

Service Quality Dimension of Corporate Hospitals in Chennai City

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Abstract: The primary aim of this research is to evaluate service quality dimension (SQD) of corporate hospitals in Chennai city. The large number of corporate multi specialty hospitals providing International quality hospital services in Chennai. To determine the service quality, the researcher focused eight dimensions of service quality in corporate hospitals are derived from the cron batch alpha values and the table used to fit indices their values and benchmark. The application of confirmatory factor analysis and exploratory factor analysis brought eight dimensions of service quality of corporate hospitals

Keywords: Service, Quality, Service Quality Dimension, corporate hospitals.

Introduction

The primary aim of this research, to evaluate service quality dimension of corporate hospital in Chennai city. Chennai is an important hub in hospital & the research substance in South India. Chains of corporate hospitals providing International quality hospital services in Chennai. All Indians & neighbor country patients are selecting Chennai hospitals, because of high quality hospital services with highly equipped atmosphere. Whole cases of treatment given even challengeable disease, with rich experienced specialized Doctors. The large number of corporate multi specialty hospitals providing their service in Chennai.

Hospital

Hospital is a topographic point where providing health maintenance services. A place where to fulfill the needs and targets of the patients, who seeks in the medical Treatment. Initially hospitals were set up as a charity foundation to take care of sick and poor and were judged largely by the quality of medical and professional services they offered, and so their marketing strategy targeted on that aspect.

Service

Service is an action or an action which can be provided by a party to another party, which is basically intangible and can not bear upon any ownership. Service may be related to tangible product or intangible product

Quality

The banner of something as measured against other things of a similar form the degree of excellence of something.

Service Quality

Service quality provided to the customers, business operators are able to identify problem quickly, improve their service and better assess client expectation. (Business Dictionary.com). Service supplier to offer effective, efficient and excellent services to gain the customer's heart.

Hospital management should give key attention to resolve patient's issues and to improve patient satisfaction. Hospital service is very raw in nature and to coming forward to supply more beneficial help to financially weaker section of peoples. (Neupane. R, and Devkota. M – 2017)

To actuate the front office staffs, to read the patient's problems and to see their expectations through continuous feedback and use the feedback information for action. To structure, well defined service quality goals to meet patient expectations and their needs. (Ashok Thiakarajan, Sindhuja, Krishnaraj-2015)

Service quality differs from functional and technical quality. . Technical quality in health maintenance is the accuracy of diagnosis and procedures and functional quality refers to the mode of delivery of wellness maintenance. (Gronroos - 1990)

The major area of concern is the quality of health care given by the private hospitals. The private sector has become the dominant sector with part of the people seeking inpatients and outpatient services (Sambasivan, E. Vennilaashree, S 2018)

Corporate hospital's environment played in a significant role in the worldwide environment. The hospitals should implement suitable managerial and technological backup, including excellent infrastructure facilities (Thangaraj, B. Chandrasekar, R-2016).

Managers should emphasis on providing health services in time without any delay and show empathy and care to the needs and desires of patients and offer them good reception and discourse. To create a positive image in patients, managers should improve the service quality provided and focus on having competitive advantages, such as: quality service, reliability, speed of response, and safety (Omar Durrah -2016)

Service quality constructs empathy, tangible, assurance, timeliness and responsiveness has a positive impact on service quality of private hospitals. Private hospitals are delivering better health care services (Sharmile. S and Jayasreekrishna -2013)

To improve the working efficiency of Health care centers, to evolve a systematic mechanism of supervision and to monitor its functions. The Health care centers to establish Research and Development department to examine the patient needs and their expectations (Sumathi. K- 2012)

The hospitals must improve patients' satisfaction and commitment. Patient loyalty should be one of the goals for strategic development for hospitals and medical facilities The quality of the treatment should be ameliorated. The hospital management should be professionalized (Douglas Bruce Lowrie, Douglas BruceLowrie – 2015)

The service quality is construed differently from the patient's point of view and their family, the health care providers, regulators and policy makers. The hospital to assure quality care and at the same time give cardinal importance of feedback as a dominant inputs to operational strategy (Pillai. K. R and Alpikakumari-2016)

Patients' perceived healthcare service quality has varied over time due to new technology, innovation and updated treatment. The hospital managers must track patients' perception over time and align product and promotional strategies associated with these latest surveys. (Natcha Thawesaengkulthai, Patcharin Wongrukmit and Jens Jörn Dahlgard-2015)

Hospital administration, to persist in their commitment to offer medical services to patients in a timely fashion and to pay more attention to patients' problems, more dependable response to patients' complaints, and pay particular attention to their care. (Rula Al-Damen-2017)

The hospital managers to identify the areas that need improvement from the patients' perspective. The quality improvement point of view, to upgrade latest equipments, on time patients care and enhancing the interpersonal relationships and communication. (Asghar Zarei-2012)

There was a gap between patient customer perceptions and expectation. The customer Services quality is not equal to the patients' expectation level. (Vivek Sharma-2013)

The hospitals to abide by certain standard procedure to improve the quality of services to enhance patients' satisfaction. The government hospital managers to follow the feedback on service quality dimensions to be improved. Bilqis Bolanle Amole-2015).

Objectives of the study

1. To confirm the factors of service quality dimension in corporate hospitals of Chennai city.
2. To find the influence of demographic background of the patients on that service quality perception

Hypothesis

1. There is no relationship between clean environment factor and the service quality dimension of corporate hospitals.
2. There is no relationship between responsibility factor and the service quality dimension of corporate hospitals.
3. There is no relationship between reliability factor and the service quality dimension of corporate hospitals.
4. There is no relationship between empathy assurance factor and the service quality dimension of corporate hospitals.
5. There is no relationship between confidence building factor and the service quality dimension of corporate hospitals.
6. There is no relationship between patients and staff relationship factor and the service quality dimension of corporate hospitals.
7. There is no relationship between pain management factor and the service quality dimension of corporate hospitals.
8. There is no relationship between cost factor and the service quality dimension of corporate hospitals.

Methodology

These studies are based on both primary and secondary data. The target of primary data is patience in corporate hospitals. In order to get the responses from them, the researcher used a structured questionnaire. It consist of three points mainly demographic profile of patients, hospital details and eight service quality dimension

After reviewing the national and international literature the researcher generated the following service quality dimensions. Namely empathy, assurance, confidence building, relationship management, cost and cleanliness. These dimensions have the underlined variables in Likert 5 point scale with ranges from strongly agreed to strongly disagree view

Data Collection

In order to conduct the researcher selected five corporate hospitals in Chennai city using the convenience sampling method. The hospitals are Apollo hospital, Vijaya Hospital, SRM hospital, Fortis hospital and MIOT hospital.

In each hospital, the researcher is able to collect 50 responses, which comes to the total of 250.

The researcher used the following statistical tools to process the data

1. Exploratory Factor Analysis
2. Confirmatory Factor Analysis
3. Structural Equation Model
4. Linear multiple Regression Analysis

Analysis and observing in this section, the researcher completely analyzed the primary data using univariate and multivariate structural tools. The application of exploratory factor analysis of 40 variables of service quality dimension revealed the segment eight factors. Namely, empathy, assurance, confidence building, relationship management, cost and cleanliness. They have a cumulative variance of above 40% to have the qualification factor formation.

After this analysis the researcher wanted to further extract the factors through confirmatory factor analysis. In this case service quality is considered as unobserved variable, which is the combination of eight factors obtained from factor analysis. Since the eight factors have the average score they are called as structured factors.

The question immediately arises in this framed work is whether these eight factors implied the service quality of the corporate hospital. Therefore the confirmatory factor analysis is done to check the reliability of eight factors for the implication of service quality. The following fit indices are considered for the validating of the factor.

After confirming the eight dimensions of the service quality of corporate hospitals, the researcher used linear multiple regression analysis and structural equation model to measure the demographic background of the customer and respective influence in the service quality dimension of corporate hospitals.

Analysis and Discussion

The application of confirmatory factor analysis and exploratory factor analysis brought Eight dimensions of service quality of corporate hospitals. Namely, 1. Clean Environment 2. Responsibility 3. Reliability 4. Empathy 5. Confidence Building 6. Patient and staff relationship 7. Pain Management 8. Cost.

These Eight dimensions of service quality in corporate hospital are derived from the following Cron batch alpha values

Table -1

S. No	Dimension	Cron batch Value	P-Value
1	Clean Environment	.765	.000
2	Responsibility	.845	.000
3	Reliability	.822	.000
4	Empathy	.901	.000
5	Confidence Building	.911	.000
6.	Patient and Staff Relationship	.778	.000
7	Pain Management	.904	.000
8.	Cost	.899	.000

From the above table, it can be ascertained that the factor derives through exploratory factor analysis. Have high individual reliability cron batch alpha values. The source that all these eight factors derived for the service quality dimension in corporate hospitals are highly reliable and they need proper validation.

The validation is done through confirmatory factor analysis. Which applied the confirm the eight factors pertaining to service quality dimension. The total average scores of some of the underlined variable in each dimension are considered. These total average value become continuous observed factors explaining with the power of the independent variable. In this case the researcher considered a service quality dimension in an unobserved factor. Now the confirmatory factor analysis intended to realize the observed factor with that of an unobserved factor. The confirmatory factor analysis with the best finding indicate one. The indicator of the exploratory power of all the eight components of service quality dimension.

The following table used d to fit indices their values and benchmark

Table -2

S No	Fit indices	Value	Benchmark
1	Chi square	.2474	Insignificant
2	Probability	0.514	> 0.05
3	Goodness of fit	0.971	> 0.9
4	Comparative fit indices	0.970	> 0.9
5	Normal fit indices	0.965	> 0.9

6	Root mean square error of approximation	0.08	< = 0.08
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From The above table, it is ascertained that all the fit indices satisfy the benchmark values. The score that there is a relationship between observed factor 1. Clean Environment, 2. Responsibility 3. Reliability 4. Empathy 5. Confidence building 6. Patient and staff relationship 7. Pain Management 8. Cost and the unobserved factor of service quality dimension of corporate hospital.

In fact, all these eight dimensions are validated to have high explanatory power is explaining service quality of corporate hospital. Hence, this leads to the rejection of the eight hypotheses proposed by the researcher.

Findings and Discussion

Finding from the empirical research that the service quality dimension is essential for corporate hospitals in Chennai City. The patients of these hospitals strongly perceived that the reliability has eight items are essentials to satisfy their needs. It is also concluded that the corporate hospitals in Chennai relatively used on cost factor as well as positive related factors with the patients to be maintained between patient relationship management. The corporate hospital also provides best services to that patient of moderate price. These hospitals are well equipped to meet the challenges of diseased patients.

The smooth relationship between patients, paramedical staff, nurses and doctors play a vital role in elevating the reputation as well as profitability

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