

# A Study on Patient Satisfaction on Service Quality of Private Hospitals in Tiruchirappalli Corporation

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**Abstract** - Health Sector is an important industry which provides basic health needs to the public. So that Indian government is make it as public sector. In Tamil Nadu is providing medical facilities at free of cost. After basic needs of human being medical needs is essential. This kind of important service must be provided with high quality. Quality service in Health care is considering as heart with human being. Without quality service in health care means that the sentence without meaning. This research examined the concept of hospital service quality, patient satisfaction and behavioral intention from the perspective of patients. There 5 hospitals were selected and each hospital 20 patients were selected as sampling of the study. Sampling size is 100 respondents. The primary data were collected through well structured questionnaire. It is suggested that private hospitals should provide effective training and courses for all staff including nurses, doctors and general staff to enhance their skills in communication and motivation for them to provide a good service to patients

**Keywords:** Service Quality, Reliability, Tangibility and Empathy

## I. INTRODUCTION

With technological developments has greater impact on Information and Communication Technology. The tremendous growth of Information and communication Technology people may communication and doing business through online<sup>1</sup>. Globalization made the world as a village through technological developments. So consumers is searching best and quality product and services throughout world. Quality is the 'mandra' any successful product and services in heavy competitive business world.

Quality is an important element for sustainable business operations. Quality product and services makes the organization good will as brand image from customer perspective<sup>2</sup>. In the modern world customer is the king; customer has every right choose the product and services they consume<sup>3</sup>. People from foreign countries are searching quality services in India in an affordable cost. India is second top country among the Asian countries are providing medical tourism.

Health Sector is an important industry which provides basic health needs to the public. So that Indian government is make it as public sector. In Tamil Nadu is providing

medical facilities at free of cost. After basic needs of human being medical needs is essential. This kind of important service must be provided with high quality. Quality service in Health care is considering as heart with human being. Without quality service in health care means that the sentence without meaning. According to various definitions of quality, the core interpretation of quality is "Customer's expressed and implied requirements are met fully".

## II. REVIEW OF LITERATURE

Abdulwahab Aljughaiman et.al (2018) analyses patient satisfaction with orthodontic treatment received in public and private hospitals. An estimated sample of 243 patients was calculated based on a 5% margin of error, 95% confidence interval, 80% of response distribution and population size (20,000). The patients treated by public orthodontists were significantly more satisfied with other domains (situational aspect and residual category) than by the private orthodontists. The doctor-patient relationship was the most important factor in satisfaction with orthodontic treatment. Overall, patients treated in public hospitals were more satisfied with orthodontic treatment than those in private hospitals<sup>4</sup>.

Muhammad Shafiq (2017) develops a scale that measures hospital service quality in Asian hospitals, regardless of their nature or ownership. Data were collected from

<sup>1</sup> Constantine E. Passaris (2006) The Business of Globalization and the Globalization of Business, Journal of comparative International Management, Vol.9(1),

<sup>2</sup> Walfried Lassar (1995) Measuring customer-based brand equity, Journal of Consumer Marketing, Vol. 12 Issue: 4, pp.11-19

<sup>3</sup> Rahim Ajao Ganiyu (2012) "Is Customer Satisfaction an Indicator of Customer Loyalty?", Australian Journal of Business and Management Research Vol.2 No.07 .pp.14-20

<sup>4</sup> Abdulwahab Aljughaiman et.al (2018) "Patient Satisfaction with Orthodontic Treatment Received in Public and Private Hospitals in Dammam, Saudi Arabia", open access Journal of Medical Sciences, 6(8): 1492-1497

inpatients and outpatients at 9 different hospitals, and the scale was developed using structural equation modeling. The gaps were statistically significant, with values  $\leq 0.05$ ; therefore, hospital administrators must focus on each of these areas. By focusing on the identified areas of improvement, health care authorities, managers, practitioners, and decision makers can bring substantial change within hospitals<sup>5</sup>.

Faris S. Alghamdi (2014) enquires the effectiveness of service quality on patient satisfaction and also analyses the factors (tangible, reliability, responsive, assurance, and empathy) has the important influences on patient satisfaction. A total of 183 respondents participated in this study. To test the study hypothesis, multiple regression analysis was carried out. Analysis of variance revealed that the overall result showed a statistically significant impact of health service quality on patient satisfaction ( $p=0.000$ ). customer perception were influenced by health service quality, with the empathy dimension as the greatest influence on patient satisfaction<sup>6</sup>.

### Statement of the problem

India is a developing country; this status will continue till after 20 years without quality product and services. Quality product and services is in order of the day; customers expect quality services of affordable amount they spent. China is getting top in International business growth because they provide quality services each every sector.

Quality services in hospitals namely doctors treatment, drugs and medicines maintenance, staff nurses care, cleanliness, infrastructure and other medical facilities and so on. In recent days many of them were losing their lives due usage expiry medicine drugs; it happens carelessness of doctors, nurse and hospital staff. Carelessness of employees of other service sector or manufacturing sector leads to heavy loss; but carelessness of health care personnel leads to loss of human life.

### Objectives of the study

The researcher has framed the following objective for the study

- 1) To find out the level of Patient’s satisfaction of service quality in private hospitals in Tiruchirappalli District
- 2) To analyze the service quality factors that influence patient’s satisfaction of private hospitals.

<sup>5</sup> Service Quality Assessment of Hospitals in Asian Context: An Empirical Evidence From Pakistan, Inquiry: A Journal of Medical Care Organization, Provision and Financing, Vol. 54. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5798721/>

<sup>6</sup> Faris S. Alghamdi (2014)The impact of service quality perception on patient satisfaction in Government Hospitals in Southern Saudi Arabia, Saudi Med J.; 35(10): 1271–1273.

- 3) To offer suitable suggestions to improve service quality in hospitals

### III. METHODOLOGY

The present study is descriptive by nature. The study area of the research is selected as a Tiruchirappalli Corporation. There 5 hospitals were selected and each hospital 20 patients were selected as sampling of the study. Sampling size is 100 respondents. The primary data were collected through well structured questionnaire. The secondary data were collected from various websites, books, journals and official records.

### IV. ANALYSES AND INTERPRETATION

#### Distribution of the respondents and their monthly income

Particular	No. of respondents (n=100)	Percentage (100%)
Below Rs.15000	23	23.0
Rs.15001 to 25000	22	22.0
Rs.25001 to 50000	20	20.0
Rs.50001 to 75000	16	16.0
Rs.75000 & above	19	19.0
Total	100	100.0

Source: Primary data

The above table shows that one fourth (23 per cent) of the respondents were below Rs.15000 income, 22 per cent of the respondents were Rs.15001 to 25000, 20 per cent of the respondents were Rs.25001 to 50000, 19 per cent of the respondents were more than Rs.75000 and remaining 16 per cent of the respondents were Rs.50001 to 75000.

#### T-Test

	Mean	S.D	Statistical inference
<b>Reliability</b>			
Rural (n=48)	2.08	5.549	T=1.510 Df=679 .132>0.05 Not Significant
Urban (n=52)	2.40	5.981	
<b>Assurance</b>			
Rural (n=48)	3.59	4.243	T=-2.837 Df=679 .005<0.05 Significant
Urban (n=52)	3.54	4.332	
<b>Tangibility</b>			
Rural (n=48)	2.51	3.521	T=-1.457 Df=679 .146>0.05 Not Significant
Urban (n=52)	2.89	3.337	
<b>Empathy</b>			
Rural (n=48)	2.54	4.095	T=.673 Df=679 .501>0.05 Not Significant
Urban (n=52)	2.33	3.904	
<b>Responsiveness</b>			
Rural (n=48)	2.67	4.432	T=1.317 Df=679 .188>0.05 Not Significant
Urban (n=52)	2.24	4.081	
<b>Overall patients satisfaction about service quality of hospitals</b>			
Rural (n=48)	9.81	2.410	T=-2.231 Df=679 .026<0.05 Significant
Urban (n=52)	10.23	2.441	

### Research Hypothesis:

There is a significant difference between residential status of patients and their overall patient satisfaction about service quality of hospitals.

### Null hypothesis

There is no significant difference between residential status of patients and their overall patient satisfaction about service quality of hospitals.

### Statistical tool used

Student 't' test were used for the study

### Findings

The above table shows that there is a significant difference between residential status of patients and their overall patient satisfaction about service quality of hospitals. The calculated value is less than the table value ( $P < 0.05$ ). the research hypothesis is accepted and null hypothesis is rejected.

## V. FINDINGS OF THE STUDY

- 71 percent of the respondents were agree about hospital has good ambience
- 70 percent of the respondents agree about hospital extra facilities like canteen, pharmacy store, labs etc
- 59 percent of the respondents agree about hospital has excellent troma/emergency services
- 57 percent of the respondents were strongly agreed about recommended by other doctors,
- 61 percent of the respondents were strongly agreed about hospital provides Quality facilities to patients like rooms, stretchers, wheel chairs, food etc
- 61 percent of the respondents were strongly agreed about level of availability of required drugs in the pharmacy
- 62 percent of the respondents were strongly agreed about availability of the desired blood group in the blood bank in the hospital

## VI. SUGGESTIONS

The government officials take necessary steps to modernize its hospitals through the accreditation exercise have successfully improved the level of service quality.

To achieve competitive advantage in private hospitals must keep improving their service from time to time to make sure the level of service quality is at the maximum level to gain patients high satisfaction and have an impact on patient's future behavioral intention.

Private hospitals should provide effective training and courses for all staff including nurses, doctors and general

staff to enhance their skills in communication and motivation for them to provide a good service to patients.

## VII. CONCLUSION

Health Sector is an important industry which provides basic health needs to the public. So that Indian government is make it as public sector. In Tamil Nadu is providing medical facilities at free of cost. After basic needs of human being medical needs is essential. This kind of important service must be provided with high quality. Quality service in Health care is considering as heart with human being. Without quality service in health care means that the sentence without meaning. This research examined the concept of hospital service quality, patient satisfaction and behavioral intention from the perspective of patients.

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