

A Study on Patients Satisfaction towards Siddha Hospitals with Special Reference to Erode City

Dr.S.Senthilvadivu, Assistant Professor of Commerce, Vellalar College for Women (Autonomous), Erode, Tamilnadu & India, sen123ram@gmail.com

ABSTRACT - Patients satisfaction is an important component of the health care system to improve the service delivery to the community. High level of satisfaction perceived by the patients helps in increasing the patient attendance and maintaining the sustainability of quality of services of any hospital in the long run. In the health care service, the consumers are the patients thus the customer satisfaction is called as patients' satisfaction. The patients' satisfaction is the patients' value judgment and subsequent reaction to the stimuli they perceive in the health environment just before, during, and after the course of their impatient stage or clinic a visit. Assessment of quality of services provided by the siddha hospitals in these days has been a serious concern for the hospitals and health care organizations owing to the excessive demands imposed on them by the users, consumers, government and the society at large. The researcher aims to find that the level of satisfaction of the patients towards siddha hospitals and also to study the problems faced by the patients. The tools used for analysis are percentage analysis, chi-square and weighted average rank. The finding reveals that level of satisfaction is not influenced by age, gender, educational qualification, occupational status, marital status and monthly family income and high cost of treatment is ranked as first problem and followed by prescribing too many medicines, taking long time for cure, lack of experts, unhygienic environment, long waiting hours, high cost of consulting fee and side effects. The patients are satisfied when their expectations are met during the course of treatment. Even though, the siddha hospitals provide good services, the hospital administrators should take much effort to deliver more superior services to satisfy and retain the patients with the Siddha industry.

Keywords: *Allopathic Medicines, Facility, Medical Service, Patients, Prevention and Siddha Hospital*

I. INTRODUCTION

Patients' satisfaction is an important and commonly used indicator for measuring the quality in health care services. Also, the patients' satisfaction is a good indicator to measure the success of doctors and hospitals since the patients' satisfaction depends on timely attention, providing an efficient service and patient-centred delivery of quality health care system. Presently, the health care consumers are more aware of medical service and they have a good knowledge about the quality of service than earlier. It has become an important factor to provide better quality services to meet the patients' expectations. Siddha medicine is not only a system of medical science, but also a part of culture of the society and it employs a holistic approach in its treatment methodology and it has made enormous contribution to the healthcare of the people. The Siddha System emphasizes that the treatment of a patient should be based not just on the disease but also his physical, mental and spiritual state.

SIGNIFICANCE OF THE STUDY

Patients' satisfaction is a combination of psychological, physiological and other health care related factors that make a patient to feel happy. Patient satisfaction has been considered as a state where patients express their feelings,

prepares to attend for the same hospital more number of times, accept the services and promote the image and goodwill of the hospital more happily.

Despite ample evidences are available on patient satisfaction of Allopathic care in India, patient satisfaction under siddha system is not yet explored. It is gaining importance in the present world. Hence, this study was planned to assess satisfaction of patients regarding services, facilities provided in siddha wing and behaviour of health care providers in erode city.

STATEMENT OF THE PROBLEM

The success or failure of any hospital is largely depends on the satisfaction met by the patients on various services offered. So, study has been dealt with the following issues:

- How long the patients' are using siddha medicines?
- What are the facilities available in siddha hospitals and level of satisfaction of the patients' towards siddha hospital?
- What are the problems faced by the patients' while treating in siddha hospital?

SCOPE OF THE STUDY

The study attempts to identify the reach of siddha hospitals which would help the hospitals in identifies the attitudes,

preference of the patients and formulating suitable strategies. The study helps to gain knowledge about the different types of diseases treated, facilities available for the patients and the problems' faced by them on such hospitals. The main purpose of the study is to obtain an insight into the snags faced by the siddha hospital patients in order to propose further recommendations for better patients' satisfaction. In this background, the present study is conducted to study the services available and satisfaction among patients treating in siddha hospitals' in erode city.

OBJECTIVES OF THE STUDY

- To identify the source through the patients awareness about the siddha hospitals
- To study the satisfaction levels of the patient towards siddha hospitals.
- To analyze the problems faced by the patients in using siddha hospitals.

II. RESEARCH METHODOLOGY

The research methodology is a procedure of collecting data to find out purpose. Once the problem has been carefully defined, the researcher needs to establish the plan that will outline the investigation to be carried out. The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the patients' satisfaction for siddha hospital.

SOURCE OF DATA

The basic information i.e., the raw data, collected by the researchers at the initial stage is called primary data. The primary data was collected with the help of structured questionnaire in the study. Apart from the primary data, the secondary data was collected for the purpose of the study. Secondary information in relation to theoretical aspects and concepts derived from publications has been used to strength the analysis.

SAMPLE DESIGN

In the study primary data have been collected from the patients of siddha hospitals in erode city. 100 samples are collected for the study. Convenience sampling method is adopted in selecting the respondents in Erode city. The respondents are distributed with well-structured questionnaire. The primary data for the study have been collected from the respondents in Erode city.

FRAMEWORK FOR ANALYSIS

Data collected through questionnaire were presented in a master table. From the master table, sub-tables were prepared. For analysis and interpretation of the data, simple statistical tools used in the study are

- Percentage Analysis
- Chi-Square Test
- Weighted Average Rank

III. REVIEW OF LITERATURE

D.Venkatachalam, Kalaiselvi Selvaraj, Gomathi Ramaswamy, A.Veerakumar, Palanivel Chinnakali and Ganesh Kumar Saya (2018) aimed to assess patient satisfaction about with services provided by Siddha (indigenous) system of medicine which was merged with public health system recently in India. A facility based cross-sectional study was conducted among the outpatients attending selected siddha hospitals in Tamil Nadu. The study revealed that majority of respondents reported that the amenities related to infra-structure (47-68 percent) and OPD timings (96.6 percent) were satisfactory. 32 percent and 23 percent of the patients reported that seating facility and waiting time were not satisfactory respectively. Almost all patients were satisfied regarding competency, behaviour of siddha doctors and pharmacists and most of the patients (98.2%) reported improvement in their illness.

Chithra Boovaragasamy and Seetharaman Narayanan (2019) have undertaken a research to assess the satisfaction about facilities, healthcare providers and treatment among the patients attending selected AYUSH-attached PHCs in rural Puducherry. 71.23 percent of the respondents rated as very good/excellent their interaction with the healthcare providers, with regards to satisfaction about the infrastructure facilities, the proportion rating very good/excellent ranged from 64.47 percent to 93.93 percent across the different AYUSH PHCs and Overall satisfaction about the quality of services and treatment was good among the patients.

Thambirasa Sathiyaseelan, W. K. Athula C. Gnanapala (2015) examine the impact of the service quality on patient satisfaction in the government Ayurvedic medical institutions and the results show that the service quality of the Ayurvedic medical institutions contribute significantly to the patients satisfaction. However, the patients' satisfaction is not significantly influenced by tangible dimension and other dimensions i.e. reliability, responsiveness, assurance and empathy statistically and significantly enhance the patients' satisfactions. It is necessary to improve the overall service quality of the Ayurvedic medical institutions in order to enhance the patients satisfaction who trust and take medicine from the government Ayurvedic institutions.

Md. Mustofa Nabi , Mohammad Abu Taher , Hasib Sheikh, Md. Shahinoor Rahman Dulal , Md. Khairul Alam and Mohammad Manirul Islam (2015) aimed to assess the level of patient satisfaction at Government Unani & Ayurvedic Medical College Hospital in Dhaka, Bangladesh. The study revealed that financial aspects were the major area of patient dissatisfaction towards Unani and Ayurvedic treatment due to lack of free medicine supply and high cost of medicine and results would shed light on the present conditions of medical services at Government Unani & Ayurvedic Medical College Hospital which could be used to influence the outlook of the policymakers of our country.

Suchita R. Gawde, Yashashri C. Shetty, and Dattatray B. Pawar (2013) initiated to assess knowledge, attitude and practices towards Ayurvedic medicine use among allopathic resident doctors. The study reveals that allopathic resident doctors had little knowledge about Ayurveda and Ayurvedic medicine use but engaged in prescription of Ayurvedic medicines. So some interventions should be taken to increase the knowledge and awareness of allopathic resident doctors about Ayurvedic medicine use.

IV. ANALYSIS AND INTERPRETATION

Table 1: Socio-Economic Profile of the Respondents

Aspects	Factors / Options	No. of Respondents	Percentage
Age	Below 20 years	21	21
	20 – 30 years	21	21
	31 – 40 years	33	33
	Above 40years	25	25
Gender	Male	34	34
	Female	66	66
Educational Qualifications	Illiterate	20	20
	School level	15	15
	Graduate	45	45
	Profession	20	20
Marital Status	Married	70	70
	Unmarried	30	30
Reason for selecting siddha hospital	Prevention	18	18
	Rejuvenation	12	12
	Natural & healthcare	53	53
	Appropriate treatment	17	17
Siddha hospital preferred	Agathiyar Siddha Hospital	24	24
	SKM Chikitchaalya	21	21
	Nalamthaa Siddha Hospital	10	10
	Kaviraj Siddha Hospital	12	12
	Almaa Siddha	14	14
	Maruthuvamanai		
	Thanthai Periyar	8	8
	Government Headquarters Hospital	11	11
Others			
Period of usage siddha medicines	Less than 1 year	32	32
	1 – 2 Years	57	57
	Above 2 years	11	11
Kind of ordinary diseases treated	Cold & Cough	29	29
	Viral Fever	14	14
	Diabetes	10	10
	Skin diseases	16	16
	Hair loss	17	17
	Blood pressure	7	7
	Others	7	7
Life threatening diseases treated	Yes	79	79
	No	21	21
Kind of life threatening diseases treated	Infertility	16	16
	Neuro muscular disorder	13	13
	Paralysis	15	15
	Rheumatoid arthritis	10	10
	Cerebral palsy	8	8
	Respiratory disorder	7	7
Average monthly medical expenses spent for siddha treatment	Less than Rs.1000	28	28
	Rs.1000 – 2000	58	58
	Above 2000	14	14
Level of satisfaction of patients	Highly satisfied	18	18
	Satisfied	52	52
	Neutral	22	22
	Dissatisfied	4	4
	Highly dissatisfied	4	4

- Majority (33 percent) of the respondents are belongs to the age group of 30-40 years.
- Majority (66 percent) of the respondents are female.
- Majority (45 percent) of the respondents are graduates.
- Majority (70 percent) of the respondents are married.
- Majority (53 percent) of the respondents are selecting siddha hospital for natural & healthcare.
- Majority (24percent) of the respondents are preferred the siddha hospital of Agathiyar Siddha Hospital.
- Majority (57 percent) of the respondents are using siddha medicines for the period of 1- 2 years.
- Majority (33 percent) of the respondents are visited the siddha hospital for treatment of Cough & Cough.
- Majority (79 percent) of the respondents are visiting the siddha hospital for the treatment life threatening diseases.
- Majority (16 percent) of the respondents are visiting of siddha hospital for treatment of Infertility problem.
- Majority (58 percent) of the respondents are spent Rs.1000 – 2000 per month for medical treatment in siddha.
- Majority (56 percent) of the respondents are satisfied regarding siddha medicines.

LEVEL OF SATISFACTION OF THE RESPONDENTS HYPOTHESIS

There is no significant relationship between age, gender, educational qualification, occupational status, marital status, monthly family income and level of satisfaction of the respondents.

LEVEL OF SATISFACTION OF THE RESPONDENTS AND INDEPENDENT VARIABLES

Table 2: Level of Satisfaction and Independent Variables

Factor	Calculated value	Degrees of freedom	p-Value	Result
Age	1.016	6	12.592	Insignificant
Gender	0.201	2	5.991	Insignificant
Educational qualification	11.525	6	12.592	Insignificant
Occupational status	1.075	6	12.592	Insignificant
Marital status	0.614	2	5.991	Insignificant
Monthly family income	2.504	6	12.592	Insignificant

It is found from the table 2 that the calculated value of chi-square is less than the table value, the null hypothesis is

accepted. Hence it is inferred that the respondents' level of satisfaction is not influenced by age, gender, educational

qualification, occupational status, marital status and monthly family income.

Table 3: Problems Faced by the Patients towards Siddha Hospitals

Weighted Score Points (W)		8	7	6	5	4	3	2	1	Total Score (ΣWX)	Weighted Average Score	Rank
High Cost of Treatment	X	13	25	20	12	5	12	6	7	534	14.83	I
	WX	104	175	120	60	20	36	12	7			
Prescribing too many Medicines	X	14	12	15	17	12	12	9	9	482	13.38	III
	WX	112	84	90	85	48	36	18	9			
Taking too long Cure	X	26	12	9	12	2	16	12	11	497	13.80	V
	WX	208	84	54	60	8	48	24	11			
Lack of Experts	X	19	15	6	7	18	9	12	14	465	12.91	IV
	WX	152	105	36	35	72	27	24	14			
Unhygienic Environment	X	11	11	15	14	11	9	16	13	441	12.25	II
	WX	88	77	90	70	44	27	32	13			
Long writing hours	X	10	10	9	13	18	13	9	18	416	11.55	VI
	WX	80	70	54	65	72	39	18	18			
High cost of consultation fee	X	5	9	11	13	16	16	17	13	393	10.91	VII
	WX	40	63	66	65	64	48	34	13			
Side effects	X	2	6	15	13	18	13	18	15	375	10.41	VIII
	WX	16	42	90	65	72	39	36	15			
Total	ΣX	100	100	100	100	100	100	100	100			

It is inferred from the above table that the problem high cost of treatment is ranked as first by the patients with a total score of 14.83, the problem taking too long time for cure is ranked as second by the patients with a total score 13.80, the problem prescribing too many medicine is ranked as third by the patients with the total score of 13.38, the problem lack of experts is ranked as fourth by the patients with a total score of 12.91, the problem unhygienic environment is ranked as fifth by the patients with a total score of 12.25, the long waiting hours is ranked as sixth by the patients with a total score of 11.55, the problems high cost of consultation and side effects was ranked seventh and eighth by the patients with total score of 10.91 and 10.41 respectively.

V. SUGGESTIONS

- The patients' opinion regarding the cost of siddha medicines is very high when compared to allopathic medicines. Because of high cost of manufacturing. Hence, it is suggested that the Government should give subsidy for the Siddha medicine to product it at affordable cost.
- The siddha hospitals should concentrate more on research and development activities in order to fulfill the needs of treatment of fast growing, life threading diseases and expectation of the patients.
- Siddha doctors association should create awareness among the public regarding the importance of Siddha and thereby protect the people from the life endanger.

- The patients are satisfied when their expectations are met during the course of treatment. Even though, the siddha hospitals provide good services, the hospital administrators should take much effort to deliver more superior services to satisfy and retain the patients with the Siddha industry.

VI. CONCLUSION

The traditional system of Siddha medicine has become popular all over the globe because of the curative property, less toxic and no side effect. Herbal remedies are more acceptable prescription as compared to the synthetic medicines. Cost of siddha medicines is very high when compared to allopathic medicines. Because of high cost of manufacturing, mode of preparation and the plants used in traditional medicine vary from place to place, and incur heavy expenditure, because the collection of herbs are mostly available only in the hills, forest and cultivating lands. Hence, it is suggested that the Government should allocate funds for the cultivation of traditional system of medicine and to protect by way of creating awareness among the public at large for the welfare of the common people. Government may re-structure and strengthen the existing siddha medicine system may in the ways like development of quality research and development center, development of data center for patent protection (IPR) and development of international marketing support centers.

“Food is Medicine and Medicine is Food”

REFERENCE

- [1] D.Venkatachalam, Kalaiselvi Selvaraj, Gomathi Ramaswamy, A.Veerakumar, Palanivel Chinnakali and Ganesh Kumar Saha, "Are patients satisfied with accessibility and services provided at siddha hospitals? Findings of patient satisfaction survey from a district of South India," *International Journal of Community Medicine and Public Health*, vol. 5, no. 6, pp. 2596-2599, Jun. 2018.
- [2] Chithra Boovaragasamy and Seetharaman Narayanan, "Patients' satisfaction regarding facilities and services provided at AYUSH clinics of primary health centres in rural Puducherry," *International Journal of Community Medicine and Public Health*, vol. 6, no. 6, pp. 2498, May 2019.
- [3] Thambirasa Sathiyaseelan, W. K. Athula C. Gnanapala, "Service Quality and Patients' Satisfaction on Ayurvedic Health Services," *American Journal of Marketing Research*, vol. 1, no. 3, pp.158-166. 2015.
- [4] Md. Mustofa Nabi , Mohammad Abu Taher , Hasib Sheikh, Md. Shahinoor Rahman Dulal , Md. Khairul Alam and Mohammad Manirul Islam , "Level of patient satisfaction at government Unani & Ayurvedic Medical College Hospital in Dhaka, Bangladesh," *International Journal of Pharmaceutical Sciences and Research*, Sr No: 37, pp. 2557-68, Jun. 2015.
- [5] Suchita R. Gawde, Yashashri C. Shetty, and Dattatray B. Pawar, "Knowledge, attitude, and practices toward ayurvedic medicine use among allopathic resident doctors: A cross-sectional study at a tertiary care hospital in India", *Perspectives in Clinical Research*, vol. 4, no. 3, pp. 175-180, Jul-Sep 2013.
- [6] T. Dheepa, N .Gayathri and P. Karthikeyan, "Patient's satisfaction towards the quality of services offered in government hospitals in Western Districts of Tamil Nadu", *International Research Joirnal of Business and Management*", vol. VIII, no. 1, pp. 25-33, Jan. 2015.
- [7] Abhiruchi Galhotra, Sandeep Singh Sarpa, Sorab Gupta and Naveen Krishan Goel, "A cross-sectional study on patient satisfaction toward services received at rural health center, Chandigarh, North India", *Annals Tropical Medicine and Public Health*, vol. 6 no. 2, pp. 240-244, Aug. 2013.
- [8] V. Sujatha, "The patient as a knower: principle and practice in siddha medicine", *Economic and Political Weekly*, vol. 44, no. 16, pp. 76-83, Apr. 2009.
- [9] Amrit Virk, Meenu Kalia, B. P. Gupta and Jasdeep Singh, "A Study to evaluate patient expectation and satisfaction in a tertiary care teaching Hospital", *Health Line*, vol. 4, no. 2, pp. 64-68, Jul.- Dec. 2013.
- [10] Farah Naaz, "A Study of Service Utilization and patient satisfaction among patients attending state level AYUSH hospital in Delhi", *Journal of Ayurvedic and Herbal Medicine*, vol. 5, no. 1, pp. 1-6, Jan.-Mar.2019.
- [11] www.siddha.com
- [12] www.siddhamedicine.com
- [13] www.nischennai.org- National institute of siddha chennai.