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A Study On Service Quality And Patient Satisfaction Of Super Speciality Hospitals, Chennai

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ABSTRACT

This research is to discover the quality of services provided by the Super speciality Hospitals, Chennai and helps to know the satisfaction levels of the patients. A measure of service quality and patient satisfaction in various aspects of treatments and including the effectiveness of their care and their level of responsiveness and assurance. Satisfaction is predominant variable when delivering any kind of a service, but recently increase issues in the healthcare sector. Patient Satisfaction is one of the variables for measuring the quality in health care. This study provides is based on the survey questionnaire answers about Super speciality Hospitals with helpful guidelines to improve the quality of service and patients satisfaction in the Hospitals.

Keywords: service quality, satisfaction, responsiveness, assurance.

I. INTRODUCTION

Healthcare sector is basic fundamental rights which has been recognized by our Indian country. Article 21 of the Constitution provide the State government to safeguard the health care and nutritional well-being of all people and the union Government has a significant technical and financial part in the sector. In the year 1980 the healthcare sector is supporting the medical delivery system and after 1980 the healthcare sector in the form of Government Hospitals and owned by registered charitable trust. In the year 1991 the Government has to made some economic restructurings like Globalization, privataization and liberalization. Under the liberalization reforms that private contribution and fresh investment took place in forming Hospitals and small maternity centres. Large Corporate groups and Registered charitable trust took finance and the the resources were invested in Health care infrastructures this is helped in increasing super speciality healthcare service across the Indian country. Corporate groups such as Apollo Hospitals, Hospitals Hospitals, Care Health Foundation, Fortis Healthcare, Max India covered the way for corporate organization structure for Hospitals and have successfully developed a super-specialty healthcare sector. "A study on Service Quality measurement in Healthcare sector" is undertaken. The study is an attempt to analyse failure gaps in Service Quality. The present study analyses the gap between PATIENTS expectations and perceptions of the services offered and standards maintained by super speciality Hospitals i.e., Government, Private and Missionary owned with the help of SERVQUAL scale and suggest measures for better service quality offered by them.

II. LITERATURE REVIEW

The term satisfaction, according to (Anwar & Abdullah, 2021), is "a person's experience of enjoyment as a result of comparing certain services or products, or even transition perceived outcome or performance in terms of the expectation." It has been proved that when the service quality fulfills the expectations and needs of the patients, the patients will be satisfied with the level of service offered. However, in the healthcare industry, exceeding visitors' expectations is a difficult challenge. Speed has become the most valued and new competitive advantage in many sectors. The product life cycle is being shortened from years to weeks as a result of increased speed. Patients demand quickness in the Hospitals industry to satisfy their expectations and wants. Those who can meet their obligations will win, while those who cannot will be passed over (Anwar, 2016). Many academics and researchers have been debating the question of contentment recently. At this time, the healthcare industry is paying close attention to the happiness of its patients. As a result of the visitors' displeasure, the Hospitals image may suffer, resulting in a lack of recommendations from previous and present patients to others, and they may choose to stay somewhere else. If clients leave the Hospitals without being satisfied, all of the Hospitals's efforts to improve service quality will be for naught. Fulfilling patients' demands is still the most difficult task nowadays (Abdullah

et al. 2017).

Raghav Upadhyai, Arvind Kumar Jain, Hiranmoy Roy, Vimal Pant (2019) conducted project on "A Review of Healthcare Service Quality Dimensions and their Measurement". The factors they used in this project were healthcare, service quality, dimensions, measurement, SERQUAL. Service quality has been a matter of concern for public and private healthcare institutions across the world. Increased focus on patient-centred care led to several researches in exploring what determines service quality and how can it be measured.

Faisal Talib and Mohammed Azam and Zillur Rahman (2015) conducted project on "Service quality in healthcare establishments". The factors they used on this project are Healthcare quality has several interpretations. According to Institute of Medicine (2001), healthcare quality can be assessed from two viewpoints: patients and technical or professional. The former includes assessment of service provider's ability to meet PATIENTS demand, PATIENTSs' perception and satisfaction. PATIENTS perception with respect to evaluation of healthcare quality has been supported by a number of researchers.

III-METHODOLOGY

Information was gathered from patients at Chennai's Super-speciality Hospitals using a structured questionnaire. 200 outpatients received the questionnaire by mail and a Google form; patient identities were obtained via the hospital administration office. The researcher received 125 completed questionnaires out of 200. October 2023 was the month when the data was gathered. Techniques for judgmental sampling were employed to choose respondents who were first-time hospital visitors. Statistical analysis: The analysis and interpretation were conducted using SPSS 21.0 and Microsoft Excel. The findings of percentage analysis, ANOVA, Chi-square, and T-test analysis were examined.

1.PERCENTAGE ANALYSIS

TABLE 1.1 SHOWING GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	RESPONDENTS IN %
Male	91	72.8
Female	34	27.2
Total	125	100

Source: Primary data

2. ANOVA

TABLE 2.2 SIGNIFICANT BETWEEN THE DEMOGRAPHIC FACTOR OF EDUCATION AND TIMELY SERVICE PROVIDED AT THE HOSPITALS.

H0: There is no significant relationship between the educational qualification and timely service provided at the Hospitals.

H1: There is a significant relationship between the educational qualification and timely service provided at the Hospitals.

Table: ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Timely service	Between Groups	12.63	4	4.21	5.86	0.001
	Within Groups	86.85	121	0.72		
	Total	99.47	125			

INFERENCE

From the above table, it is referred that the asymptotic significance value is found to be lesser than 0.05, which concludes that the alternate hypothesis H1 is accepted i.e., there is significant relationship between the educational qualification and timely service provided at the Hospitals.

3.T-TEST ANALYSIS

3.1. Relationship between the demographic factor of gender and quality of service received at the Hospitals.

H0: There is no significant relationship between the gender and quality of service received at Hospitals.

H1: There is a significant difference between the gender and quality of service received at Hospitals.

INFERENCE

From the above table, it is inferred that the upper value of F=1.03 and the significant (2-tailed) test value id=0.032 which is less than 0.1. So, there is a relationship between gender and quality of service provided at Hospitals.

4. CHI-SQUARE ANALYSIS

Relationship between Age of the respondents and Recommendation of the respondents to their family and friends.

Test Statistics			
	Chi-square	**Df**	**Asymp. Sig.**
Age	173.59	3	0.000
Recommendation	173.59	3	0.000

Table: Chi-Square Tests				
	Value	**df**	**Asymptotic Sig. (2-tailed)**	
Pearson Chi-Square	375	9	0.000	
Likelihood Ratio	203.1	9	0.000	
Linear-by-Linear Association	124	1	0.000	
N of Valid Cases	125			

Table: Independent Samples Test											
Levene's Test for Equality of Variances			T-Test for Equality of Means								
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	95% Confidence Interval of the Difference		
									Lower	**Upper**	
quality of service	Equal variances assumed	0.45	0.506	2.35	123	0.032	0.56	0.24	0.09	1.03	
	Equal variances not assumed			2.23	34.71	0.032	0.56	0.25	0.05	1.07	

INFERENCE

From the above table the probability value (0.000) is lesser than 0.05, So we accept null hypothesis and reject the alternative hypothesis that there is no significance relationship between the age of the respondent and recommendation of the respondent to their family and friends.

IV- SUGGESTIONS

The main purpose of the healthcare sector is to provide effective services to the patients. It is significant that the healthcare sector focus on the responsiveness, assurances and empathy part of services quality. The healthcare sector must provide full attention towards assurance and responsiveness. From this study find out the healthcare sector ensure offer effective services and create confidence among the patients and providing a individual attention. The healthcare sector must concentrate on all service quality variables for to effective world class services to their patients.

V- CONCLUSION

From this study, the SERQUAL variables such as tangibility, responsiveness, reliability, assurance, courtesy and empathy are a vital in creating patient satisfaction in a super speciality Hospitals. Except these variables like responsiveness and

assurance, the remaining variables are not having any significant relation with patients' satisfaction. The remaining variables like tangibility, reliability, courtesy and empathy need to be given special attention. The Hospitals employees has to be more friendly and eliminate difficulty in delivering the services. And Maintain quality in providing the services truly and efficient in manner. The staff members have good interaction with patients and find out what actually they want and fulfil their requirements.it helps to creates amicable environment and the patients feel happy and believe with the Hospitals providing the treatments.

The Hospitals Management given timely services to the patients in the Hospitals so it helps to avoid the patients waiting for long time. Hospitals staff members should take extra care while delivering the service to the patients. So, in this research discovered the Overall Hospitals facility can be improved by considering the satisfaction level of patients and the healthcare sector must giving a special attention on quality improved guidelines.

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