & Market Street Research, Inc., 2001). Same evidence is also reported in studies conducted in Iran (Rafii & Haghani, 2013), China (Liu, Zhang, Ye, Zhu, Cao et.al, 2012), Ireland (Curtis, 2007), South Africa (Pietersen, 2005) and Lebanon (Yaktin, Azoury, & Doumit, 2003).

4.3. Discussion of the association between the nurses' self-perception about their public image and their job satisfaction

The positive perception of the nurses is associated with their levels of job satisfaction, as illustrated from the findings of this study and the previous studies discussed earlier.

The result of this study reveals a significant association (see Table 5) between the nurses' self-perception about their public image and their levels of job satisfaction. This finding is congruent with the results of the previous studies (Ugwuegbu & Ogundeyin, 1977; Takase, Kershaw, & Burt, 2002; Takase, Maud, & Manias, 2006). The reason could be that the nurses have to interact with the persons (health professionals, patients, and their families) around them to carry out their tasks effectively. These interactions provide opportunities to others for developing their opinions about them and the profession (Takase, Kershaw, & Burt, 2002; Takase, 2005; Masih & Gulzar, 2016). Another explanation is that the nurses' behaviors are affected by their self perception of their

public image, ultimately impacting their job satisfaction (Fletcher, 2007); as people understand their self attitudes on the basis of their behavior, according to self perception theory (Bem, 1972, as cited in Swank, 2006) leading to better performance.

4.4. Implications of the study

This study has implications for the nursing profession. The knowledge that has emerged through this study will add to the body of nursing knowledge about image of nursing in Pakistan, and will serve as a basis for research studies in the future, at the national level. The findings of the study will be available to the national and provincial health ministries, hospital administrators, and, particularly, to the nursing leadership, to help them review their policies related to nurses' roles, organizational working conditions, the job components, and to plan strategies to enhance the professional image of nursing.

4.5. Recommendations of the study

It has been widely documented that developing a positive image of the nurses is very important for their practice (Siebens et al., 2006). The following recommendations are made, for nursing education, practice, and research, to enhance the professional image of nursing in Pakistan:

4.5.1. Nursing education

- 1) Nursing education must maintain high standards and prepare nurses to provide competent care, in accordance with the changing practice environment and demonstrate exceptional leadership.
- 2) Nurses, especially nursing leaders from the education and practice areas should plan and implement systematic program continuously to educate the public about the work of nurses and how it complements the work of other health professionals, particularly of doctors (Masih & Gulzar, 2016).
- 3) Nurse leaders should use electronic and print media effectively to clarify myths about the nursing profession and communicate nurses' significant contribution in society.
- 4) Nursing leaders must re-energize the nursing community and encourage them to unite to improve the image of nursing in Pakistan.
- 5) The Pakistan Nursing Council (PNC) should take significant and visible steps to establish and maintain the educational standards in existing nursing educational programmes, across the country (Masih & Gulzar, 2016).

4.5.2. Nursing practice

- 1) National nurse leaders should guide and support institutional nursing leadership to create a positive working environment where nurses can provide safe and high quality care to their patients.
- 2) Nurse leaders should create and provide platforms, at every level, where nurses' contribution should be acknowledged and rewarded for improving health of their patients, families, and communities.
- 3) The Professional Nursing Associations should also strive to find ways to facilitate positive coverage of the nursing in the print and electronic media and at different professional forums.

4.5.3. Nursing research

More research studies with larger sample size and varied representation from different parts of Pakistan are needed to study nurses' self-perception about their public image, actual public image of nurses in various communities, nurses' job satisfaction and its association with quality of care and patient outcomes.

4.6. Limitations of the study

- 1) Validation of the participant as a registered nurse (RN) with the PNC, as part of the inclusion criteria for selection of the participants was not feasible. The researcher had to rely on self report by the participants, head nurse of the ward, or chief nursing superintendent office, as the lists of RNs working in the study settings were not provided from the recruiting or human resource departments, particularly, in the public sector settings.
- 2) Another limitation was inadequate time for data collection as accessing the participants and collecting the completed questionnaires was a challenge due to the busy work Research studies by nurses and including nurse participants are not conducted very often in Pakistan; and the topic of self perception about job satisfaction' may be a sensitive subject for some nurses, especially when data are collected in their work settings. Therefore, authors wanted to acknowledge that there may be possibility that some participants may have been hesitant in reporting their actual perceptions and opinions.

5. Conclusion

A sample of 281 diploma- prepared nurses from the four selected study settings were asked to participate in this study to examine the association between the diploma- prepared nurses' self perception about their public image and their job satisfaction. All the nurses perceived their public image positively, but the degree of positiveness of their perception related to image scale components differed.

Overall, majority of the nurses reported being satisfied with their jobs. The 'professional status' and the 'interaction' job components were ranked as more important components contributing to job satisfaction, whereas pay, task requirements, autonomy, and organizational policies were ranked as less important. The level of job satisfaction of the nurses working in the public sector was slightly higher than that of the nurses working in the private sector. The "professional status" component was the most important contributor to job satisfaction for nurses in Pakistan, therefore, our recommendation to the Pakistan Nursing Council and the nursing leadership is to enhance efforts nation-wide to create a positive status, image and working environment for nurses, which will have a positive impact on improving quality and safety of patient care, patients' experience of care, and health outcomes.

Whereas, significant association ($p \leq 0.01$), was found between the nurses' self perception about their public image and their level of job satisfaction. The results show that nurses who perceive their public image positively tend to be satisfied with their job and vice versa. Efforts to enhance the image of the nursing profession will result in improved job satisfaction, resulting in increase retention, better quality patient care, and cost effective nursing management in the organizations.

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