To compare the perceptions of the doctors of the delivery of the service quality dimensions and perceptions of the patients in private hospitals

[1]Makarand E. Wath, [2]Prof. Preeti Agarwal
[1]Research Scholar, [2]Research Supervisor & Director
[1,2]G. H. Raisoni Institute of Business Management, Jalgaon

Abstract: In recent years, developments in the Indian healthcare sector have led the improvement in the quality of healthcare services being offered in the country. The strategic importance of quality service in hospitals is receiving increasing recognition and study. This study aims to compare the perceptions of the doctors of the delivery of the service quality dimensions and perceptions of the patients in private hospitals of Jalgaon and Dhule districts in the North region of Maharashtra, India. To achieve the objectives of the study, a questionnaire was developed using SERVQUAL model for the purpose of data collection. The sample of the study consisted of 50 doctors and 50 Patients from 10 different private hospitals in the region. The most important conclusion found by the study is out of 22 statements doctors and patients differed with 17 statements.

I. INTRODUCTION

In recent years, healthcare is one of the fastest growing industries. Medical establishments are becoming organized institutions where complex procedures are followed and efficient manpower is needed to manage these processes. People expect hospitals to deliver quality service 24 x 7 x 365 (Welfare, 2017). Healthcare services especially are improving to such level that even people from other countries are looking at Indian hospitals and doctors. Private and government hospitals have thrived in the country and house the best equipment and highly skilled doctors to treat illnesses (Sehat, 2017). There is an urgent need to have skillfully trained and capable people in the field of hospital administration who can ensure quality work and better productivity in the delivery of healthcare services (Welfare, 2017). In the healthcare sector, customer satisfaction is a vital concern as in other service sectors (Shabbir S, 2010). Patient satisfaction can be achieved by providing quality services, keeping in view patients expectations and continuous improvement in the healthcare service (Zineldin, 2006). This paper attempts to measure service quality and patients satisfaction of the selected private hospitals of Jalgaon and Dhule districts in the North Maharashtra Region of Maharashtra, India.

II. LITERATURE REVIEW

SERVQUAL is an acronym of the term Service Quality and a well-tested survey technique for assessing service quality which focuses on five service quality dimensions. SERVQUAL surveys usually include 22 service areas distributed throughout the five service quality dimensions. The survey asks the consumers to provide two different ratings on each attribute- one reflecting the level of service they would expect from excellent companies in a given sector and the other reflecting their perception of the service delivered by a specific company within a sector. The difference between the expectation and perception rating constitutes a qualified measure of service quality (Tazreen, 2012).

(Preeti, 2009) concluded that "In the private hospitals of North Maharashtra region the patients satisfaction in a hospital consists of various quality dimensions such as, satisfaction with food, attitude of support staff and doctors, physicians attending to the needs of patients, their efficiency in between the problems, sincerity in solving problems and responsiveness to patient's requests. It is observed that the strongest predictor of cumulative satisfaction is empathy of nursing staff; assurance and competencies and efficiency of physicians"

(Parasuraman A., 1985) suggested that the perception of the customer about the service quality depends upon the gap between the service the customer expects to receive and what customer perceives to have been received. Thus, service quality is defined as the gap between the expectation and perception.

Parasuraman's SERVQUAL model is most widely used to measure perceived service quality. He has positioned consumer's perception of service quality along with a gamut ranging from ideal quality to totally unacceptable quality (Sachin S. Kamble, 2011). The starting point in developing quality in services is to analysis and measures it (Edvardsen, 1997).

The patients from the selected government hospitals in the north Maharashtra region perceive that the efforts are not made to deliver better service quality in terms of SERVQUAL dimensions such as tangibility, responsiveness, assurance, and empathy, except for the reliability dimension. The mean of expectations items is high when compared to the mean of perception items, except for the reliability dimension (Wath Makarand, 2017).

The SERVQUAL model has five dimensions and comprising 22 statements. These dimensions include tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman A., 1985).

III. RESEARCH OBJECTIVE

This study measures the perceived level of service quality and patient's satisfaction in private hospitals. The objectives of the studies were
1. To measure the perceptions of the doctors of the delivery of the service quality dimensions and the actually perceived by the patients in private hospitals
2. To compare the perceptions of the doctors of the delivery of the service quality dimensions and the actually perceived by the patients in private hospitals

IV. HYPOTHESIS

H0: The perceptions of the doctors of the delivery of the service quality dimensions do not differ with the perceptions of the patients in private hospitals

H1: The perceptions of the doctors of the delivery of the service quality dimensions differ with the perceptions of the patients in private hospitals

V. RESEARCH METHODOLOGY

Data collection and research instrument

To achieve the research objectives, a survey involving 50 doctors and 50 patients admitted to the 10 private hospitals of Jalgaon and Dhule districts of North Maharashtra region was conducted. The selection of the respondents was random. The survey was spread over 30 days in order to cover a varied range of patients. The instrument used for data collection was a questionnaire developed based on the SERVQUAL measure for evaluating services. The questionnaire was modified for the 22 paired question statements to measure the perceptions of the doctors of the delivery of the service quality dimensions and the actually perceived by the patients. The doctors and patients of the private hospitals were asked to rate the statements based on the 7-point scale from numerical 1 as strongly disagree to numerical 7 as strongly agree.

VI. DATA ANALYSIS

To achieve the first two research objectives, the analysis was carried out by calculating the means, to test the significance, independent sample t- test were used.

Data Analysis and Inference

A reliability analysis was carried out on the perceptions of the doctors of the delivery of the service quality dimensions and the actually perceived by the patients value scale comprising 22 items. Cronbach's alpha showed the questionnaire to reach acceptable reliability, α = 0.919 for patients and α = 0.921 for doctors.

Reliability Statistics[a]	
Cronbach's Alpha	N of Items
0.919	22
a. Respondent = Patients	

Reliability Statistics[a]	
Cronbach's Alpha	N of Items
0.921	22
a. Respondent = Doctors	

Table-1 Cronbach's alpha

To test the hypothesis, independent sample t-test was conducted. The table 2 represents the descriptive statistics.

Group Statistics					
	Respondent	N	Mean	Std. Deviation	Std. Error Mean
The hospital has modern equipment.	Doctors	50	5.66	1.06	0.15
	Patients	50	5.14	0.93	0.13
The physical facilities at the hospital are visually appealing	Doctors	50	5.64	1.22	0.17
	Patients	50	5.18	0.98	0.14
Physicians and medical staff are professional and neat-appearing.	Doctors	50	5.8	0.95	0.13
	Patients	50	5.06	1.06	0.15
Materials associated with the medical service are visually appealing	Doctors	50	5.98	1.02	0.14
	Patients	50	5.32	1.19	0.17
When physicians and medical staff promise to do something by a certain time, they will do so	Doctors	50	6.2	0.81	0.11
	Patients	50	6.2	0.81	0.11
When a patient has a problem, physicians and medical staff show a sincere interest in solving it	Doctors	50	6.54	0.61	0.09
	Patients	50	6.1	0.79	0.11
Physicians and medical staff perform services right the first time	Doctors	50	6.38	0.70	0.10
	Patients	50	6	0.86	0.12
Physician and medical staff provide their services at the time they promise to do so.	Doctors	50	6.5	0.76	0.11
	Patients	50	6.3	0.86	0.12
Physicians and medical staff keep error-free records.	Doctors	50	6.38	0.70	0.10
	Patients	50	5.26	1.05	0.15

Statement	Group	N	Mean	SD	SE
Physicians and medical staff tell patients exactly when services will be performed	Doctors	50	5.54	0.95	0.13
	Patients	50	6.26	0.72	0.10
Physicians and medical staff give prompt service to patients.	Doctors	50	5.86	1.03	0.15
	Patients	50	6.22	0.84	0.12
Physicians and medical staff are always willing to help patients	Doctors	50	5.68	1.20	0.17
	Patients	50	6.1	0.86	0.12
Physicians and medical staff are never too busy to respond to patients' requests	Doctors	50	5.76	0.98	0.14
	Patients	50	6.22	1.04	0.15
Physicians and medical staff instill confidence in patients.	Doctors	50	6.04	0.81	0.11
	Patients	50	6.04	0.78	0.11
Patients feel safe while services are being provided	Doctors	50	6.44	0.58	0.08
	Patients	50	6	0.78	0.11
Physicians and medical staff are consistently courteous with patients	Doctors	50	6.18	0.69	0.10
	Patients	50	5.96	0.73	0.10
Physicians and medical staff have the knowledge to answer patients' questions	Doctors	50	6.4	0.76	0.11
	Patients	50	6.1	1.07	0.15
Physicians and medical staff keep their patients informed and listen to them	Doctors	50	6.68	0.55	0.08
	Patients	50	6.4	0.64	0.09
Physicians and medical staff give individual attention to patients	Doctors	50	6.36	0.72	0.10
	Patients	50	6.14	0.81	0.11
Hospital has convenient operating hours.	Doctors	50	6.36	0.75	0.11
	Patients	50	6.48	0.74	0.10
The hospital Physicians and medical staff are concern about patients' interests at heart.	Doctors	50	6.52	0.76	0.11
	Patients	50	6.64	0.48	0.07
Physicians and medical staff understand the specific needs of their patients.	Doctors	50	6.46	0.68	0.10
	Patients	50	6.06	0.89	0.13

Table-2 Descriptive Statistics

Table 3 represents the Independent Samples Test for all the dimensions.

Independent Samples Test										
Sr #	Dimension	Statement	Levene's Test for Equality of Variances			t-test for Equality of Means				Remark Perception
			Equal variances	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff	
1	Tangibility	The hospital has modern equipment.	assumed	5.935	0.02	2.61	98	0.010	0.52	Differ
			not assumed			2.61	96.23	0.010	0.52	
2		The physical facilities at the hospital are visually appealing	assumed	6.28	0.01	2.071	98	0.041	0.46	Differ
			not assumed			2.071	93.62	0.041	0.46	
3		Physicians and medical staff are professional and neat-appearing.	assumed	0.064	0.8	3.685	98	0.000	0.74	Differ
4		Materials associated with the medical service are visually appealing	assumed	2.766	0.1	2.984	98	0.004	0.66	Differ
5	Reliability	When physicians and medical staff promise to do something by a certain time, they will do so	assumed	1.089	0.3	0	98	1.000	0	Same

6		When a patient has a problem, physicians and medical staff show a sincere interest in solving it	assumed	0.018	0.89	3.114	98	0.002	0.44	Differ
7		Physicians and medical staff perform services right the first time	assumed	0.002	0.96	2.433	98	0.017	0.38	Differ
8		Physician and medical staff provide their services at the time they promise to do so.	assumed	0.209	0.65	1.228	98	0.222	0.2	Same
9		Physicians and medical staff keep error-free records.	assumed	5.479	0.02	6.301	98	0.000	1.12	Differ
			not assumed			6.301	85.32	0.000	1.12	
10	Responsiveness	Physicians and medical staff tell patients exactly when services will be performed	assumed	7.599	0.01	-4.26	98	0.000	-0.72	Differ
			not assumed			-4.26	91.41	0.000	-0.72	
11		Physicians and medical staff give prompt service to patients.	assumed	5.165	0.03	-1.92	98	0.058	-0.36	Same
			not assumed			-1.92	94.18	0.059	-0.36	
12		Physicians and medical staff are always willing to help patients	assumed	11.35	0	-2.01	98	0.048	-0.42	Differ
			not assumed			-2.01	88.89	0.048	-0.42	
13		Physicians and medical staff are never too busy to respond to patients' requests	assumed	0.097	0.76	-2.28	98	0.025	-0.46	Differ
14		Physicians and medical staff instill confidence in patients.	assumed	1.066	0.3	0	98	1.000	0	Same
15		Patients feel safe while services are being provided	assumed	0.399	0.53	3.2	98	0.002	0.44	Differ
16	Assurance	Physicians and medical staff are consistently courteous with patients	assumed	0.061	0.81	1.551	98	0.124	0.22	Same
17		Physicians and medical staff have the knowledge to answer patients' questions	assumed	1.155	0.29	1.615	98	0.109	0.3	Same
18		Physicians and medical staff keep their patients informed and listen to them	assumed	4.237	0.04	2.347	98	0.021	0.28	Differ
			not assumed			2.347	95.93	0.021	0.28	
19		Physicians and medical staff give individual attention to patients	assumed	0.029	0.87	1.436	98	0.154	0.22	Same
20	Empathy	Hospital has convenient operating hours.	assumed	0.699	0.41	-0.81	98	0.421	-0.12	Same
21		The hospital Physicians and medical staff are concern about patients' interests at heart.	assumed	11.18	0	-0.94	98	0.350	-0.12	Same
			not assumed			-0.94	83.07	0.350	-0.12	
22		Physicians and medical staff understand the specific needs of their patients.	assumed	0.634	0.43	2.53	98	0.013	0.4	Differ

Table-3 Independent Samples Test

VII. CONCLUSION

The research studied comparison of the perceptions of the doctors of the delivery of the service quality dimensions and the actually perceived by the patients in private hospitals. The study has found that the doctors and patients perceived the same level of the service with respect to Physicians and medical staff give prompt service to patients, Physicians and medical staff instill confidence in patients, Physicians and medical staff are consistently courteous with patients, Physicians and medical staff have the knowledge to answer patients' questions, Physicians and medical staff give individual attention to patients, Hospital has convenient operating hours and The hospital Physicians and medical staff are concern about patients' interests at heart. For all other factors doctors and patients differed with respect to delivery of the service.

VIII. REFERENCE

1. Dr. Mamta Bramhabhatt, D. B. (2011). Adapting the SERVQUAL scale to hospital services: an empirical investigation of patients' perceptions of service quality. *International Journal of Multidisciplinary Research*, 27-42.
2. Edvardsen, L. S. (1997). Internal service quality and the psychological work environment: an empirical analysis of conceptual interrelatedness. *Service Industries Journal*, 252-263.
3. Parasuraman A., Z. V. (1985). SERVQUAL: a multiple-item scales for measuring customer perceptions of service quality. *Journal of Retailing 64*, 12-40.

4.   Preeti, A. (2009). A study of Service Quality and Patient Satisfaction in private Hospitals of North Maharashtra. *International Management Research Conference*, (pp. 1-17). Mumbai.

5.   Public Health Department. (2017, 07 12). *arogya.maharashtra*. Retrieved from Government of Maharashtra: http://arogya.maharashtra.gov.in/1113/Primary-services

6.   Sachin S. Kamble, S. M. (2011). Measurement of service quality in banks: a comparative study between public and private banks in India. *Int. J. Services and Operations Management*, 274-293.

7.   Sehat. (2017, 07 18). *Government Hospitals in India*. Retrieved from Sehat: https://www.sehat.com/top-5-government-hospitals-in-india

8.   Shabbir S, K. H. (2010). Service quality, word of mouth and trust: Drivers to achieve patient satisfaction. *Scientific Research and Essays*, 2457-2462.

9.   Tazreen, S. (2012). An Empirical Study of Servqual as a Tool for Service Quality Measurement. *IOSR Journal of Business and Management*, 09-19.

10. Wath Makarand, A. P. (2017). A Study of Service Quality and Patient Satisfaction in Government Hospitals of North Maharashtra Region. *Intercontinental Journal of Marketing Research Review*, 50-58.

11. Welfare, N. I. (2017, October 17). *Hospital Management*. Retrieved from https://www.nhp.gov.in/hospital-management_pg

12. Zineldin. (2006). The quality of healthcare and patient satisfaction. *International Journal of Health Care Quality Assurance*, 60-91.