

A Study On Service Quality Dimensions On Patient Satisfaction In Private Hospitals With Special Reference To Coimbatore City

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ABSTRACT:

The quality of healthcare services significantly influences patient satisfaction. This research explores the relationship between service quality dimensions and patient satisfaction in private hospitals, with a specific focus on Coimbatore city. The healthcare industry plays a pivotal role in ensuring the well-being of individuals, with patients servings as a critical indicator of service quality. The study emphasizes the need for private hospitals to invest in improving service delivery standards, staff training and patient-centric care models. These insights provide valuable recommendations for hospital administrations and policy makers aiming to enhance patient satisfaction and establish a competitive edge in health care sector.

KEY WORDS – Hospitals, Satisfaction, Patients, and Service quality.

INTRODUCTION:

Service quality dimensions are standards used to evaluate the caliber of company's services. They highlight features of service that increase client loyalty and happiness. In health care service quality is crucial for patient happiness and good health results. Dimensions of service quality are standards used to evaluate the caliber of a company's services. They highlight features of the service that increase client loyalty and happiness. In healthcare, service quality is crucial for patient happiness and good health results. To evaluate healthcare service quality, academics and practitioners frequently employ six categories that uniquely address the unique elements of healthcare services. This Project explores the critical role of service quality dimension in enhancing patient care with healthcare settings. As patient expectations rise and healthcare delivery become more complex. This study focuses on fine key dimensions - Tangibles, Reliability, Responsiveness, Assurance and empathy. Though the relationship between the concepts in question, there is related a gap is marketing literature to impart of service quality dimension on Satisfaction, repurchase intentions and word of Mouth, Particularly in the public health care industry. Health care service quality is giving patients what they want and what they need doing so using fewest resources. In this context the aim of study was to investigate the effect of service quality dimensions in health care and to identify the effect of satisfaction in healthcare industry. The research is that it can develop marketing knowledge especially regarding service quality in patient satisfaction.

REVIEW OF LITERATURE:

The study conducted by **Andaleeb, S.S. (2001)** in Social Science & Medicine explored how service quality influences patient satisfaction in hospitals within developing economies. The study explained the significance of various service quality dimensions in shaping patients' experiences and perceptions. In what way the service quality dimensions helpful for the doctors to fulfill the patients needs.

Dagger, T.S., Sweeney, J.C., & Johnson, L.W. (2007) – A Hierarchical Model of Health Service Quality (Journal of Service Research) Proposed a hierarchical service quality model in healthcare, emphasizing interpersonal, technical, and environmental factors influencing patient satisfaction and loyalty. They majorly expressed their interpersonal and technical skills to satisfy the patients needs but not focused on the cleanliness of the patients rooms.

Babakus, E., & Mangold, W.G. (1992) – Adapting the SERVQUAL Scale to Hospital Services: An Empirical Investigation (Health Services Research) Adapted the SERVQUAL model for healthcare services and found that responsiveness and reliability were the most critical factors in patient satisfaction. The SERVQUAL model is a tool used to measure the quality of healthcare services and patient satisfaction. It is based on the gap between what patients expect and what they receive. The scale measures five dimensions of service quality: tangibility, reliability, assurance, responsibility, and empathy.

SCOPE OF THE STUDY:

Focuses on private hospitals in Coimbatore. Helps hospital management improve service quality based on patient feedback. It aims to identify the key factors influencing patient perceptions and provide actionable insights for healthcare providers to enhance service delivery. The study includes patients from different age groups, occupations, and income levels who have received treatment in private hospitals. Special attention is given to young adults and students, as they form a significant portion of hospital visitors in Coimbatore. The study is based on primary data collected through surveys and structured questionnaires, as well as secondary data from articles and research studies. Statistical tools such as Chi-square and ANOVA analysis are used to identify significant relationships between service quality dimensions and patient satisfaction.

STATEMENT OF THE PROBLEM:

The main core problem in hospitals is the cleanliness and hygienic procedures. The Study aims to address the following problem: which service quality dimensions have the greatest influence on Patient Satisfaction in health care and how can healthcare Provides optimize these dimension to meet patient expectations more effectively. By Investigating these factors, the Study Seeks to provide actionable insights for healthcare facilities to enhance service quality, ultimately leading to higher patient Satisfaction and improved healthcare outcomes.

OBJECTIVES:

- To determine the patient's satisfaction on service quality in health care.
- To identify the significant problem of service quality factors in health care.
- To identify the patient's consideration towards service quality factors in health care center.

RESEARCH METHODOLOGY:

The study examines the impact of service quality dimensions on patient satisfaction in private hospitals in Coimbatore. The methodology outlines the research design, data collection methods, sampling techniques and analysis methods used to achieve the study objectives.

RESEARCH DESIGN:

The study follows a descriptive and analytical research. A quantitative approach is used to collect and analyze data from patients in private hospitals in Coimbatore.

AREA OF STUDY:

The study focuses on private hospitals in Coimbatore city.

DATA COLLECTION METHOD:

- **PRIMARY DATA**

Primary data is collected using a structured questionnaire through google form.

- **SECONDARY DATA:**

Secondary data is collected from articles and websites.

SAMPLE SIZE:

- ❖ 82 Respondents

TOOLS FOR THE ANALYSIS:

- Chi-square Analysis
- Anova Analysis

HYPOTHESIS OF THE STUDY:

Ho: There is no significant relationship between age and over all appearance and cleanliness.

Ho: There is no significant relationship between occupation and healthcare provider's knowledge and expertise

Ho: There is no significant relationship between gender and the staffs respond to your inquires and emergencies.

LIMITATIONS OF THE STUDY:

Data is collected only from patients willing to participate, leading to potential bias. The study does not include government hospitals. Results may not be generalizable to other cities or regions.

ANALYSIS & INTERPRETATION:**TABLE 1: SOCIO ECONOMIC PROFILE**

S.No.	Variable	Basis	Percentage
1	Age	18-25	86
2	Gender	Male	68
3	Salary	Under 15000	58
4	Occupation	Student	69

INTERPRETATION:

The above table shows that 86% of the respondents fall in the age group of 18-25 years. 68% of the respondents are Male, indicating a higher representation of Males in the sample. 58% of the respondents have their income under 15,000. This suggests that a significant portion of the sample has a relatively lower income. A substantial 69% of the respondents are students. This highlights that the sample is predominantly composed of students.

➤ CHI-SQUARE ANALYSIS:

The importance of two factors is mostly tested using the chi square analysis. In simple terms, the purpose of the chi-square analysis is to determine the importance of a single component. In this study, the significant level between age and medical facility's overall appearance and cleanliness chi square analysis. A chi-square analysis has been carried out and each of the personal characteristics taken into consideration was compared with the study factors.

$$\text{Chi square} = \sum \frac{(O - E)^2}{E}$$

TABLE-2: AGE AND MEDICAL FACILITY'S OVERALL APPEARANCE AND CLEANLINESS

Table showing the relationship between age and medical facility's overall appearance and cleanliness

		COUNT				
		How would you rate the medical facility 's overall appearance and cleanliness				
		1	2	3	4	5
Age	68	0	1	0	0	0
1	0	1	0	0	0	0
2	0	19	41	5	2	1
3	0	3	4	0	0	0
4	0	0	1	0	0	0
5	0	2	0	0	0	0
Total	68	25	47	5	2	1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	160.302 ^a	25	.000
Likelihood Ratio	204.998	25	.000
N of Valid Cases	148		

a. 30 cells (83.3%) have expected count less than 5. The minimum expected count is 0.1.

INTERPRETATION:

The observed value is 0.00 and p-value is less than 0.05. Hence the null hypothesis is rejected and which assumed no relationship between age and rating of the facility's cleanliness

TABLE-3: GENDER AND STAFFS RESPOND TO YOUR INQUIRIES OR EMERGRNCIES

Table showing relationship between the gender and the staffs respond to your inquires and emergencies

Count

	How quickly does the staff respond to your inquires or emergencies					Total
		1	2	3	4	
Gender 1	1	14	25	16	0	56
2	1	7	10	5	1	24
Total	2	21	35	21	1	80

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.243 ^a	4	.518
Likelihood Ratio	3.301	4	.509
N of Valid Cases	80		

a.4cells (40.0%) have expected count less than 5. The minimum expected count is .30.

INTERPRETATION:

H₀:There is no significant relationship.

The observed value is (0.518) and p-value is greater than the standard alpha level 0.05. Hence the null hypothesis is rejected and alternate hypothesis is accepted. Therefore there is significant relationship between gender and the staffs respond to your inquires and emergencies.

➤ ANNOVA:

ANOVA, which stands for Analysis of Variance, is a statistical test used to analyze the difference between the means of more than two groups. A one-way ANOVA uses one independent variable, while a two-way ANOVA uses two independent variables. In this study, the significant level compare the level of confidence in healthcare providers' knowledge and expertise across different occupations.

$$F = \text{MST/MSE}$$

TABLE-4: OCCUPATION AND HEALTHCARE PROVIDER'S KNOWLEDGE AND EXPERTISE

OCCUPATION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.875	3	.292	.648	.586
Within Groups	33.733	75	.450		
Total	34.608	78			

INTERPRETATION:

The one-way ANOVA was conducted to compare the level of confidence in healthcare providers' knowledge and expertise across different occupations. A low F-value suggests that the differences between occupational groups are not substantially greater than the variability within each group. Since p value is 0.586 which is greater than 0.05. Hence the null hypothesis is rejected and alternate hypothesis is accepted. Therefore there is significant relationship between how confident individuals feel about healthcare providers' knowledge and expertise based on their occupation.

FINDINGS:

86% of total respondents chosen e Age group of 18-25.69% of total Respondents chosen are Students.68%of total respondents chosen are male.72% of total Respondents mostly Chosen the General Consultation.58%of total Respondents are under the income of 15000.42%of the total respondents chosen are visit the private hospitals Occasionally (a few times a year).43% of the total respondents chosen are residing Coimbatore more than 40 years.51%of total respondents chosen are satisfied with the staffs treatment with their individual needs.61.5%of total respondents ranked good about level of comfort and cleanliness of patient rooms.49% of total respondents confident about the knowledge and expertise provided by healthcare. medical facility 's overall appearance and cleanliness are good.

SUGGESTION:

To enhance the study, Hospitals can implement structured communication training programs to ensure that healthcare providers clearly explain diagnoses, treatment options, and the course of treatment. Additionally, providing written information or brochures could help patients better understand their medical conditions and the treatments being recommended. Although half of the respondents report satisfaction with personalized care, there is still room for improvement. Hospitals should train staff to better understand and address the specific needs of individual patients. With a large portion of respondents being students and young adults, healthcare providers could focus on providing services that cater to this demographic. For instance, they could offer discounts for students or packages that include routine check-ups, mental health counseling, or general health advice, which could resonate well with younger patients who may be balancing studies and health. healthcare providers can introduce affordable healthcare packages, flexible payment options, or subsidized rates for individuals with lower incomes. Offering a sliding scale for consultations or procedures could help make healthcare more accessible for a wider population. Building trust in the medical professionals' expertise can be achieved through regular patient feedback surveys, showcasing credentials of the staff, and providing testimonials from previous patients.

CONCLUSION:

The study on the impact of service quality dimensions on patient satisfaction in private hospitals in Coimbatore reveals critical insights into healthcare service delivery. Key factors such as cleanliness, staff responsiveness, communication, and personalized care play a crucial role in shaping patient perceptions. The findings indicate that while patients appreciate clean and comfortable facilities and knowledgeable staff there is a need for improvement in communication and personalized care. Additionally, the study underscores the importance of reliability in consistently meeting patient expectations. The project highlights that by optimizing service quality dimensions, private hospitals in Coimbatore can not only enhance patient satisfaction but also strengthen their competitive edge in the healthcare sector. Overall, investing in service quality improvements will not only enhance patient satisfaction but also contribute to better healthcare outcomes. Private hospitals that focus on optimizing these dimensions can gain a competitive edge, foster patient trust, and ensure long-term sustainability in the healthcare industry.

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