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A STUDY ON PATIENTS PERCEPTION TOWARDS SERVICE QUALITY OF PRIVATE AND GOVERNMENT HOSPITALS IN COIMBATORE CITY

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ABSTRACT

The service sectors plays an important role in modern economic development of a country. Healthcare is one of the India's largest service sectors. The health care sector occupies a premiere position in ensuring sustainable over all socio-economic advancement in developing countries. The growth of hospital based services has been seen very obvious during the past decades in India. The up to date technological growth and advancement in equipment, subject knowledge of medical experts and other paramedical staff had led to an improvement in medical services. This has helped the patients to perceive the enhanced service quality of the hospitals with growing satisfaction. Healthcare sector contributes to the Indian economy a huge chunk of resources in terms of revenue and employment. The sector is expanding rapidly. In 2012, India's expenditure on healthcare was growing around \$40 billion. The private sector accounted for more than 80 per cent of total healthcare spending in India and the remaining 20 per cent was spent by the Government. In This study investigate the service quality of the customers in two types of hospitals. Now quality has become an icon for customers while availing any services or buying a product and it is also a strategic advantage for the organizations to gain success and remain competitive in the market by delivering superior quality of services or products based on customer requirements. For this purpose SERVQUAL instrument was used to measure the patient's perception about service quality delivered by these hospitals. This study has to reveals perception towards service quality in private and government hospitals for their treatments, The problem of this study reveals in both private and government were insufficient infrastructure facilities, technological aspect and medical equipments, If a response is promised in a certain time, does not happen and responding the client quickly, and insufficient doctors. Data have been collected through survey in Coimbatore city.

INTRODUCTION

Traditionally hospitals were set up as a charity institution to take care of sick and poor and were judged largely by the quality of medical and professional services they provided, and so their marketing strategy was focused on that aspect. Today it is a place for the diagnosis and treatment of human ills, as an education, training and research centre promoting health care activities and to some extent as a center helping bio-social research. Today people judge hospitals by the quality of people service they get, that is, personalized service rendered by courteous, caring and friendly people. Informed patients now shop around for hospitals where they can receive such quality care and personalized service. A hospital as a healthcare organization has been defined in varied terms as an institution involved in preventive, curative/ameliorative, palliative or rehabilitative services. However, the definition given by World Health Organization (WHO) is quite exhaustive and exclusive, in which it is defined as, „an integral part of social and medical organization, which is to provide for the population complete healthcare, both curative and preventive; and whose out-patient services reach out into the family in its home environment. The hospital is also center for the training of health workers and for bio-social research“. The WHO has announced its commitment to achieve the goal of „Health for All“. Most countries including India have pledged to achieve this goal. Now-a-days hospitals provide bio-social research; teaching and training facilities for doctors, nurses, Para-professions, paramedical, pharmacists, etc. Operationally, hospital provides service to out-patient, in-patient, and general wards, emergency, special wards, intensive care units, operation theatre, delivery suite and also provides support services such as pharmacy, radiology and imaging, CSSD (Central Sterile and Supplies Department), blood bank, laboratory services to the society as a whole. Healthcare management is one of the modern disciplines which have a long history. A healthcare service a crucial organization and stands unique and incomparable to any other organization. It is unique and special because it deals with life and death. Patients are not just attracted by high-tech hospitals, they are attracted by devoted doctors, prompt and accurate and diagnostic facilities, quality nursing and good supporting services like pharmacy, laboratories, blood bank etc., Decades ago, the total body of literature on hospital administration was International Journal of Pure and Applied Mathematics Special Issue 1012 3 managed by a single doctor. Today, it is well recognized that the system requires a multipronged approach and total professionalization to achieve quality and cost effectiveness.

Statement of problem

Hospitals play an integral part in health care system of a country .They perform various functions like patients ,outpatients services, research and development and other service .In India health care service provided by both private and public hospitals .Government hospitals consumed more investment on the infrastructural facilities and provision of free medical services .The people living with poor standard of living prefer the medical services from the government hospitals .On the other side ,the staff working in government hospitals is becoming more lethargic in their duties because of mismanagement of all resources at the government hospitals.

Private hospital not following any ethical values in medical profession ,they are running only for profit motive .Therefore the present study has made as attempt to evaluate the service quality in private and government hospitals as per the perception of the patients.

Objectives

1. To know socio economic character measuring service quality of private and government hospitals.
2. To examine patients perceptions towards the quality of service in private and government hospitals.
3. To identify the facilities for the government and private hospitals.
4. To compare and contrast the difference in healthcare standard in private and government hospitals.
5. To provide suggestion based on the finding of the study.

RESEARCH METHODOLOGY

A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. The appropriate method will improve the validity of the findings. It is necessary for the research and the success of analysis mostly depends on methodology in which it is carried out.

TOOLS AND TECHNIQUES

Tools used for analysis

- Chi-square test
- Percentage analysis
- Rank analysis
- Likert scale

Limitations of the study:

- The sample size is limited to 212
- The survey is conducted only in selected areas in Coimbatore city.
- The study largely is based on the patients perception and service quality of both private and government hospitals
- The data was collected through structured questionnaire and analyzed based on the information given by the respondents.
- To provide suggestion based on the finding of the study.

REVIEW OF LITERATURE

Zineldin ,Mosad2015, conducted the survey to examine the major factors affecting the Patients' perception of cumulative satisfaction. They did it in 3 hospitals and 22 questionnaires were evaluated and concluded and investigated an application of total relationship management and the 5Qs model with customer orientation.

C Joseph and S Nicholas ,2016 conducted the study over 200 patients who visited Diabetic and renal public health clinic with the aim to access patient satisfaction and their quality of life to improve the health status of people by promoting wellness and providing quality health care in an efficient ,equitable and sustainable manner.

DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

Number of respondent distribution show the number of frequencies in various classes, which helps to get some preliminary ideas with respect to the objectives under study. Therefore, as a first step, number of respondent distribution for various variable under study is constructed, to interpret the result comprehensively percentage value are computed.

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

TABLE 4.1.2

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO AGE

| AGE | NO OF RESPONDENT | PERCENTAGE |
|----------------|------------------|------------|
| Below 20 years | 66 | 12.8 |
| 20-30 years | 84 | 19.0 |
| 31-40 years | 50 | 26.2 |
| Above 40 years | 12 | 15.2 |
| Total | 212 | 73.1 |

Source : Primary Data

Interpretation

It is clear from the table 4.1.2 that 66(12.8%) are belongs to below 20 years and 84 (19.0%) are belongs to 20-30 years and 50(26.2%) are belongs to 31-40 and 12(15.2%) are belongs to above 40 years .

Inference

It is found from the table that majority 26.2% of respondents are belongs to 31-40 years of age.

TABLE 4.1.9

**DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO
WHICH HOSPITAL PREFER FOR THE MOST**

| WHICH HOSPITAL PREFER FOR THE MOST | NO OF RESPONDENT | PERCENT |
|---|-------------------------|----------------|
| Private | 110 | 37.9 |
| Government | 102 | 35.2 |
| Total | 212 | 73.1 |

Source : Primary Data

Interpretation

It is clear from the table 4.1.9 that 110(37.9%) are belongs to private hospital and 102(35.2%) are belongs to government hospital.

Inference

It is found from the table that majority 37.9% of respondents are belongs to private hospitals.

CHI-SQUARE TEST

A chi-square test, also written as χ^2 test, is any statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Without other qualification, 'chi-squared test' often is used as short for Pearson's chi-squared test. The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

Formula:

$$X^2 = \sum (O-E)^2 / E$$

$$E = RT * CT / N$$

TABLE NO 4.2.1**Comparisons between age of the respondents and preferences 'of what kind of problem did you face during hospitality service'****HYPOTHESIS:**

Null hypothesis (H0): There is no association between age of the respondents and whether the respondents preference of what kind of problem did you face during hospitality service.

Alternative hypothesis (H1): There is an association between age of the respondents and whether the respondents preference of what kind of problem did you face during hospitality service.

| Chi-Square Tests | | | |
|-------------------------|--------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 8.408a | 9 | 0.494 |

Significant= $p \leq 0.05$, not significant = $p > 0.05$

INTERPRETATION:

The above table shows the association between age of the respondents and whether the respondents preference of what kind of problem did you face during hospitality service.

The calculation value (0.494) is greater than significant value (0.05), so the null hypothesis is accepted. We conclude that there is an association between age of the respondents and whether the respondents preference of what kind of problem did you face during hospitality service.

4.3 Rank Analysis

Ranking method is one of the simplest performance evaluation methods .In this method employed are ranked from best to worst in a group .The simplicity of this method overshadowed by the negative impact of assigning a 'worst' and the 'best' rating to an employee.Such discrimination lead to negativity within the a group and have a negativity within group and have a negative impact or performance.

TABLE 4.3.1**Rank the features that you preferred in private hospitals**

| Features | 1(6) | 2(5) | 3(4) | 4(3) | 5(2) | 6(1) | Total | Rank |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|
| High cost | 25 13 | 38 44 | 38 22 | 33 118 | 35 152 | 43 191 | 212 541 | V |
| Health insurance scheme | 27 14 | 45 82 | 43 118 | 41 152 | 30 44 | 26 44 | 212 380 | VI |
| Facilities | 30 15 | 42 51 | 36 19 | 36 126 | 35 162 | 33 192 | 212 565 | IV |
| Experiences | 27 14 | 50 52 | 50 102 | 39 147 | 27 180 | 19 203 | 212 698 | III |
| Availability of all medicines | 25 13 | 55 53 | 55 108 | 41 156 | 21 187 | 15 205 | 212 722 | I |
| Service quality | 26 13 | 52 52 | 53 105 | 42 152 | 23 185 | 16 204 | 212 711 | II |

INTERPRETATION

From the above table it is found that majority of the people prefer the availability of all medicines as the primary features followed by service quality, experience, facilities, high cost finally health insurance scheme.

Majority of the respondents consider availability of all medicines as the primary factor while choosing private hospitals.

LIKERT- SCALE

A Likert scale is a method of measuring attitudes, ordinal scale of response to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science and psychiatry, in Likert scale method, a person's attitude is measured by combining (adding or averaging) their responses across all items.

TABLE 4.4.1.1

RESPONDENTS OVERALL SATISFACTION LEVEL ON THE DOCTOR CONSULTANCY IN PRIVATE HOSPITALS

| S.NO | FACTORS | NO. OF RESPONDENTS | LIKERT SCALE | TOTAL SCORE |
|------|----------------------|--------------------|--------------|-------------|
| 1 | Highly satisfied | 36 | 5 | 180 |
| 2 | Satisfied | 43 | 4 | 172 |
| 3 | Neutral | 54 | 3 | 162 |
| 4 | Disatisfied | 45 | 2 | 90 |
| 5 | Strongly disatisfied | 34 | 1 | 34 |
| | TOTAL | 212 | | 638 |

(Source: primary data)

$$\begin{aligned} \text{LKERT SCALE} &= \sum(fx / \text{Total no. of respondents}) \\ &= 638/212 \\ &= 3.00 \end{aligned}$$

Likert scale value is 3.00 greater than the mid value (3). So the patients are neutral with the doctor consultancy in private hospitals.

TABLE 4.4.1.2

RESPONDENTS OVERALL SATISFACTION LEVEL ON THE SERVICE OF NURSES OR TAKE CARES IN PRIVATE HOSPITALS

| S.NO | FACTORS | NO. OF RESPONDENTS | LIKERT SCALE | TOTAL SCORE |
|------|----------------------|--------------------|--------------|-------------|
| 1 | Highly satisfied | 34 | 5 | 170 |
| 2 | Satisfied | 45 | 4 | 180 |
| 3 | Neutral | 46 | 3 | 138 |
| 4 | Disatisfied | 39 | 2 | 108 |
| 5 | Strongly disatisfied | 48 | 1 | 48 |
| | TOTAL | 212 | | 644 |

(Source: primary data)

$$\begin{aligned} \text{LIKERT SCALE} &= \sum(fx / \text{Total no. of respondents}) \\ &= 644/212 \\ &= 3.03 \end{aligned}$$

Likert scale value is 3.03 greater than the mid value (3). So the customers are neutral with the nurse services and take cares in private hospitals.

TABLE 4.4.2.1

RESPONDENTS OVERALL SATISFACTION LEVEL ON THE DOCTOR CONSULTANCY IN GOVERNMENT HOSPITALS

| S.NO | FACTORS | NO. OF RESPONDENTS | LIKERT SCALE | TOTAL SCORE |
|------|----------------------|--------------------|--------------|-------------|
| 1 | Highly satisfied | 28 | 5 | 140 |
| 2 | Satisfied | 48 | 4 | 192 |
| 3 | Neutral | 59 | 3 | 177 |
| 4 | Disatisfied | 41 | 2 | 82 |
| 5 | Strongly disatisfied | 36 | 1 | 36 |
| | TOTAL | 212 | | 627 |

(Source: primary data)

$$\begin{aligned} \text{LIKERT SCALE} &= \sum(fx / \text{Total no. of respondents}) \\ &= 627/212 \\ &= 3.00 \end{aligned}$$

Likert scale value is 3.00 greater than the mid value (3). So the patients are neutral with the doctor consultancy in government hospitals.

TABLE 4.4.2.1

RESPONDENTS OVERALL SATISFACTION LEVEL ON THE SERVICE OF NURSE AND CARE TAKERS IN GOVERNMENT HOSPITALS

| S.NO | FACTORS | NO. OF RESPONDENTS | LIKERT SCALE | TOTAL SCORE |
|------|----------------------|--------------------|--------------|-------------|
| 1 | Highly satisfied | 31 | 5 | 155 |
| 2 | Satisfied | 48 | 4 | 192 |
| 3 | Neutral | 54 | 3 | 162 |
| 4 | Disatisfied | 35 | 2 | 70 |
| 5 | Strongly disatisfied | 44 | 1 | 44 |
| | TOTAL | 212 | | 623 |

(Source: primary data)

$$\begin{aligned} \text{LKERT SCALE} &= \sum(fx / \text{Total no. of respondents}) \\ &= 623/212 \\ &= 3.00 \end{aligned}$$

Likert scale value is 3.00 greater than the mid value (3). So the patients are neutral with the service of nurse and care takers in government hospitals.

FINDINGS OF THE STUDY

5.1 FINDINGS

Based on the analysis of data, the following major findings of the study are recapitulated.

SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents' (26.2%) are in the age group 31-40 years.
- The majority of respondents (37.9%) are prefer private hospital for the most.

CHI-SQUARE:

- We conclude that there is an association between age of the respondents and whether the respondents preference of which hopital do you prefer the most.

LIKERT-SCALE:

- Likert scale value is 3.00 greater than the mid value (3). So the patients are neutral with the doctor consultancy in private hospitals.
- Likert scale value is 3.03 greater than the mid value (3). So the customers are neutral with the nurse services and take cares in private hospitals.

- Likert scale value is 3.00 greater than the mid value (3). So the patients are neutral with the doctor consultancy in government hospitals.
- Likert scale value is 3.00 greater than the mid value (3). So the patients are neutral with the service of nurse and care takers in government hospitals.

RANK ANALYSIS

- Majority of the respondents consider availability of all medicines as the primary factor while choosing private hospital.

SUGGESTION

- Many of the respondents are suggested the private hospitals only, hence the service quality and availability of specialist doctors make the patients prefer the private hospital most.
- Government hospitals services should be improved in terms of quality of service and treatment, and the doctors should be taken care of the patient and give them response in systematic way.
- The staffs, nurses and midwives attend the patients in right time of the right place.
- And this study suggest government should take initiative improve the quality of the government hospitals and its infrastructure facilities.

CONCLUSION

Assessing the satisfaction of patients is simple because of the way evaluation of hospitals service. The percent study reveals patients perception towards service quality of government hospitals and private hospital. Because service is the intangible aspect we cannot see and touch it, private hospitals played on very important role in major and minor health problems. Most of the patients were satisfied regarding best medical treatments, specialist doctors, quality of service. Because today's consumer environment looking forward best price, good infrastructure facilities, technological improvement and availability, best payment options and good quality of service. And half of the patients were dissatisfied in government hospitals regarding insufficient doctors, infrastructure, and lack technological improvements. There were no proper responsiveness and quality of service. In maximum of the patients during the study period reveals were satisfied with good quality of service available in private hospitals.

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