



PATIENTS PERCEPTION TOWARDS QUALITY OF SERVICE OF TOP 5 MULTI SPECIALITY HOSPITALS IN COIMBATORE

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ABSTRACT- Coimbatore city has numerous hospitals. Apart from the Government hospital, several multi-facility hospitals function in the city. The main objective is to study about the growth of Multi-Speciality Hospitals in Coimbatore and to find the impact of service quality on customer satisfaction. For this purpose a sample of 130 was collected from the respondents and percentage analysis, rank correlation and chi-square were used as tools to analyse the data and the conclusion is that the quality of service can be increased in future period of time to increase the level of satisfaction of customers as they are satisfied medium.

Keywords: Multi speciality hospitals, Quality of service and Satisfaction

I. INTRODUCTION:

The healthcare industry (also called the medical industry or health economy) is an aggregation of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. It includes the generation and commercialization of goods and services lending themselves to maintaining and re-establishing health. The healthcare industry is one of the world's largest and fastest-growing industries. The healthcare sector is facing unparalleled challenges in an increasingly customer-oriented environment. A lot of health problems need intensive medical treatment and personal care. Treatment cannot be given in a patient's house or in the clinic. This is possible only in a hospital, for it consists of a large number of professionally and technically skilled people who apply their knowledge and skill with the help of world-class expertise, advanced sophisticated equipment's and appliances. Hospital management performs its duties in the organizational setting of the hospital. It utilizes resources, people and technology to perform organizational goals, of which the most important is patient care. In the past, the hospitals were considered as alms houses. They were set up as charity institutions specially for the poor and weaker sections of the society. The healthcare industry in recent years has restructured its service system in order to survive in an unsuitable environment resulting from maturation of the industry, reduced funding and increased competition. The restructuring has focused on finding effective ways to satisfy the needs and desires of the patients. Consumer satisfaction is a basic requirement for healthcare providers because, the satisfaction related to quality healthcare is provided by hospitals.

II. STATEMENT OF THE PROBLEM:

In the recent past, studies on patient satisfaction gained popularity and usefulness as it provided a chance to healthcare providers and managers to improve the inpatient services. Patient's feedback is necessary to identify the problems and to resolve them. The proposed study will help to find out the faults which lead to patient dissatisfaction and to rectify them to increase their satisfaction.

III. OBJECTIVES OF THE STUDY

- To study about the demographic and soci graphic profile of the patients.
- To evaluate the basic services offered by the hospital.
- To measure the level of satisfaction towards factors after visiting the hospital.
- To compare the age of the respondents towards various service quality factors taken for the study.

IV. SCOPE OF THE STUDY:

This study includes the service quality provided by the top five multi-speciality hospitals in Coimbatore. They are as follows:

- G Kuppaswami Naidu Memorial Hospital
- Kovai Medical Center & Hospital
- PSG Hospitals
- K.G. Hospital
- Sri Ramkrishna Hospital

V. RESEARCH METHODOLOGY:

The Research Design provides the mechanism as to how the research is to be conducted. It is the engagement regarding collection and analysis of data.

Sample size: The sample size chosen for this study is 130 respondents which includes the general demographic profiles of the respondents.

Sampling technique: Purposive sampling, also known as **judgmental, selective** or **subjective** sampling, is a type of **non-probability sampling technique** which is used for this study.

Sampling tools: Simple Percentage Analysis, Weighted average Analysis, Chi-Square Test and oneway ANOVA.

Data collection: Data collection is of two types. They are primary data and secondary data.

Limitations of the study

- This study was conducted only in Coimbatore city. So the results do not have a Universal acceptance.
- The research is not a standard for all time period because the respondent's expectation and perception can change at any time.
- All the information given by the respondents are presumed to be true.

ANALYSIS AND INTERPRETATION

Table 1: Demographic and socio graphic variables

Demographic and socio graphic variables	Particulars	Frequency	Percent
Age	21-30	1	0.8
	31-40	42	32.3
	41-50	27	20.8
	51-60	29	22.3
	Above 60	31	23.8
	Total	130	100
Occupation	UG	55	42.3
	PG	27	20.8
	Professional	26	20
	Others	22	16.9
	Total	130	100
Annual Family income	Below Rs. 2,50,000	2	1.5
	Rs. 2,50,001- Rs. 5,00,000	34	26.2
	Rs. 5,00,001- Rs. 7,50,000	57	43.8
	Above 7,50,000	37	28.5
	Total	130	100
Health insurance with the respondents	Yes	85	65.4
	No	45	34.6

	Total	130	100
Preference towards hospital	PSG	5	3.8
	KMCH	33	25.4
	GKNM	40	30.8
	KG	47	36.2
	SRK	5	3.8
	Total	130	100
Source of knowing about hospital	Doctor Recommendation	13	10
	Friends and Relatives	60	46.2
	Media	28	21.5
	Insurance Support	29	22.3
	Total	130	100
Purpose of visit towards hospital	Master health check up	61	46.9
	Emergency	43	33.1
	Planned Surgery	14	10.8
	Others	12	9.2
	Total	130	100

The above table shows about the demographic socio graphic and variables of the respondents were out of 130 respondents 0.8% are from the age group of 21-30, 32.3% are from the age group of 31-40, 20.8% are from the age group of 41-50, 22.3% are from the age group of 51-60 and 23.8% are from the age group of above 60. 42.3% have completed their UG, 20.8% have completed their PG, 20% have completed professional courses and 16.9% have completed other courses. 1.5% are earning below Rs.2,50,000, 26.2% are earning between Rs. 2,50,001- Rs. 5,00,000, 43.8% are earning between Rs. 5,00,001- Rs. 7,50,000 and 28.55 are earning above Rs.7,50,000. 65.4% are having health insurance and 34.6% are not having health insurance. 3.8% are preferring PSG, 25.4% are preferring KMCH 30.8% are preferring GKNM, 36.2% are preferring KG and 3.8% are preferring SRK. 10% know though doctor recommendation, 46.2% know though friends and relatives, 21.5% know though media and 22.3% know through insurance support. 46.9% said as master health check-up, 33.1% said as emergency, 10.85 said as planned surgery and 9.2% said as other factors.

Table 2: Rating towards basic services offered by the hospital

	1	2	3	4	5
Hospitality	12	54	30	24	10
Communication Facility	17	42	54	8	9
Clean Atmosphere	22	83	25	0	0
Prayerful atmosphere	0	56	31	21	22
Refreshments	11	53	39	16	11

The above table shows about the rating towards basic services offered by the hospital were maximum of the respondents gave 2 rating point towards hospitality of the hospitals, Clean Atmosphere, Prayerful atmosphere and Refreshments and also the respondents gave 3 rating point towards Communication Facility. It shows that the respondents were satisfied towards the following service provided by the hospital.

Table 3: Satisfaction towards factors after visiting the hospital

Particulars	1	2	3	4	5
Admission procedure	13	34	42	19	22
Physician Services	11	41	37	31	10
Nursing Services	10	52	38	30	0

Diagnostic Services	21	33	49	23	4
Cost	10	45	36	26	17

The above table shows about the rating towards satisfaction towards factors after visiting the hospital were maximum of the respondents gave 2 rating point towards physician services, nursing services, and cost. Respondents gave 3 rating point towards diagnostic services and admission procedure were the respondents don't have idea towards these factors and they are satisfied towards physician services, nursing services and cost.

Table 4: Difficulties facing throughout the procedure

	Frequency	Percent
Yes	95	73.1
No	35	26.9
Total	130	100.0

The above table shows about difficulties facing throughout the procedure were out of 130 respondents 73.1% are facing difficulties through procedure, 26.9% are not facing difficulty.

Rank correlation

Table 5: Rank correlation towards basic services offered by the hospital

S.NO	Ranking on company and scheme	X	Y	R1	R2	D	D ²
1	Hospitality	9	34	2	1	1	1.00
2	Communication Facility	1	12	5	3.5	1.5	2.25
3	Clean Atmosphere	24	12	1	3.5	-2.5	6.25
4	Prayerful atmosphere	2	13	4	2	2	4.00
5	Refreshments	6	11	3	5	-2	4.00
							17.50
N	5					1-R	0.88
						R	0.13

The above table shows about ranking for the factors related to basic services offered by the hospital were the correlation is at 0.13 were the correlation shows a low relation between the variables. The factor clean atmosphere was preferred by the respondents.

Chi-square analysis

Table 6: Comparison between age and recommending the hospital to others

H0: There is no relationship between age and recommending the hospital to others

Crosstab				
Count		Recommending the hospital to others		Total
		Yes	No	
Age of the respondents	21-30	1	0	1
	31-40	24	18	42
	41-50	20	7	27
	51-60	23	6	29
	Above 60	19	12	31
Total		87	43	130
		Value	Df	Sig
Pearson Chi-Square		5.387 ^a	4	.020

The above table shows about the relationship between age and recommending the hospital to others. It shows that there is a relationship between age and recommending the hospital to others as the level of significance is less than 0.05.

Table 7: Comparison between age and difficulties facing throughout the procedure

H0: There is no relationship between age of the respondents and difficulties facing throughout the procedure

Crosstab				
Count				
		Difficulties facing throughout the procedure		
		Yes	No	Total
Age of the respondents	21-30	0	1	1
	31-40	22	20	42
	41-50	23	4	27
	51-60	29	0	29
	Above 60	21	10	31
Total		95	35	130
		Value	df	Sig
Pearson Chi-Square		25.003 ^a	4	.000

The above table shows about relationship between age of the respondents and difficulties facing throughout the procedure were the level of significance is at 0.000 which is less than 0.05. It shows that there is a relationship between age of the respondents and difficulties facing throughout the procedure.

Table 8: Age and type of difficulty faced

H0: There is no relationship between age of the respondents and type of difficulty faced

Crosstab						
Count						
		Type of difficulty faced				
		Appointment Scheduling	Waiting Time	Staff's Attitude	Others	Total
Age of the respondents	31-40	0	15	1	6	22
	41-50	0	2	16	5	23
	51-60	3	18	8	0	29
	Above 60	2	10	7	2	21
Total		5	45	32	13	95
				Value	Df	Sig
Pearson Chi-Square				38.063 ^a	9	.004

The above table shows about relationship between age of the respondents and type of difficulty faced were the level of significance is at 0.004 which is less than 0.05. It shows that there is a relationship between age of the respondents and type of difficulty faced.

One way ANOVA

Table 9: Comparison between age and preference towards hospital

H0: There is no relationship between age and preference towards hospital
Preference towards hospital

	N	Mean	Std. Deviation	Std. Error	F	Sig.
21-30	1	3.00	.	.	2.984	.022
31-40	42	2.86	1.026	.158		
41-50	27	3.37	.884	.170		
51-60	29	3.48	.688	.128		
Above 60	31	2.87	1.024	.184		
Total	130	3.11	.958	.084		

The above shows about the relationship between age and preference towards hospital were the level of significance is at 0.022. It shows that there is a relationship between age and preference towards hospital were the mean value shows that the age group between 51-60 have influence with preference towards hospital.

VI. FINDINGS

- Maximum of the respondents are from the age group of 31-40.
- Most of the respondents have completed their UG.
- Maximum of the respondents are earning between Rs. 5,00,001- Rs. 7,50,000.
- Most of the respondents are having health insurance.
- Maximum of the respondents are preferring KG hospitals.
- Most of the respondents know about the hospitals through their friends and relatives.
- Maximum of the respondents said that their purpose of visit is for master health check up.
- The respondents were satisfied towards the following service provided by the hospital.
- The respondents don't have idea towards these factors and they are satisfied towards Physician Services, Nursing Services and cost.
- Most of the respondents are facing difficulties through the procedures.
- Maximum of the respondents are facing difficulties with waiting time.
- Most of the respondents are recommending their hospitals to others.
- The factor clean atmosphere was preferred by the respondents.

VII. SUGGESTIONS

- The quality of service can be increased in future period of time to increase the level of satisfaction of customers as they are satisfied medium.
- Patients feel that they have been proper taken care by the doctors; they get proper concern whenever it is required, and this is the reason being expensive still they prefer to come to multi-speciality hospital.
- The cost for the treatment can be reduced so that even middle class people can offered the hospital in future period of time.

VIII. CONCLUSION

Service quality is considered to be one of the key factor of success in service sector and that too plays a key role in hospital industry. As multi-speciality hospitals play a major role in medical industry it is mandatory to

check the quality of service offered by them and for the same a total of top 5 multi-speciality hospitals were taken in to consideration for decision making process. Thus, the conclusion is that the quality of service can be increased in future period of time to increase the level of satisfaction of customers as they are satisfied medium.

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