A STUDY ON SERVICE QUALITY IN MULTI SPECALITY HOSPITALS IN MADURAI CITY.

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ABSTRACT

In the current global state, governing bodies comprise a key part of every economy. All created nations and the greater part of the nations being created are service economies. In the administration part, the most critical pattern talking to both the risk of helping open the door is the undeniably aggressive nature of the mall. It requires specialized cooperatives to have a more professional approach in enforcing their administrations, even if by chance they are supposed to be fruitful. The healthcare industry is the world's largest industry and is undergoing rapid change the ever-expanding needs and demands of the patient population. Medical facilities offer medicinal products administration, line administration, permanent administration and auxiliary administration. They offer the same instructional and preparatory offices and advanced medical research. This article is primarily focused on the service quality perception of patients of multi-specialty hospitals in Madurai district. Through some basic tools and the Servqual model used to assess service quality in multi-specialty hospitals.

Key word: Quality of services, Multispecialty, Hospital, Health care

1.1.INTORDUCTION

Quality of service is becoming more and more important these days business, especially in industries with high customer involvement such as healthcare and financial services. Quality of service is a decisive direction for increasing the performance of the enterprise, which is the basis for widespread acceptance of quality improvement initiatives in many service industries. In recent years, one of the fastest growing industry in the service sector is healthcare industry. Healthcare is a patient-centered service industry where the patient or service users are at the center of attention and patient service is a differentiating factor. Success and survival health care organization depends on the effectiveness of a the effectiveness of the services provided to their patients. Patients Satisfaction is key to ensuring patient retention/loyalty create superior long-term performance or optimize long-term value. This perception of patients is based on their

expectations and is perceived in the services offered by the healthcare sector industry. The purpose of the study is to better understand the SERVQUAL factors that determine consumers' perceptions and expectations of service quality in Multidisciplinary hospitals.

1.2.STATEMENT OF THE PROBLEM

"In the last twenty years, India has made rapid progress in social policy and economics field. Commendable progress has also been made in the field of medical science during the year However, during this period, the hospital administration lags behind with patient management. The healthcare industry has undergone major changes in recent years, bringing new ones requirements for the payer, the provider, then the manufacturer of medicinal products. Consumers are now demanding the same choice and convenience from health care providers that they have in others segments of life. Payers and providers are focused on cost while maintaining quality and incorporating new medical discoveries into care pathways. In this context of cultivation competition between private hospitals, quality of patient services and patient relationship deserves considerable attention to gain and maintain a good reputation. It's a quiet revolution speaking position in hospital administration in India. The changing scenario of the growing number of customers expectations, customer demand, diversity of quality healthcare, entrepreneurial spirit and professionalized management has prompted private hospitals to adopt different strategies gain each other's competitive advantage that ultimately results in creating satisfied customers."

1.3.REVIEW OF LITERATURE

Upadhyai, Raghav and Jain (2020) - Professional services like healthcare work with serious level of data lopsidedness, where normally the searcher of service needs information and abilities, and therefore, they can't assess the advantages. Elective markers in the assistance conveyance are looked for by the searchers to acquire equality their assessment, which probably won't be intelligent of suppliers' points of view of care. This study endeavors to investigate viewpoints of both the members in healthcare service conveyance in multispecialty hospital settings. Semi-organized meetings were led utilizing snowball testing with doctors, paramedical staff and directors in multispecialty hospitals and patients and their specialists who have visited similar arrangement of hospitals during recent year.

Rehaman B, Husnain M (2018) - The current study inspects "The effect of service quality measurements on patient satisfaction in the private wellbeing area situated in locale Sargodha, Pakistan. Service quality is viewed as one of the critical factor to keep individuals safe and wellbeing from sicknesses. The study has been done by utilizing questionnaire as data collection strategies by planning 21 things on a five point likert scale. The sample size of the study is made out of 380 respondents from locale Sargodha. The consequences of the study uncovers that the main factor that sway on help quality measurement is substantial "(Physical offices, gear, and presence of faculty)" and sympathy "(Caring, individualized consideration the firm gives its clients)" so these are the main elements of SERVQUAL model that sway on assistance quality. Future research may investigate the assistance quality in different areas in Pakistan as a rule and in the Sargodha district specifically.

Min Li1, 29 May 2015 Evaluating patients' perception of service quality at hospitals in nine Chinese cities by use of the Servqual scale. The Study objective was to look at the patients' perception of administration quality at healthcare centers in nine Chinese urban 1937 outpatients. The Servqual strategy was utilized in an overview. The Study was directed with 22 things in the five measurements of Servqual scale. It was discovered that the reliability was 0.978 and the Pearson connection co-effective are support and measurably note worthy.

Prattana et al.(2012), measured the service quality of the hospital implementing Lean management. The paper assessed patients' expectation and satisfaction pertaining to hospital service quality. Data collected from 450 patients are analyzed by using the SERVQUAL model. The model compared patients' perception and expectation of service received across five dimensions of service quality including reliability, responsiveness, assurance, empathy and tangibility. The results of this study reveal that overall service quality score is positive, however, there is no significantly different between overall patients' perception and expectation. The service quality level of the hospital implementing lean is moderate; the hospital is able to deliver service as expected. In addition, the largest positive gap between patients' perception and expectation is in term of tangibility. The largest negative gap is with respect to assurance.

Rao et al. (2006), studied the use of 16-item scale having good reliability and validity. Patient perceptions of quality at public health facilities are slightly better than neutral. Multivariate regression analysis results indicate that for outpatients, doctor behavior has the largest effect on general patient satisfaction followed by medicine availability, hospital infrastructure, staff behavior, and medical information. For in-patients, staff behavior has the largest effect followed by doctor behavior, medicine availability, medical information, and hospital infrastructure.

1.4.OBJECTIVES OF THE STUDY

- To analyze demographic profile of the respondent
- To identify the level of perception of the patients about the health care industries in the study area.
- To offer possible suggestion for the betterment of health care industry in Madurai.

RESEARCH METHODOLOGY

1.5.1. RESEARCH DESIGN

This research is descriptive and survey method is used for this study to analyze service quality of multi specialty hospitals

1.5.2. DATA COLLECTION METHOD

Primary and secondary data were used for this study. The analysis was made mainly using primary data. Primary data was collected through a structured questionnaire using Rensis Likert's Scale. Secondary data has been obtained from journals, websites and books.

1.5.3. SAMPLING METHOD

360 sample respondents were approached for the study and collected through stratified Simple random sampling technique. Hence, for the purpose of the study Madurai has been selected as an area of the study.

1.5.4.DATA ANAYLSIS

The collected data will be analyzed with the help of statistical packages, namely SPSS 20.0 version by using statistical tools such as percentage analysis and chi-square test.

1.6. LIMITATIONS OF THE STUDY

*   This research report analysis is fully depending on the primary data.
*   Filling up the questionnaire in a wrong way also leads to inaccuracy of the results.
*   This study was conducted in very short period.

1.7. DATA ANALYSIS AND INTERPRETATION

Table No. 4.1. Service Quality Perceptions of the Patients

Dimensions of Services Quality And Features	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I. Tangibility					
1.Best & Latest – Modern looking medical Equipments	49 (13.6)	124 (34.6)	144 (39.9)	23 (6.5)	20 (5.4)
2.Visually appealing Physical facilities	38 (10.7)	87 (24.0)	96 (26.7)	103 (28.6)	36 (10.0)
3. Usage of Modern technology in Service.	42 (11.8)	97 (26.8)	184 (51.2)	28 (7.8)	9 (2.4)
4.The hospital staff will be neat in appearance	156 (43.2)	121 (33.6)	73 (20.3)	8 (2.4)	2 (0.6)
II.Reliability					
5.Doctors keep their promises	168	122	56	12	2

	(46.8)	(33.9)	(15.6)	(3.2)	(0.6)
6.The hospital staff show sincere interest in solving patients" problems	166 (46.1)	115 (31.8)	71 (19.6)	5 (1.5)	3 (1.0)
7.The services of the hospital will be quite dependable	166 (46.0)	138 (38.5)	48 (13.3)	5 (1.4)	3 (0.8)
8.The hospital staff provide their services as promised	117 (32.4)	145 (40.3)	78 (21.7)	16 (4.6)	4 (1.1)
9.Hospitals keep error-free records	92 (25.4)	154 (42.8)	92 (25.6)	19 (5.3)	3 (1.0)
III.Responsiveness					
10.The employees in hospital inform exactly when services will be performed	64 (17.9)	164 (45.6)	94 (26.1)	26 (7.1)	12 (3.3)
11.The employees in hospital give prompt service to patients	31 (8.6)	134 (37.2)	146 (40.6)	30 (8.5)	19 (5.1)
12.The employees will always willing to help patients	36 (10.0)	123 (34.3)	170 (47.1)	(5.3)	12 (3.3)
13.The employees will never be too busy to respond to request of the patients/attendants	59 (16.5)	105 (29.0)	178 (49.4)	12 (3.3)	6 (1.7)
Iv.Assurace					

14.Employees" behavior instill patient confidence	88	72	61	71	68
15.Patients feel safe in their treatment	108	60	50	66	76
	(30.1)	(16.5)	(14.0)	(18.2)	(21.1)
16.Employees will be consistently courteous with the patients (Showing Polite, kind and good manners)	112	68	86	69	25
	(31.1)	(19.0)	(23.9)	(19.0)	(6.9)
17.Employees will have the sufficient knowledge to answer patients" Questions	135	62	78	61	24
	(37.6)	(17.1)	(21.7)	(16.9)	(6.7)

It can be surmised from the above table that the respondents focused upon tangibility of services quality perceptions of the patients in hospital. The respondents are neutral towards best & latest –modern looking medical equipments and usage of modern technology in service is 39.9 per cent and 51.2 per cent respectively. On the other hand, the respondents strongly agreed towards the hospital staff will be neat in appearance is 33.2 per cent and 28.6 per cent of the respondents are disagreed towards visually appealing physical facilities. It is found out from the analysis that majority (51.2%) of the respondents are neutral towards the service quality of usage of modern technology towards tangibility of services quality.

It can be observed from the above table that the respondents focused upon reliability of services quality perceptions of the patients in hospital. The respondents strongly agreed towards doctors" keep, their promises, the hospital staff show sincere interest in solving patients" problems and the services of the hospital will be quite dependable as 46.8, 46.1 and 46.0 per cent respectively. On the other hand, the respondents agreed towards the hospital staff who provide their services as promised and hospital keep error-free records as 40.3 and 42.8 per cent respectively. It is noted from the analysis that majority (46.8%) of the respondents strongly agreed towards doctors" keep their promises towards reliability of services quality. It can be obtained from the above table that the respondents focused upon responsiveness of services quality perceptions of the patients in hospital. The respondents agreed towards the employees in hospital inform exactly when services will be performed is 45.6 per cent. On the other hand, the respondents are neutral towards the employees in hospital give prompt service to patients, the employees will always willing to help patients and the employees will never too busy to respond to the request of the patients/attendants is 40.6, 47.1 and 49.4 per cent respectively. It is noted from the analysis that majority (49.4%) of the respondents are neutral towards the employees will

never be too busy to respond to the request of the patients/attendants towards responsiveness of service quality.

It can be implied from the above table that the respondents focused upon assurance of services quality perceptions of the patients in hospital. The respondents strongly agreed towards employee's behaviour instill the patients confidence, patients feel safe in their treatment, employees will be consistently courteous with the patients (showing polite, kind and good manners) and employees will have the sufficient knowledge to answer patients" questions as 24.6, 30.1, 31.1 and 37.6 per cent respectively. It is stated from the analysis that majority (37.6%) of the respondents strongly agreed towards employees who will have the sufficient knowledge to answer patients" questions towards assurance of service quality.

It can be determined from the above table that the respondents focused upon empathy of services quality perceptions of the patients in hospital. The respondents strongly agreed towards the hospital employees will give the patients individual attention, hospital will have operating hours convenient to all patients, the hospital staff will understand/justifying the needs of their patients and the hospital employees will have the patients best interest at heart is 30.1, 28.3, 31.3 and 26.0 per cent respectively. On the other hand, 37.1 per cent of the respondents agreed towards employees who deal with patients in a caring fashion. It is stated from the analysis that majority (37.1%) of the respondents agreed towards employees who deal with patients in a caring fashion towards empathy of service quality.

This paper measures service quality of multi-speciality hospital by using the SERVQUAL model. Findings shows that service quality level of this hospital in multi speciality hospitals is good. Overall, patients' perception is slightly higher than patients' expectation; however, the gap between perception and expectation is not significantly different. The highest service quality dimension of patients' expectation is tangibility. The highest service quality dimension of patients' perception is also tangibility. The key finding also indicates that tangibility, reliability and responsiveness are the three most important dimensions of hospital service quality perceived by patients; whereas the empathy was found having the largest negative gap. In summary, this study helps identify the quality of service provided by the multi-speciality hospital as an improvement initiative. The results provide a managerial implication in continuously improving the service quality thereby enhancing customer satisfaction.

1.8. CONCLUSION

This paper measures service quality of multi-speciality hospital by using the SERVQUAL model. Findings shows that service quality level of this hospital in multi speciality hospitals is good. Overall, patients' perception is slightly higher than patients' expectation; however, the gap between perception and expectation is not significantly different. The highest service quality dimension of patients' expectation is tangibility. The highest service quality dimension of patients' perception is also tangibility. The key finding also indicates that tangibility, reliability and responsiveness are the three most important dimensions of hospital service quality perceived by patients; whereas the empathy was found having the largest negative

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