

Impact on Service Quality Perception of Select Multi-Speciality Hospitals in Coimbatore City

*Correspondence

Monisha Priyaa (moni2125@gmail.com)

¹Dr.N.G.P. Arts and Science College, Coimbatore, Tamilnadu, India

Monisha Priyaa K.*, Uma V

²Bharathiar University, (Distance Education), Coimbatore, Tamilnadu, India.

ABSTRACT

Service quality is a crucial aspect in the healthcare industry, particularly in multispecialty hospitals. This study aims to assess service quality in multispecialty hospitals located in Coimbatore city. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews to gather data from both patients and healthcare providers. Health Care services have become increasingly globalized. This globalization is regarded as a new phase of world economic integration. In this dynamics, the nations are influenced by transnational processes occurring at every level of economic activity. The globalization of health service has been facilitated by advancement in information and communication technology, liberalization of foreign investment, greater international mobility of patients and demographic dynamics. The health sector is growing rapidly ever since the setting up of the WTO in 1995 with inclusion of the services sector.

Key Words: Customer satisfaction, Facilities, patient's health care

INTRODUCTION

Healthcare is a patient oriented service industry where the patient or the service users is in focus and patient service is the differentiated factor. Patients' satisfaction is the key to secure patient retention / loyalty and to generate superior and long-term performance or optimize long-term value. This patient perception is based on their expectations and perceived in the services offered by the healthcare industry.

STATEMENT OF THE PROBLEM

In the past two decades, India has made rapid strides in social political and economic fields. In the area of medical science too, commendable progress has been made during the period, however, hospital administration and managing patients have lagging behind. Poor health infrastructure in the colonial period continued to shape the health policy in India even after independence. The Indian states allowed little space for the health and wellbeing. The political economy of the healthcare reform in India has been characterized by widespread privatization and the dominant role of the private and informal sector in providing healthcare, even to the very poor.

OBJECTIVES OF THE STUDY

- To study the demographic profile of selected patients in Coimbatore city
- To access the awareness and utilization behavior of the sample respondents towards multi-speciality hospitals in the study area.
- To analyse the satisfaction level of the patients towards services offered by the multi-speciality hospitals in Coimbatore.

- To find out the problems faced by the patients while utilizing the services offered by the multi-speciality hospitals in Coimbatore.

HYPOTHESES OF THE STUDY

- All the respondents are having equal level of perception towards tangibility services with respect to their living area, age, gender, educational qualification, occupational status, monthly family income, marital status, family size, level of awareness and nature of treatment.
- All the respondents are having equal level of perception towards reliability services with respect to their living area, age, gender, educational qualification, occupational status, monthly family income, marital status, family size, level of awareness and nature of treatment.

REVIEW OF LITERATURE

Michael J. Mazzeo, (2003) explored in the research that the U.S. government, media and flying public had expressed great concern in recent years over both airline market concentration and flight delays. This study explored potential connections between the two by examining whether the lack of competition on a particular route results in worse on-time performance. Analysis of data from the U.S. Bureau of Transportation Statistics in 2000 indicated that both the prevalence and duration of flight delays were significantly greater on routes where only one airline provides direct service

Fethi Calisir, et al., (2012) determined in their research that the modified SERVQUAL approach including usability as the sixth service quality dimension had been used to evaluate the effect of service quality dimensions on customer satisfaction and return intention for four different hospital types operating in Turkey: public, private, university and military hospitals. The proposed research model was tested with 292 patients from different hospital types and results indicated that usability was an insignificant factor in customer satisfaction and return intention prediction for all hospital types. Besides, empathy was the only dimension having a predictive impact on customer satisfaction in all hospital types.

Rajesh K. Yadav and Nishant Dabhade, (2013) explored in their research that the service was any act or performance, one party can offer to another that was essentially intangible and did not result in the ownership of anything its production may or may not be tied to a physical product. Service includes all economic activities whose output was not a physical product or construction, consumed at the time it was produced and provided added value informs (such as convenience, amusement, timeliness, comfort and health) that were essentially intangible and it concerns of its first purchaser. Service Marketing triangle showed three interlinked groups (customer, provider and the company) that work together to develop, promote and deliver service to the satisfaction of the customer

Cyprian Kozyra and Beata Zmysłona, (2014) stated in their research that the results of a survey carried out among a representative sample of hospital patients in Lower Silesia voivodeship. The sample size was 800 people who described the subjective quality of hospital services in a special questionnaire. The questionnaire was developed in a two-stage process. First,

chronically ill diabetes patients answered a greater number of questions and psychometric properties were examined. Next, a modified, shorter version of the questionnaire was used in the final survey. Psychometric properties were mostly confirmed in the analysis. The aim of this study was to present the results of hospital evaluation by patients compared to objective measures of hospital quality based on patients' hospital visit records.

RESEARCH METHODOLOGY

A Formation of Research methodology can be used for this study

RESEARCH DESIGN

The Patient is the focal point in the hospitals, and his response depends on the satisfaction derived by his family members from the hospital administration and services. It gives confidence to the patient in facing the diseases. In the changing environment, it is difficult to determine the real feelings of a patient. It is the responsibility of the administration to keep the patient and his attendants in a satisfied state. This study aimed to assess the satisfaction levels of patients and their attendants regarding the services provided by multispecialty hospitals in Coimbatore city.

SOURCE DATA

- Primary data collection
- Secondary data collection

SAMPLE SIZE

The research sample size for this study is 100 respondents

STATISTICAL TOOLS

- T-test
- Correlations

DATA ANALYSIS AND INTERPRETATION

GENDER OF THE RESPONDENTS

Gender involves the roles, responsibilities, constraints, opportunities and needs of male and female in an economy. In order to find the gender of the respondents, it has been classified into two categories viz., male and female. The details are furnished in the following table.

TABLE NO. 1

GENDER OF THE RESPONDENTS

No.	Gender	No. Respondents	Percentage
1.	Male	60	60.1
2.	Female	40	40.9
	Total	100	100.0

The above divulged from the above table that 60.1 percent of the respondents are male and 40.9 percent of the respondents are female. It is found from the analysis that the majority (60.1%) of the respondents are male

GENDER AND LEVEL OF SATISFACTION TOWARDS MULTI-SPECIALITY HOSPITALS

An attempt has been made to know the gender of the respondents and their level of satisfaction towards multi-speciality hospitals, it has been classified into two categories viz., male and female. The sample consists of 591 (59.1%) respondents are male and 409 (40.9%) respondents are female. The distribution of sample respondents according to gender of the respondents and their level of satisfaction towards multi-speciality hospitals is shown in the following table.

SERVICE QUALITY PERCEPTION AND LEVEL OF SATISFACTION TOWARDS MULTI-SPECIALITY HOSPITALS – MULTIPLE REGRESSION ANALYSIS

TABLE NO. 2
SERVICE QUALITY PERCEPTION AND LEVEL OF
SATISFACTION REGRESSION ANALYSIS

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	2.326			
1.	Tangibility	0.112	0.025	4.529	0.000*
2.	Reliability	0.057	0.027	2.109	0.035**
3.	Responsiveness	0.027	0.024	1.116	0.265 ^{NS}
4.	Assurance	0.093	0.023	4.116	0.000*
5.	Empathy	0.105	0.022	4.871	0.000*
	R Value	0.886			
	R ² Value	0.785			
	F Value	17.746*			

Note: * - Significant at 1% level; ** - Significant at 5% level; NS – Not Significant

The multiple linear regression co-efficient is found to be statistically fit as R^2 is 0.785 for level of satisfaction towards multi-speciality hospitals. It shows that the independent variables contribute about 78.5 percent of the variation in the level of satisfaction towards multi-speciality hospitals and this is statistically significant at 1 percent level. It is found from the analysis that the tangibility, reliability, assurance and empathy are having positive association. The resulted equation shows that level of satisfaction towards multi-speciality hospitals is predicted by the 0.112-unit increase of tangibility, 0.057 unit increase of reliability, 0.027 unit increase of responsiveness, 0.093 unit increase of assurance and 0.105 unit increase of empathy.

FINDINGS OF SUGGESTIONS AND CONCLUSION

- It is inferred from the analysis that the majority of the respondents are living in semi urban area.
- It is examined from the analysis that the majority of the respondents belong to 37- 45 years' age category.
- It is stated from the analysis that the majority of the respondents are male.
- It is reported from the analysis that the majority of the respondents are educated with school level.

- It is identified from the analysis that the majority of the respondents are private sector employee.
- It is observed from the analysis that the majority of the respondents are earning monthly Rs.35001-45000.
- It is found from the analysis that the majority of the respondents are married.
- It is discussed from the analysis that the majority of the respondents belong to single family. It is determined from the analysis that the majority of the respondents are having 4-5 members in their family

SUGGESTIONS

- The researcher recommends that the hospital management should improve their service quality by paying keen attention towards patients' health care. So, this leads to increase the patients' satisfaction at the maximum level.
- The researcher suggests that the hospital management should appoint a manager of each department and set a training programme for their staff in order to strengthen their kind communication and improve them in action with outpatients during service procedures. So, it makes the staff to become more individual concerns towards the outpatients.
- The researcher recommends that the hospital management can add more outpatients' services during night time in order to lower the consulting time. Waiting time is the main reason and it affects the patients' level of satisfaction towards the service quality in multi-speciality hospitals. Besides, the hospital can provide magazines, books and television to help outpatients and their families occupy themselves during the waiting time.
- The researcher recommends that nursing care is always associated with underlying support services of hospitals such as maintenance of cleanliness, ventilation and lighting in the wards, quantity and quality of beds, instructions displayed in and outside the wards, quality of meals and sanitary facilities. This makes the patients as a homely way of care and increases their trust towards the multi-speciality hospital services.

CONCLUSION

The research study has found out that the patients depend on their own decision to select a particular hospital for medical treatment. As only effective promulgation of the medical services will reach the patients, the health organizations must enhance their promotional messages among not only the friends and relatives of the patients, but also among all sections of the people. It is so apparent that majority of the people selected a particular hospital on account of its better side of performance. It is because of the good service attributes like politeness, helpfulness, reliability and patient-friendly approach of the staff. But, at the same, in the case of Government Hospitals, the patients are just satisfied with the service attributes of the staff. It implies the fact that the staff at the Government hospitals must improve these service qualities. Though the overall measurement of patients, satisfaction and their post-service experience revealed a positive picture, the patients' perception analysis of the multi-speciality hospitals supported with computation of patients' satisfaction score value revealed a gap being relatively unfulfilled by each of the hospitals.

REFERENCE

- Michael J. Mazzeo, (2003). Competition and Service Quality in the U.S. Airline Industry. Review of Industrial Organization 22, 275-296.
- FethiCalisir, CigdemAltinGumussoy, AyseElvanBayraktaroglu, & BurcuKaya, (2012).Effects of Service Quality Dimensions on Customer Satisfaction and Return Intention in Different Hospital Types. Proceedings of the 2012 International Conference on Industrial Engineering and Operations Management Istanbul, 518-522
- RajeshK.Yadav,&NishantDabhade,(2013).ServicemarketingtriangleandGAPmodelin hospital industry. International Letters of Social and Humanistic Sciences, 8 (7), 77-85.
- Agnihotri, R.C. “Geomedical Environment and health care- A Study of Bundelkhand Region”, Rawat Publications, New Delhi, 1995.
- Banerjee, U. “Policy and legal Framework for Health Services, Health Administration in a metropolis”, Abhinav Publications, New Delhi, 1976.
- Bourne, L. E., and Jr., Russo, N. F. “Psychology: Behavior in context”, Norton, New York, 1998.
- Christopher Lovelock, JochenWirtz, “Services Marketing”, Fifth Edition, Pearson Education, New Delhi, 2004