



PATIENTS'S ATTITUDE REGARDING SATISFACTION LEVEL ON HIGHER HEALTH SERVICE QUALITY IN PUBLIC AND PRIVATE HOSPITALS IN PUNJAB

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ABSTRACT — World is dynamic. Thus globalization competition has been intensifying and creating an environment of constant change. Considering the current scenario of business World, winning and keeping customers has become very burning issue. Conventional knowledge advises all business undertakers to keep themselves loyal to their customers by all costs. The Health Care Service Provider organizations like any other service provider organizations are facing a rapidly changing environment, particularly more demanding patients.

In Health Care Service Provider organizations, the entire range of activities and generation of incomes twirls round the patients. Recently hospitals have realized that cost of attracting replacement patients is far quite more than retaining existing patients, so hospitals are emphasizing more upon patient satisfaction. The present study genuinely attempts to know patient's attitude regarding satisfaction level on higher service quality and to analyze its determinants by comparing public and private hospitals in Punjab.

This study has been conducted in ROPAR city. A sample of 500 respondents has been used by collecting data through Convenient Sampling method. Correlation, Chi square test and Reliability test (CRONBACH's Alpha) have been used in order to get research results. This study concluded that Private hospitals are most preferred by the patients because of providing more satisfaction level on higher service quality.

Keywords: Patient satisfaction, Higher Service quality, Public and Private Hospitals, Hospitals study, Recommendations

1 INTRODUCTION

The health sector of any country plays very vital role in the economic development of country. Finance is an integral part and considered as the oxygen of trade and industry. The development of health sector within the country has placed India amongst the top 3rd fastest growing economies of the world. Whole of the world is looking towards India as world's markets in producing medicines. That is why India is known as Hub of Medicines. Recently the health sector has touched the lives of almost every citizen in every sphere of life whenever he wants to keep his health strong and sturdy. These days patients demand for timely, fast and higher quality services and medicines in order to defend themselves from epidemics and new pandemics. The present research has been conducted keeping in view the attitude of patients regarding satisfaction level on higher service quality on public and private hospitals in India.

Different researchers opined different views regarding customer's satisfaction on different angles. Some researcher emphasized on retaining customers at all costs while some advised for providing higher quality services according to their aspirations. Actually there are no any unanimous opinions among researchers and authors. The views of Juran, Deming and Crosby are very appreciable and praise worthy as recited under

Juran, Deming and Crosby, "The quality of the product or service satisfies a customer". The service quality school defined it in a different way and marked it satisfaction as an antecedent of service quality - satisfaction with individual transactions "decay" into an overall mindset towards service quality. The satisfaction school expresses that attitude refers to satisfaction

level of customers that is directly relates to assessments of service quality. But a big and robust link between customer satisfaction and customer retention can be observed. Here customer's attitude regarding Service and Quality of product will determine the success of the product or service in the market. If experience of the service is more than expectations, then clients would feel more satisfaction and vice versa. Literature advises for managing loyal customers to maximum extent to all costs. In this matter customer retention plays a pivotal role because its main purpose is to keep customers for the long term by undertaking various types of activities. Thus loyal customers can be retained by doing the following written activities

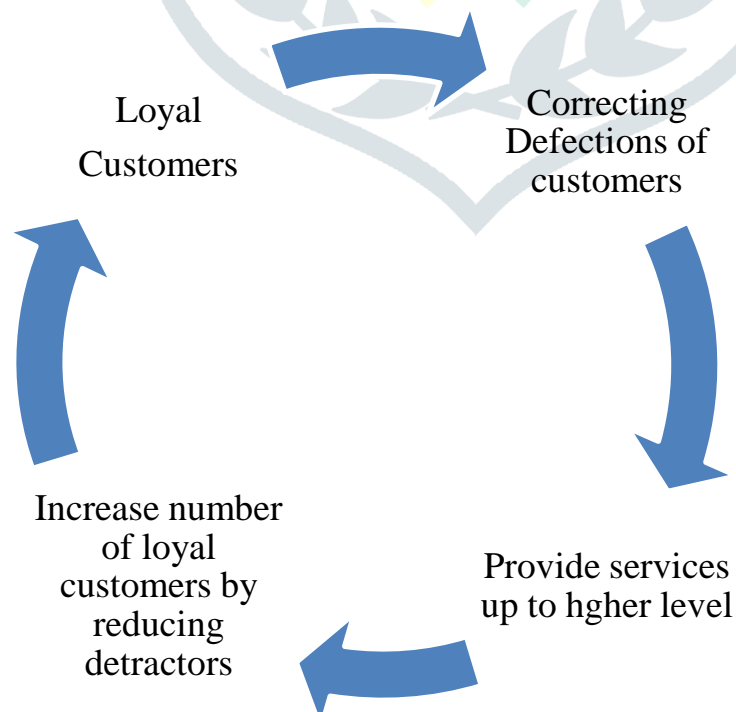


Figure-1

- Correcting defections of customers
- Providing services up to higher level
- Increase the number of loyal customers by reducing detractors.

2 REVIEW OF LITERATURE

- **Ghazanfar et al (2017)** studied on comparison of patients satisfaction levels in public and private tertiary care centers. Study resulted paucity of patient satisfaction in public area as compare to private area. Finally study suggested for taking necessary measures to eradicate this problem.
- **Al-Hanawi et al (2018)** studied on householder's attitude regarding health care services. After studying it was found that customer satisfaction plays an important role in running organizations well.
- **Al-Hanawi et al (2019)** studied on health care human resource development in Saudi Arabia: emerging challenging and opportunities and resulted that health care services must be provided to all employees in order to satisfying them. Due to paucity of these services negative impact will be borne by organizations.
- **Al-Harajin et al (2019)** studied on waiting time and patient satisfaction in outpatient clinics. After studying it was found that less waiting time increases patient satisfaction
- **Rahman.R (2020)** highlighted privatization of health care system in Saudi Arabia and its impact on patient satisfaction. Study resulted increasing level of patient satisfaction because of privatization.

3 RESEARCH PROBLEM

There is a stiff and destructive level competition between public and private hospitals. Private hospitals are liked and preferred for fast, qualitative and timely services. Whereas, public hospitals are criticized for late, inferior and untimely health services to patients in spite of various government health schemes. It has been debated and researched that timely and qualitative health services enhance patient experience by bringing the patients closer to their hospitals. On the other hand, inferior quality, untimely health services, more documentation, tyrannical attitude and behavior of medical staffs make patients unsatisfied towards hospitals. So there is a need of the hour to assess the satisfaction level of patients in public and private hospitals to provide the suggestions for improvement of services.

4 RESEARCH OBJECTIVES

After going through review of literature, this study seeks to obtain the primary objective by throwing light on hospitals that are largely availed by the patients through analyzing the expectations and the satisfaction level towards the services rendered by public and private hospitals in Punjab. This study has some specific objectives as given under

- To compare the perceptions of the patients in and public and private hospitals in Punjab.
- To determine the perceptions of patients regarding the service quality in hospitals in Punjab.
- To understand preferences towards types of services provided by the public and private hospitals in Punjab
- To identify the factors impacting the satisfaction level of patients with hospitals in Punjab

5 CONCEPTUAL FRAMEWORK

It is expected that patient's attitude is influenced by satisfaction level regarding higher health services like good health services, doctor's attitude, timely treatment, behavior of auxiliary staffs, nutrition facilities, on line services, good diagnostic services and recommendations. Thus patient's attitude towards health services is taken as independent variable while good health services, doctor's attitude, timely treatment, behavior of auxiliary staffs, nutrition facilities, on line services, good diagnostic services and recommendations are as dependent variables.

INDEPENDENT VARIABLE

DEPENDENT VARIABLES

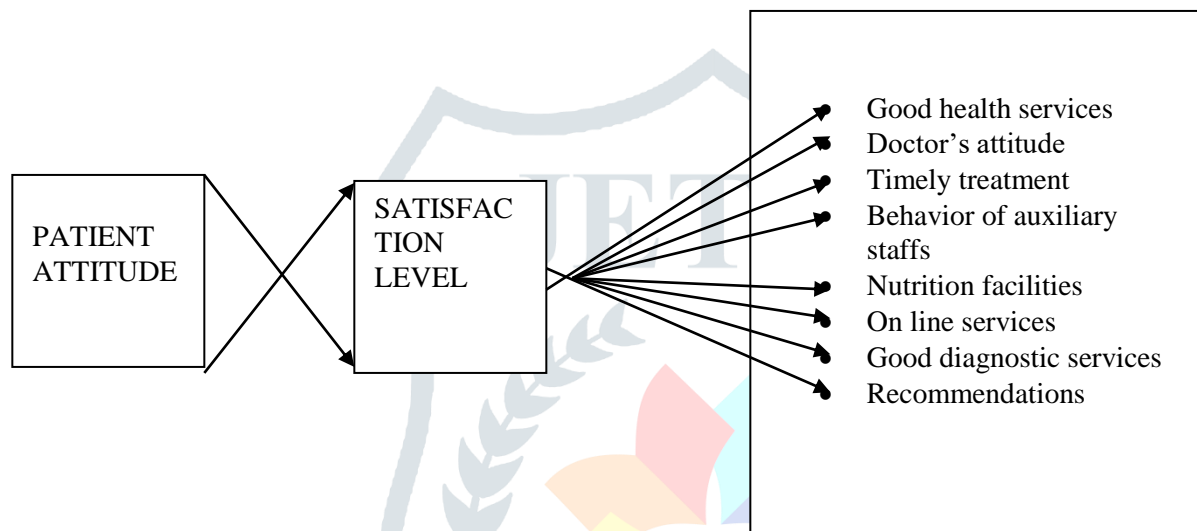


Figure-2

6 HYPOTHESIS OF THE STUDY

Hypothesis has been propounded on the basis of objectives to be tested as given under

H_{a0} : There is no significant difference in satisfaction level of patients in public and private hospitals in Punjab.

H_{a1} : There is no correlation between selected attributes of patient satisfaction level in public and private hospitals in Punjab

7 RESEARCH METHODOLOGY

This study has been conducted in ROPAR city with the help of primary data which had collected by using questionnaires from patients in hospitals under convenient sampling method. In case of secondary data, it was gathered from internet, books, journals, and newspapers and research papers. Two types of data had been utilized for this study ie Categorical and Numerical data.

7.1 Tools of analysis

This study utilized Percentage analysis, Correlation, Chi square test and Reliability test (CRONBACH's Alpha) for analyzing data

7.2 Target respondents

Patients in hospitals had been considered for this study.

7.3 Sample size

The number of samples collected for this study is 500.

7.4 CRONBACHs Alpha - Reliability test

In this study reliability was examined on all items by utilizing CRONBACH's Alpha test for representing internal consistency. All the variables are having values greater than threshold of 0.60 (Walsh, 1995). Hence it can be concluded that the items reliably measure the defined constructs of this study. It is depicted in the following table -1

CRONBACH's Alpha Test	Applied Test On Standardized Items	No of items
.745	.756	8

Table-1

7.5 Response rate

This study obtained 90% response rate because 450 questionnaires have been returned after distributing among patients in hospitals in ROPAR. This response rate is termed as excellent in research area

8 ANALYSIS AND INTERPRETATION

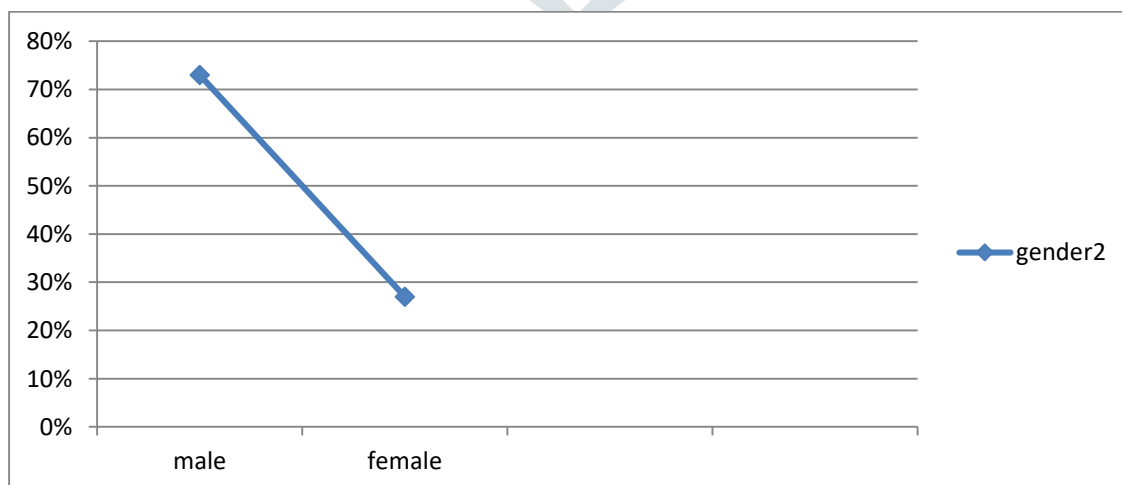
DEMOGRAPHIC PROFILE OF RESPONDENTS

8.1 RESPONDENTS ON THE BASIS OF GENDER

Male	73%
Female	27%

Table-2

This table -2 infers that most of the respondents were males (73%) who participated in this study as compare to (27%) females. Its graphical representation is given under

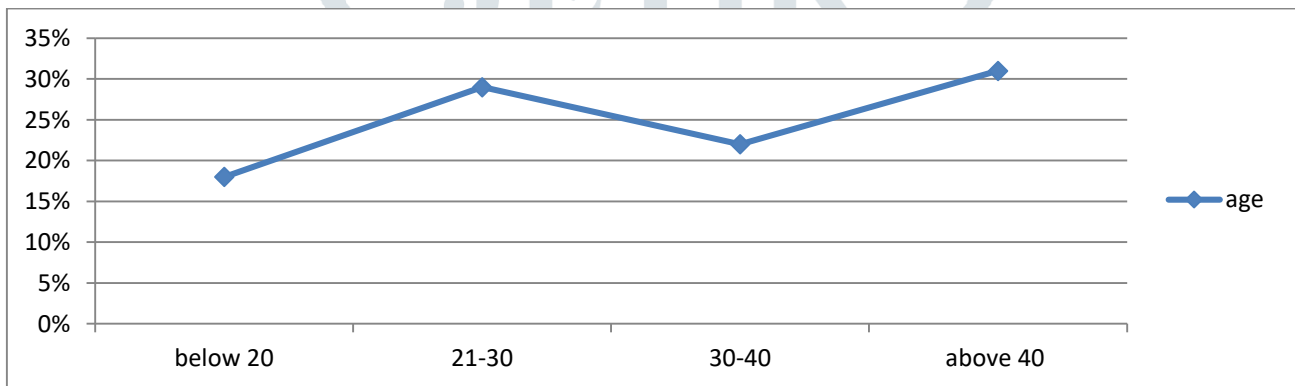


8.2RESPONDENTS ON THE BASIS OF AGE

Below 20	18%
21-30	29%
30-40	22%
Above 40	31%

Table-3

This table-3 depicts age of the respondents who participated in this study. It results that most of respondents (31%) were above 40 as compare to below 20, between 21-30 years and 30 -40 years. Its graphical representation is given under



8.3RESPONDENTS ON THE BASIS OF OCCUPATION

Students	30%
Employees	46%
Businessmen	19%
Homemakers	5%

Table-4

This table -4 shows that most of the respondents (46%) were employees who participated in this study as compare to students (30%), businessmen (19%) and homemakers (5%). Its graphical representation is given under.

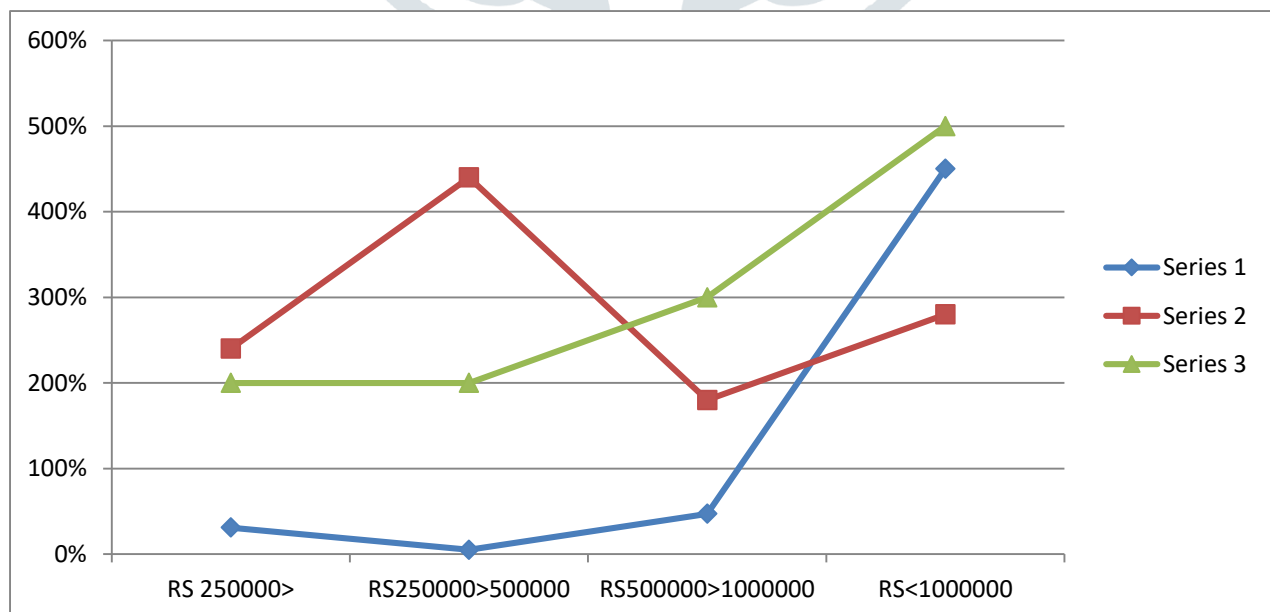


8.4RESPONDENTS ON THE BASIS OF ANNUAL INCOME

RS 250000>	31%
RS 250000>500000	5%
RS 500000>1000000	47%
RS <1000000	17%

Table-5

This table-5 presents annual income of the respondents who were participants in this study. This table infers that most of the respondents were having annual income RS 500000>1000000. Its graphical representation is given under.

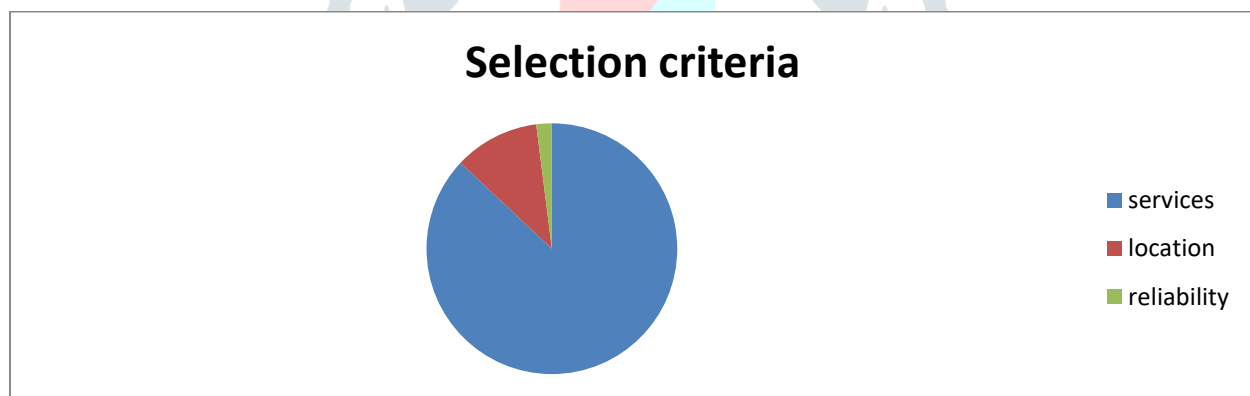


8.5 SELECTION CRITERIA BY RESPONDENTS

Services	87%
Location	11%
Reliability	2%

Table-6

This table-6 throws light on selection criteria of respondents regarding services, location and reliability. It infers that respondents give their preferences to services (87%) as compare to location (11%) and reliability (2%). Its graphical representation is given under.

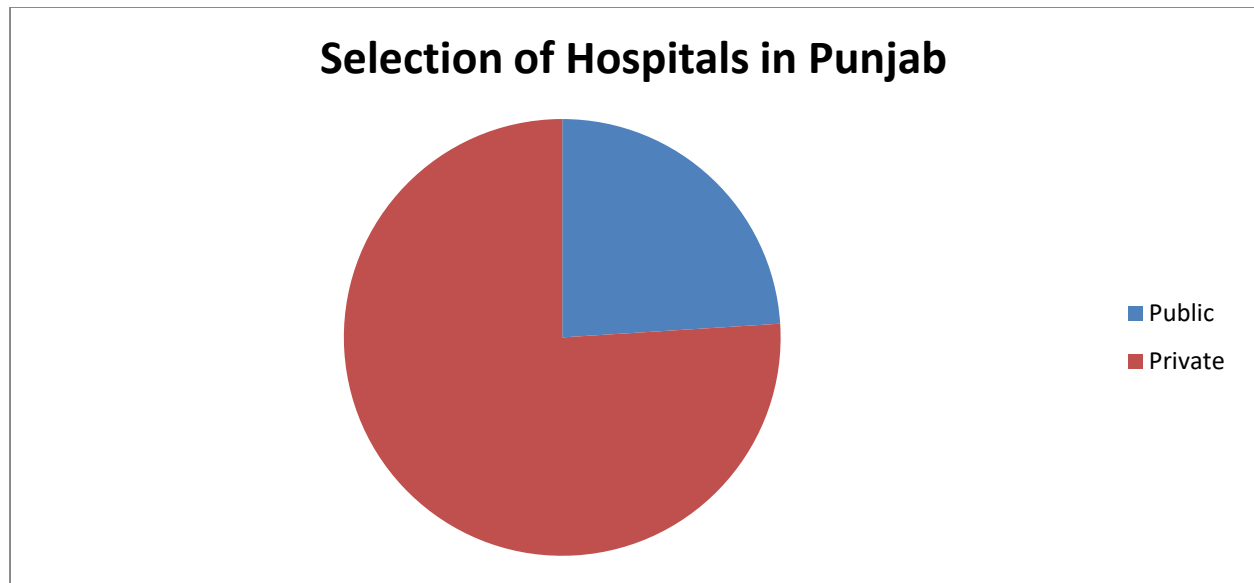


8.6 SELECTION CRITERIA BY RESPONDENTS REGARDING SELECTION OF HOSPITALS

Public Hospitals	24%
Private Hospitals	76%

Table-7

This table-7 depicts selection of hospitals by respondents regarding health services in Punjab. It results that most of the respondents preferred (76%) private hospitals in Punjab because of good services provided by them. Its graphical representation is given under.



8.7 CORRELATION ANALYSIS

This is utilized in order to detect the relationship between dependent and independent variables in the study. Here Correlation table –8 shows significant level of overall performance.

Correlation Table

		Years	Overall performance
Years	Pearson Correlation	1	.365
	Sig (Tailed-1)		.000
	N	450	450

Overall performance	Pearson Correlation	.366	1
	Sig (Tailed-1)	.000	
	N	450	450

Correlation is significant at the 0.01level (Tailed -1)

Table-8

8.8 CORRELATION MATRIX

This shows various levels of correlation among all items or dependent and independent variables with different values in the table -9 as given under

	Good Health services	Doctors attitude	Timely treatment	Behavior of auxiliary staffs	Nutrition facilities	On line services	Good Diagnostic services	Recommendation
Good Health services	1.00	.84	.056	.63	.182	.060	.119	.088
Doctors attitude	.84	1.00	.374	.260	.195	.235	.132	.419
Timely treatment	.066	.37	1.00	.517	.316	.586	.225	.423
Behavior of auxiliary staffs	.063	.260	.517	1.00	.281	.334	.503	.250
Nutrition facilities	.182	.195	.316	.281	1.00	.443	.398	.345
On line services.	.60	.235	.586	.334	.443	1.00	.329	.679
Good diagnostic services	.119	.132	.225	.503	.396	.329	1.00	.245
Recommendation	.088	.419	.424	.250	.345	.579	.243	1.00

Table-9

8.9 CHI SQUARE TEST

	Most Selected Hospitals	Health Services
Chi –Square	76.234 ^a	127.900 ^b
Do	1	3
Asymp. Sig	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0

9 ANALYSIS AND FINDINGS OF THE STUDY

FINDINGS

According to Hypothesis H_{a0} there is no significant difference in satisfaction level of customers in public and private hospitals in Punjab but the findings of the study shows that private hospitals are providing better health services in terms of good health services, doctor's attitude, timely treatment, behavior of auxiliary staffs, nutrition facilities, on line services, good diagnostic services and recommendations. **Thus hypothesis H_{a0} there is no significant difference in satisfaction level of customers in public and private hospitals in Punjab stands to be rejected.**

In case of correlation among items, it can be observed that correlation show positive impact of variables with each other. **Thus it also rejects the second hypothesis H_{a1} : There is no correlation between selected attributes of patient satisfaction level in public and private hospitals in Punjab.**

10 LIMITATIONS OF THE STUDY

Every research has some limitations. Thus this study stems few limitations as given under

- The results of this study are limited in terms of generalization because it extinguishes the opportunity of making comparison and generalizing to the other countries.
- Some of the respondents are reluctant to answer the questions.
- Time and money constraints
- The results of this depend upon the responses of respondents

11 SUGGESTIONS

Based on the study conducted there are suggestions given by the respondents. These are the comments given by regarding the improvement of health services in Punjab,

- Government should take necessary actions regarding improving health services in public hospitals in Punjab
- Good diagnostic services must be prioritized in public hospitals
- The behavior and attitude of medical staffs must be reformed and they must be courteous to patients.
- Timely treatment should be provided to patients because it causes deaths of lacs.
- Nutrition facilities should be specially cared by Government of Punjab.
- On line services should also be provided by public hospitals to patients all times

12 CONCLUSION

As per the current data of the study, many shortcomings have been observed in public hospitals as compare to

private hospitals in Punjab. To provide good health services to patients is the need of the hour in public hospitals in Punjab. This research further strengthens that public hospitals should give more importance to patients because if patients would never satisfy then closing of public hospitals is compulsory in Punjab. Doctors and medical staffs should create their good, cordial and personal relationships with patients. Most of the respondents were of the view that public hospitals are ignoring patients and not attending them with heart and soul. That is why even poor patients are also aspired to treat themselves in private hospitals as compare to public hospitals in Punjab. Thus this research will be more beneficial to Government of Punjab in order to start new strategies in order remove deficiencies in health services in public hospitals in Punjab.

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