PEOPLE'S PERCEPTION TOWARDS SERVICE QUALITY WITH REFERENCE TO NUMBER OF VISIT TO THE HOSPITAL

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Abstract: The hospitals touches all our lives. The hospital as an institution has been dynamic; it exists today because it meets the needs of people it serves. Today's hospitals reacting to the continue changing needs of society for better technologies, new services and greater access. This study emphasize on the number of times a people visits in the hospital and its perception for the services provide by the hospital. Sampling Unit was the peoples who visited the hospitals of Ahmedabad and Ujjain cities. Z-Test is used for the analysis of data. There is significant difference between the expectations and perceptions of Second time peoples visit in hospital towards the service quality parameters viz. Reliability, Responsiveness and Assurance. It also shows that there is a level of dissatisfaction of Second time peoples visit in hospital towards the service quality of hospitals.

Keywords: Service quality, Perception, Expectation, visit.

Introduction: The hospitals touches all our lives. The hospital as an institution has been dynamic; it exists today because it meets the needs of people it serves. Today's hospitals reacting to the continue changing needs of society for better technologies, new services and greater access. Hospitals are traditionally focused on providing services to acutely ill patients that require constant care by team of highly skilled nurses, physicians, pharmacists and other providers. Hospitals and medical centers are complex institutions that treat thousands of peoples, not yearly, not monthly but daily. Some patients visit the hospitals for routine test or outpatients imaging services, some come to give birth, many face life threaten emergencies and some will not leave the institution alive- such as the daily routine of modern hospitals.

Service Quality (SERVQUAL) aims to understand how customers perceive the quality of a service. An instrument (a survey questionnaire) is used to compare what they feel the service firm should offer, i.e. expectation, and their perceptions of the performance of the actual service. This study emphasize on the number of times a people visits in the hospital and its perception for the services provide by the hospital.

Literature Review:

Anand and Sinha (2009), shows that there is need of cognitive intermediation, which is likely to define core competence of health care organizations in India. Beneficiary had the highest level of welfare perceptions. It seems to have received relatively higher level of health workers' visit. Level of public facilities' utilization is higher in this segment. Adjusted segment is characterized by higher literacy level, higher standard of living, high level of health workers' visit and medium/high media exposure. Neglected and marginalized segment is characterized by the highest level of illiteracy, higher proportion of non-Hindu, not visited by health workers' visits, low women autonomy, low media exposure.

Seetharaman Hariharan, Prasanta Kumar Dey (**2010**) introduced a quality management framework by combining cause and effect diagram and logical framework. An intensive care unit was identified for the study. They found that patients improved infrastructure, state-of-the-art equipment, well maintained facilities, IT-based communication, motivated doctors, nurses and support staff, improved patient care and improved drug availability were considered the main project outputs for improving performance. The proposed framework was used as a continuous quality improvement tool, providing a planning, implementing, monitoring and evaluating framework for the quality improvement measures on a sustainable basis.

Itumalla (2011), the result coming out from the study was that Patients have pointed out several shortcomings including lack of responsiveness to patients' needs, delays, unreliable supply of medicines in hospital, maintaining cleanliness and inadequate availability of diagnosis services. Health personnel conduct and practices was rated lowest with 84.4% out of four aspects of service quality such as Health personnel conduct and practices, Adequacy of resources and services, healthcare delivery and financial and physical accessibility. Overall respondents in hospital based study perceived quality of care at the hospital OPD as favourable.

Chunduri (2011), clearly reveal that service quality was the one of the important drivers in selection of a hospital. The researcher would like to state that each demographic was associated with the choice of hospitals. The results of analysis show that the attitudes of the patients within each dimension having a uniform or equal attitude for any item between hospitals.

Arya (2012), revealed in field survey that 14% of the respondents visited doctor/hospital once in every 15 days for treatment while 66% of them reported to visit a doctor/hospital at least once in a month. Thus, 80% of the respondents were reported to fall sick

frequently. For almost all the respondents (99%) cost was found to be the most important criterion while selecting a dispensary or a hospital. The second most important criterion rated by 70% of the respondents was the distance that they had to travel in order to access a dispensary/hospital from the place of their residence. 41% of the respondents, who have rated time to be a factor in choosing a dispensary or a hospital, replied that they too relied on the services of local doctors and private clinics due to convenient timings of these clinics and quick treatment. In the absence of basic amenities of life, quality of services becomes a least important factor while availing any service including health services. This is clearly reflected in the poor responses (26%) to quality of services while availing health services.

Research Methodology:
Objectives:

1. To study the number of visits-wise expectation and perception of people towards service quality of hospitals.
2. To study the expectation and perception of First Time Visit People towards service quality of hospitals.
3. To study the expectation and perception of Second Time Visit People towards service quality of hospitals.
4. To study the expectation and perception of More Time Visit People towards service quality of hospitals.
5. To compare the expectations of First Time Visit People and Second Time Visit People towards service quality of hospitals.
6. To compare the expectations of First Time Visit People and More Time Visit People towards service quality of hospitals.
7. To compare the expectations of Second Time Visit People and More Time Visit People towards service quality of hospitals.
8. To compare the perceptions of First Time Visit People and Second Time Visit People towards service quality of hospitals.
9. To compare the perceptions of First Time Visit People and More Time Visit People towards service quality of hospitals.
10. To compare the perceptions of Second Time Visit People and More Time Visit People towards service quality of hospitals.

Sampling Unit:

The universe of the study consists of peoples of Ahmedabad and Ujjain cities. Sampling Unit was the peoples who visited the hospitals of Ahmedabad and Ujjain cities.

Sampling Size:

The sample size planned to be n =300 respondents. Initially 320 questionnaire were distributed out of which 159 from Ahmedabad and 161 from Ujjain were received back. Nine questionnaire from Ahmedabad and eleven questionnaire from Ujjain have been randomly selected end eliminated to make sample 300 (150 each from Ahmedabad and Ujjain).

Sampling Method:

Simple random sampling method was adopted for the study.

The Tool for Data Collection:

The data for the study had collected through a well-structured questionnaire. The questionnaire consists of statements relating to expectation and perception of service quality of hospitals. The questionnaire consists of three parts A, B and C. Part-A consists of demographic variables like Age, Gender, Qualification, Occupation, Type of hospitals, Category of treatment and number of visits etc.

The Part-B of questionnaire consists of the level of Expectation and Part-C consists of Perception regarding Service Quality of Hospitals. The variables were grouped under five dimensions of SERVQUAL such as –Tangible, Reliability, Responsiveness, Assurance and Empathy. Each factor consists of four to five statements. Likert Scale was used in the questionnaires. All Respondents were asked to rank their choices ranging from 1 to 5 for each major factor, where 1 is the 'Strongly Agree', 2 is 'Agree', 3 is 'Can't Say', 4 is 'Disagree', 5 is 'Strongly Disagree'.

Tools for Analysis:

Z-Test is used for the analysis of data.

$$z = \frac{(\overline{x_1} - \overline{x_2}) - (\mu_1 - \mu_2)}{\sqrt{\dfrac{\sigma_1^2}{n_1} + \dfrac{\sigma_2^2}{n_2}}}$$

Where as

$\overline{x}_1$ =mean of the sample one

$\overline{x}_2$ = mean of the sample two

μ_1 = Hypothesized mean for sample one

μ_2 = Hypothesized mean for sample two

σ_1 = Standard deviations of sample one

σ_2 = Standard deviations of sample two

n_1 = Number of respondent for sample one

n_2 = Number of respondent for sample

Standard value of Z= 1.96.

Data Analysis and Interpretation:

H$_{01:}$ -There is no significance difference between the expectation and perception of First Time Visit People towards service quality of hospitals.

Exhibit: 01 TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATION AND PERCEPTIONS OF FIRST TIME PEOPLE VISIT IN HOSPITAL TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypothese	Parameters	Expectations		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H01.1	Tangibles	1.947	0.800	2.165	0.901	1.389	1.96	Accepted
H01.2	Reliability	2.206	1.002	2.567	1.106	1.905	1.96	Accepted
H01.3	Responsiveness	2.330	1.023	2.625	1.102	1.541	1.96	Accepted
H01.4	Assurance	2.286	1.007	2.487	1.013	1.111	1.96	Accepted
H01.5	Empathy	2.306	1.023	2.519	1.081	1.126	1.96	Accepted

Testing the level of significance between the expectations and perceptions of First time people visit in hospital towards service quality of the hospitals.
Exhibit: 01, shows that H01.1, H01.2, H01.3, H01.4 and H01.5 have been accepted.
Results shows that there is significant difference between the expectations and perceptions of First time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H01.1, H01.2, H01.3, H01.4 and H01.5 have been accepted. It also shows that there is a level of dissatisfaction of First time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of First time people visit in hospital, the mean value of expectation (1.947) among people is slightly less than the mean value of perception of First time people visit in hospital (2.165). Whereas First time people visit in hospital has slightly less deviation (0.800) comparative to the value of perception (0.939). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of First time people visit in hospital towards the 'Tangible' services of the hospital.
In case of 'Reliability' services of First time people visit in hospital, the mean value of expectation (2.206) among people is slightly less than the mean value of perception of First time people visit in hospital   (2.567). Whereas First time people visit in hospital has slightly less deviation (1.002) comparative to the value of perception (1.106). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of First time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of First time people visit in hospital, the mean value of expectation (2.330) among people is slightly less than the mean value of perception of First time people visit in hospital (2.625). Whereas First time people visit in hospital has slightly less deviation (1.023) comparative to the value of perception (1.102).This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of First time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of First time people visit in hospital, the mean value of expectation (2.286) among people is slightly less than the mean value of perception of First time people visit in hospital (2.487). Whereas First time people visit in hospital has slightly less deviation (1.007) comparative to the value of perception (1.013). This sub hypothesis Z value has been accepted as the

basis for the study in terms of expectations and perceptions of First time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of First time people visit in hospital, the mean value of expectation (2.306) among people is slightly less than the mean value of perception of First time people visit in hospital (2.519). Whereas First time people visit in hospital has slightly less deviation (1.023) comparative to the value of perception (1.081). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of First time people visit in hospital towards the 'Empathy' services of the hospital.

H02: -There is no significance difference between the expectation and perception of Second Time Visit People towards service quality of hospitals.

Exhibit: 02 TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATION AND PERCEPTIONS OF SECOND TIME PEOPLE VISIT IN HOSPITAL TOWARDS SERVICE QUALITY OF THE HOSPITALS							
Sub Hypothese	Parameters	Expectations		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H02.1	Tangibles	1.927	0.808	2.359	0.982	2.354	1.96	Not Accepted
H02.2	Reliability	2.141	0.935	2.516	1.050	1.847	1.96	Accepted
H02.3	Responsiveness	2.203	0.918	2.578	1.025	1.887	1.96	Accepted
H02.4	Assurance	2.203	0.895	2.515	0.915	1.691	1.96	Accepted
H02.5	Empathy	2.129	0.978	2.625	1.094	2.340	1.96	Not Accepted

Testing the level of significance between the expectations and perceptions of Second time people visit in hospital towards service quality of the hospitals.

Exhibit: 02, shows that H02.2, H02.3 and H02.4 have been accepted. H02.1and H02.5 has not been accepted.

Results shows that there is significant difference between the expectations and perceptions of Second time people visit in hospital towards the service quality parameters viz. Reliability, Responsiveness and Assurance. Hence sub hypothesis H02.2, H02.3 and H02.4 have been accepted. It also shows that there is a level of dissatisfaction of Second time people visit in hospital towards the service quality of hospitals. H02.1and H02.5 has not been accepted.

In case of 'Tangible' services of Second time people visit in hospital, the mean value of expectation (1.927) among people is slightly less than the mean value of perception of Second time people visit in hospital (2.359). Whereas Second time people visit in hospital has slightly less deviation (0.808) comparative to the value of perception (0.982). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations and perceptions of Second time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Second time people visit in hospital, the mean value of expectation (2.141) among people is slightly less than the mean value of perception of Second time people visit in hospital (2.516). Whereas Second time people visit in hospital has slightly less deviation (0.935) comparative to the value of perception (1.050). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Second time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Second time people visit in hospital, the mean value of expectation (2.203) among people is slightly less than the mean value of perception of Second time people visit in hospital (2.578). Whereas Second time people visit in hospital has slightly less deviation (0.918) comparative to the value of perception (1.025).This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Second time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Second time people visit in hospital, the mean value of expectation (2.203) among people is slightly less than the mean value of perception of Second time people visit in hospital (2.515). Whereas Second time people visit in hospital has slightly less deviation (0.895) comparative to the value of perception (0.915). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Second time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Second time people visit in hospital, the mean value of expectation (2.129) among people is slightly less than the mean value of perception of Second time people visit in hospital (2.625). Whereas Second time people visit in hospital has slightly less deviation (0.978) comparative to the value of perception (1.094). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations and perceptions of Second time people visit in hospital towards the 'Empathy' services of the hospital.

H03: - There is no significance difference between the expectation and perception of More Time Visit People towards service quality of hospitals.

Exhibit: 03 TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATION AND PERCEPTIONS OF MORE TIME PEOPLE VISIT IN HOSPITAL TOWARDS SERVICE QUALITY OF THE HOSPITALS							
Sub Hypothese	Parameters	Expectations		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H03.1	Tangibles	1.876	0.828	2.019	0.945	1.573	1.96	Accepted
H03.2	Reliability	2.130	0.929	2.157	1.025	0.273	1.96	Accepted
H03.3	Responsiveness	2.111	0.955	2.251	1.052	1.352	1.96	Accepted
H03.4	Assurance	2.115	0.950	2.211	0.993	0.963	1.96	Accepted
H03.5	Empathy	2.158	1.028	2.314	1.100	1.426	1.96	Accepted

Testing the level of significance between the expectations and perceptions of More time people visit in hospital towards service quality of the hospitals.
Exhibit: 03, shows that H03.1, H03.2, H03.3, H03.4 and H03.5 have been accepted.
Results shows that there is significant difference between the expectations and perceptions of More time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H03.1, H03.2, H03.3, H03.4 and H03.5 have been accepted. It also shows that there is a level of dissatisfaction of More time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of More time people visit in hospital, the mean value of expectation (1.876) among people is slightly less than the mean value of perception of More time people visit in hospital (2.019). Whereas More time people visit in hospital has slightly less deviation (0.828) comparative to the value of perception (0.945). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of More time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of More time people visit in hospital, the mean value of expectation (2.130) among people is slightly less than the mean value of perception of More time people visit in hospital   (2.157). Whereas More time people visit in hospital has slightly less deviation (0.929) comparative to the value of perception (1.025). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of More time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of More time people visit in hospital, the mean value of expectation (2.111) among people is slightly less than the mean value of perception of More time people visit in hospital (2.253). Whereas More time people visit in hospital has slightly less deviation (0.955) comparative to the value of perception (1.052).This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of More time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of More time people visit in hospital, the mean value of expectation (2.115) among people is slightly less than the mean value of perception of More time people visit in hospital (2.211). Whereas More time people visit in hospital has slightly less deviation (0.950) comparative to the value of perception (0.993). This sub hypothesis Z value has been accepted as the

basis for the study in terms of expectations and perceptions of More time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of More time people visit in hospital, the mean value of expectation (2.158) among people is slightly less than the mean value of perception of More time people visit in hospital (2.314). Whereas More time people visit in hospital has slightly high deviation (1.028) comparative to the value of perception (1.002). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of More time people visit in hospital towards the 'Empathy' services of the hospital.

H$_{04}$: -There is no significance difference between the expectations of First Time Visit People and Second Time Visit People towards service quality of hospitals.

Exhibit: 04 TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATIONS OF FIRST TIME VISIT AND SECOND TIME VISIT PEOPLE TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypothese	Parameters	Expectations		Expectations		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H04.1	Tangibles	1.947	0.800	1.927	0.808	0.142	1.96	Accepted
H04.2	Reliability	2.206	1.002	2.141	0.935	0.372	1.96	Accepted
H04.3	Responsiveness	2.330	1.023	2.203	0.918	0.730	1.96	Accepted
H04.4	Assurance	2.286	1.007	2.203	0.895	0.486	1.96	Accepted
H04.5	Empathy	2.306	1.023	2.129	0.978	0.986	1.96	Accepted

Testing the level of significance between the expectations of First time people visit in hospital and Second time people visit in hospital towards service quality of the hospitals.
Exhibit: 04, shows that H04.1, H04.2, H04.3, H04.4 and H04.5 have been accepted.
Results shows that there is significant difference between the expectations of First time people visit in hospital and Second time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H04.1, H04.2, H04.3, H04.4 and H04.5 have been accepted. It also shows that there is a level of dissatisfaction of First time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of First time people visit in hospital, the mean value of expectation (1.947) among people is slightly high than the mean value of expectations of Second time people visit in hospital (1.927). Whereas First time people visit in hospital has slightly less deviation (0.800) comparative to the value of expectations of Second time people visit in hospital (0.808). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and Second time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of First time people visit in hospital, the mean value of expectation (2.206) among people is slightly high than the mean value of expectations of Second time people visit in hospital (2.141). Whereas First time people visit in hospital has slightly high deviation (1.002) comparative to the value of expectations of Second time people visit in hospital (0.935). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and Second time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of First time people visit in hospital, the mean value of expectation (2.330) among people is slightly high than the mean value of expectations of Second time people visit in hospital (2.203). Whereas First time people visit in hospital has slightly high deviation (1.023) comparative to the value of expectations of Second time people visit in hospital (0.918).This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and Second time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of First time people visit in hospital, the mean value of expectation (2.286) among people is slightly high than the mean value of expectations of Second time people visit in hospital (2.203). Whereas First time people visit in hospital

has slightly high deviation (1.007) comparative to the value of expectations of Second time people visit in hospital (0.895). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and Second time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of First time people visit in hospital, the mean value of expectation (2.306) among people is slightly high than the mean value of expectations of Second time people visit in hospital (2.129). Whereas First time people visit in hospital has slightly high deviation (1.023) comparative to the value of expectations of Second time people visit in hospital (0.978). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and Second time people visit in hospital towards the 'Empathy' services of the hospital.

H05: -There is no significance difference between the expectations of First Time Visit People and More Time Visit People towards service quality of hospitals.

		Exhibit: 05 TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATIONS OF FIRST TIME VISIT AND MORE TIME VISIT PEOPLE TOWARDS SERVICE QUALITY OF THE HOSPITALS						
Sub Hypoth ese	Parameters	Expectations		Expectations		Z-Value	5% Level of Signific ance	Results
		Mean	Std Dev	Mean	Std Dev			
H05.1	Tangibles	1.947	0.800	1.876	0.828	0.487	1.96	Accepted
H05.2	Reliability	2.206	1.002	2.130	0.929	0.017	1.96	Accepted
H05.3	Responsiveness	2.330	1.023	2.111	0.955	1.230	1.96	Accepted
H05.4	Assurance	2.286	1.007	2.115	0.950	0.969	1.96	Accepted
H05.5	Empathy	2.306	1.023	2.158	1.028	0.843	1.96	Accepted

Testing the level of significance between the expectations of First time people visit in hospital and More time people visit in hospital towards service quality of the hospitals.
Exhibit: 05, shows that H05.1, H05.2, H05.3, H05.4 and H05.5 have been accepted.
Results shows that there is significant difference between the expectations of First time people visit in hospital and More time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H05.1, H05.2, H05.3, H05.4 and H05.5 have been accepted. It also shows that there is a level of dissatisfaction of First time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of First time people visit in hospital, the mean value of expectation (1.947) among people is slightly high than the mean value of expectations of More time people visit in hospital (1.876). Whereas First time people visit in hospital has slightly less deviation (0.800) comparative to the value of expectations of More time people visit in hospital (0.828). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and More time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of First time people visit in hospital, the mean value of expectation (2.206) among people is slightly less than the mean value of expectations of More time people visit in hospital (2.130). Whereas First time people visit in hospital has slightly high deviation (1.002) comparative to the value of expectations of More time people visit in hospital (0.929). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and More time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of First time people visit in hospital, the mean value of expectation (2.330) among people is slightly high than the mean value of expectations of More time people visit in hospital (2.111). Whereas First time people visit in hospital has slightly high deviation (1.023) comparative to the value of expectations of More time people visit in hospital (0.955).This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and More time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of First time people visit in hospital, the mean value of expectation (2.286) among people is slightly high than the mean value of expectations of More time people visit in hospital (2.115). Whereas First time people visit in hospital

has slightly high deviation (1.007) comparative to the value of expectations of More time people visit in hospital (0.950). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and More time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of First time people visit in hospital, the mean value of expectation (2.306) among people is slightly high than the mean value of expectations of More time people visit in hospital (2.158). Whereas First time people visit in hospital has slightly less deviation (1.023) comparative to the value of expectations of More time people visit in hospital (1.028). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of First time people visit in hospital and More time people visit in hospital towards the 'Empathy' services of the hospital.

H$_{06}$: There is no significance difference between the expectations of Second Time Visit People and More Time Visit People towards service quality of hospitals.

Exhibit: 06							
TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATIONS OF SECOND TIME VISIT AND MORE TIME VISIT PEOPLE TOWARDS SERVICE QUALITY OF THE HOSPITALS							
Sub Hypothese	Parameters	Expectations		Expectations		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H06.1	Tangibles	1.927	0.808	1.876	0.828	0.304	1.96	Accepted
H06.2	Reliability	2.141	0.935	2.130	0.929	0.059	1.96	Accepted
H06.3	Responsiveness	2.203	0.918	2.111	0.955	0.477	1.96	Accepted
H06.4	Assurance	2.203	0.895	2.115	0.950	0.463	1.96	Accepted
H06.5	Empathy	2.129	0.978	2.158	1.028	0.145	1.96	Accepted

Testing the level of significance between the expectations of Second time people visit in hospital and More time people visit in hospital towards service quality of the hospitals.
Exhibit: 06, shows that H06.1, H06.2, H06.3, H06.4 and H06.5 have been accepted.
Results shows that there is significant difference between the expectations of Second time people visit in hospital and More time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H06.1, H06.2, H06.3, H06.4 and H06.5 have been accepted. It also shows that there is a level of dissatisfaction of Second time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of Second time people visit in hospital, the mean value of expectation (1.927) among people is slightly high than the mean value of expectations of More time people visit in hospital (1.876). Whereas Second time people visit in hospital has slightly less deviation (0.808) comparative to the value of expectations of More time people visit in hospital (0.828). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Second time people visit in hospital and More time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Second time people visit in hospital, the mean value of expectation (2.141) among people is slightly high than the mean value of expectations of More time people visit in hospital (2.130). Whereas Second time people visit in hospital has slightly high deviation (0.935) comparative to the value of expectations of More time people visit in hospital (0.929). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Second time people visit in hospital and More time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Second time people visit in hospital, the mean value of expectation (2.203) among people is slightly less than the mean value of expectations of More time people visit in hospital (2.111). Whereas Second time people visit in hospital has slightly less deviation (0.918) comparative to the value of expectations of More time people visit in hospital (0.955).This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Second time people visit in hospital and More time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Second time people visit in hospital, the mean value of expectation (2.203) among people is slightly less than the mean value of expectations of More time people visit in hospital (2.115). Whereas Second time people visit in

hospital has slightly less deviation (0.895) comparative to the value of expectations of More time people visit in hospital (0.950). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Second time people visit in hospital and More time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Second time people visit in hospital, the mean value of expectation (2.129) among people is slightly less than the mean value of expectations of More time people visit in hospital (2.158). Whereas Second time people visit in hospital has slightly less deviation (0.978) comparative to the value of expectations of More time people visit in hospital (1.028). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Second time people visit in hospital and More time people visit in hospital towards the 'Empathy' services of the hospital.

H$_{07:}$ .There is no significance difference between the perceptions of First Time Visit People and Second Time Visit People towards service quality of hospitals..

Exhibit: 07								
TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF FIRST TIME VISIT AND SECOND TIME VISIT PEOPLE TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypothese	Parameters	Perceptions		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H07.1	Tangibles	2.165	0.939	2.359	0.982	1.124	1.96	Accepted
H07.2	Reliability	2.567	1.106	2.516	1.050	0.264	1.96	Accepted
H07.3	Responsiveness	2.625	1.102	2.578	1.025	0.201	1.96	Accepted
H07.4	Assurance	2.487	1.013	2.515	0.915	0.160	1.96	Accepted
H07.5	Empathy	2.519	1.081	2.625	1.094	0.541	1.96	Accepted

Testing the level of significance between the perceptions of First time people visit in hospital and Second time people visit in hospital towards service quality of the hospitals.
Exhibit: 07, shows that H07.1, H07.2, H07.3, H07.4 and H07.5 have been accepted.
Results shows that there is significant difference between the perceptions of First time people visit in hospital and Second time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H07.1, H07.2, H07.3, H07.4 and H07.5 have been accepted. It also shows that there is a level of dissatisfaction of First time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of First time people visit in hospital, the mean value of perception (2.165) among people is slightly less than the mean value of perceptions of Second time people visit in hospital (2.359). Whereas First time people visit in hospital has slightly less deviation (0.939) comparative to the value of perceptions of Second time people visit in hospital (0.982). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and Second time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of First time people visit in hospital, the mean value of perception (2.567) among people is slightly high than the mean value of perceptions of Second time people visit in hospital (2.516). Whereas First time people visit in hospital has slightly high deviation (1.106) comparative to the value of perceptions of Second time people visit in hospital (1.050). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and Second time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of First time people visit in hospital, the mean value of perception (2.625) among people is slightly high than the mean value of perceptions of Second time people visit in hospital (2.578). Whereas First time people visit in hospital has slightly high deviation (1.102) comparative to the value of perceptions of Second time people visit in hospital (1.025).This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and Second time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of First time people visit in hospital, the mean value of perception (2.487) among people is slightly less than the mean value of perceptions of Second time people visit in hospital (2.515). Whereas First time people visit in hospital

has slightly high deviation (1.013) comparative to the value of perceptions of Second time people visit in hospital (0.915). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and Second time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of First time people visit in hospital, the mean value of perception (2.519) among people is slightly less than the mean value of perceptions of Second time people visit in hospital (2.625). Whereas First time people visit in hospital has slightly less deviation (1.081) comparative to the value of perceptions of Second time people visit in hospital (1.094). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and Second time people visit in hospital towards the 'Empathy' services of the hospital.

$H_{08:}$ .There is no significance difference between the perceptions of First Time Visit People and More Time Visit People towards service quality of hospitals.

Sub Hypothese	Parameters	Perceptions		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H08.1	Tangibles	2.165	0.939	2.019	0.945	0.860	1.96	Accepted
H08.2	Reliability	2.567	1.106	2.157	1.025	2.139	1.96	Not Accepted
H08.3	Responsiveness	2.625	1.102	2.251	1.052	1.930	1.96	Accepted
H08.4	Assurance	2.487	1.013	2.211	0.993	1.531	1.96	Accepted
H08.5	Empathy	2.519	1.081	2.314	1.100	1.044	1.96	Accepted

Exhibit: 08

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF FIRST TIME VISIT AND MORE TIME VISIT PEOPLE TOWARDS SERVICE QUALITY OF THE HOSPITALS

Testing the level of significance between the perceptions of First time people visit in hospital and More time people visit in hospital towards service quality of the hospitals.
Exhibit: 08, shows that H08.1, H08.2, H08.3, H08.4 and H08.5 have been accepted.
Results shows that there is significant difference between the perceptions of First time people visit in hospital and More time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H08.1, H08.2, H08.3, H08.4 and H08.5 have been accepted. It also shows that there is a level of dissatisfaction of First time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of First time people visit in hospital, the mean value of perception (2.165) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.019). Whereas First time people visit in hospital has slightly less deviation (0.939) comparative to the value of perceptions of More time people visit in hospital (0.945). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and More time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of First time people visit in hospital, the mean value of perception (2.567) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.157). Whereas First time people visit in hospital has slightly high deviation (1.106) comparative to the value of perceptions of More time people visit in hospital (1.025). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and More time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of First time people visit in hospital, the mean value of perception (2.625) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.251). Whereas First time people visit in hospital has slightly high deviation (1.102) comparative to the value of perceptions of More time people visit in hospital (1.052).This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and More time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of First time people visit in hospital, the mean value of perception (2.487) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.211). Whereas First time people visit in hospital has slightly high deviation (1.013) comparative to the value of perceptions of More time people visit in hospital (0.993). This sub

hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and More time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of First time people visit in hospital, the mean value of perception (2.519) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.314). Whereas First time people visit in hospital has slightly less deviation (1.081) comparative to the value of perceptions of More time people visit in hospital (1.100). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of First time people visit in hospital and More time people visit in hospital towards the 'Empathy' services of the hospital.

H09: - There is no significance difference between the perceptions of Second Time Visit People and More Time Visit People towards service quality of hospitals.

Exhibit: 09								
TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF SECOND TIME VISIT AND MORE TIME VISIT PEOPLE TOWARDS SERVICE QUALITY OF THE HOSPITALS								

Sub Hypothese	Parameters	Perceptions		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H09.1	Tangibles	2.359	0.982	2.019	0.945	1.726	1.96	Accepted
H09.2	Reliability	2.516	1.050	2.157	1.025	1.693	1.96	Accepted
H09.3	Responsiveness	2.578	1.025	2.251	1.052	1.541	1.96	Accepted
H09.4	Assurance	2.515	0.915	2.211	0.993	1.558	1.96	Accepted
H09.5	Empathy	2.625	1.094	2.314	1.100	1.385	1.96	Accepted

Testing the level of significance between the perceptions of Second time people visit in hospital and More time people visit in hospital towards service quality of the hospitals.
Exhibit: 09, shows that H09.1, H09.2, H09.3, H09.4 and H09.5 have been accepted.
Results shows that there is significant difference between the perceptions of Second time people visit in hospital and More time people visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H09.1, H09.2, H09.3, H09.4 and H09.5 have been accepted. It also shows that there is a level of dissatisfaction of Second time people visit in hospital towards the service quality of hospitals.

In case of 'Tangible' services of Second time people visit in hospital, the mean value of perception (2.359) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.019). Whereas Second time people visit in hospital has slightly high deviation (0.982) comparative to the value of perceptions of More time people visit in hospital (0.945). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Second time people visit in hospital and More time people visit in hospital towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Second time people visit in hospital, the mean value of perception (2.516) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.157). Whereas Second time people visit in hospital has slightly high deviation (1.050) comparative to the value of perceptions of More time people visit in hospital (1.025). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Second time people visit in hospital and More time people visit in hospital towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Second time people visit in hospital, the mean value of perception (2.578) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.251). Whereas Second time people visit in hospital has slightly less deviation (1.025) comparative to the value of perceptions of More time people visit in hospital (1.052).This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Second time people visit in hospital and More time people visit in hospital towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Second time people visit in hospital, the mean value of perception (2.515) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.211). Whereas Second time people visit in hospital has slightly less deviation (0.915) comparative to the value of perceptions of More time people visit in hospital (0.993).

This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Second time people visit in hospital and More time people visit in hospital towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Second time people visit in hospital, the mean value of perception (2.625) among people is slightly high than the mean value of perceptions of More time people visit in hospital (2.314). Whereas Second time people visit in hospital has slightly less deviation (1.094) comparative to the value of perceptions of More time people visit in hospital (1.100). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Second time people visit in hospital and More time people visit in hospital towards the 'Empathy' services of the hospital.

Findings and Conclusion:

- There is significant difference between the expectations and perceptions of First time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of First time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the expectations and perceptions of Second time peoples visit in hospital towards the service quality parameters viz. Reliability, Responsiveness and Assurance. It also shows that there is a level of dissatisfaction of Second time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the expectations and perceptions of More time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of More time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the expectations of First time peoples visit in hospital and Second time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of First time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the expectations of First time peoples visit in hospital and More time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of First time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the expectations of Second time peoples visit in hospital and More time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Second time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the perceptions of First time peoples visit in hospital and Second time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of First time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the perceptions of First time peoples visit in hospital and More time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of First time peoples visit in hospital towards the service quality of hospitals.
- There is significant difference between the perceptions of Second time peoples visit in hospital and More time peoples visit in hospital towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Second time peoples visit in hospital towards the service quality of hospitals.

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