

PERCEPTIONS OF PATIENTS TOWARDS THE SERVICE QUALITY OF CORPORATE HOSPITALS IN HYDERABAD CITY OF TELANGANA STATE WITH RESPECT TO SERVQUAL MODEL

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ABSTRACT:

Satisfaction is important from several aspects for health care organizations. Satisfied patients are more likely to comply with treatment regimens, maintain a continuing relationship with a physician, and thus enjoy better treatment. Therefore, through the continuity of care and adherence, patient satisfaction has the potential to improve health care outcomes. The high satisfaction is related to increased market share, better financial outcomes, and reduced claims of malpractice; in addition, patient satisfaction scores are now used to determine provider compensation. Thus, patient satisfaction with health care services is not only a measure of performance but also helps to identify areas in need of improvement toward providing better care. In general, SERVQUAL is well thought-out to be a strong scale for measuring service quality across the service sectors. Reliability, responsiveness, assurance, empathy, tangibles and credibility are those important attributes which are utilized in many sectors dealing with public goods and services. Given that the delivery of healthcare is a public service, there is much potential to improve the level of patients' satisfaction with the service by tracking these dimensions. So, an attempt has been made on the present study topic entitled "Perceptions of Patients towards the Service Quality of Corporate hospitals in Hyderabad city of Telangana state with respect to SERVQUAL model."

KEY WORDS: Service Quality, Corporate Hospitals, Service Quality Dimensions, SERVQUAL Model.

INTRODUCTION:

Satisfaction is important from several aspects for health care organizations. Satisfied patients are more likely to comply with treatment regimens, maintain a continuing relationship with a physician, and thus enjoy better treatment. Therefore, through the continuity of care and adherence, patient satisfaction has the potential to improve health care outcomes. The high satisfaction is related to increased market share, better financial outcomes, and reduced claims of malpractice; in addition, patient satisfaction scores are now used to determine provider compensation. Thus, patient satisfaction with health care services is not

only a measure of performance but also helps to identify areas in need of improvement toward providing better care.

The provision of medical care varies across countries and the nature of such provisioning is determined by the socio-economic and political forces in a given society. Although there is great variety in provisioning, broadly there are three major types. First, there are countries where the state plays a central role in the finance, provision and administration of services but at the same time private interests in the form of individual practice, hospitals and other supportive services coexist. Second, there are countries where the state is the sole provider of medical care and no private interests are allowed. Third, there are countries which rely largely on the market for the provisioning of services.

The quality of services plays a primary role in achieving patient satisfaction. Traditionally, service quality is assessed by certain measures, such as morbidity or mortality. However, in recent decades, the patients' perception of their care has also been taken into consideration. Thus, the patients' perception of the service quality contributes critically to achieving satisfaction. In some studies, the positive assessment of service quality is considered as satisfaction, and these terms are used interchangeably; however, patient satisfaction is only one of several measures of care quality. In general, SERVQUAL is considered to be a strong scale for measuring service quality across the service sectors. Reliability, responsiveness, assurance, empathy, tangibles and credibility are those important attributes which are utilized in many sectors dealing with public goods and services. Given that the delivery of healthcare is a public service, there is much potential to improve the level of patients' satisfaction with the service by tracking these dimensions.

Service Quality:

In general, SERVQUAL is considered to be a strong scale for measuring service quality across the service sectors. Reliability, responsiveness, assurance, empathy, tangibles and credibility are those important attributes which are utilized in many sectors dealing with public goods and services. Given that the delivery of healthcare is a public service, there is much potential to improve the level of patients' satisfaction with the service by tracking these dimensions.

- **Reliability** – Reliability of the service means that the patients are seen when they require a service and that they receive the treatment they perceive to be correct for their disease.
- **Responsiveness** – A responsive service is one where all patients regardless of their origin, status and background receive prompt attention by the hospital staff. Responsiveness also means that the service is delivered in a courteous manner and that the patient is consulted with regard to treatment options.
- **Assurance** – The factor of assurance is reflected from the reliance of the patients on doctor and hospital staff, and the confidence on their qualification and competence.
- **Empathy** – Empathy can be identified as the individual attention given to the patients, calling them by their preferred name and demonstrating a caring attitude towards them.

- **Tangibles** – Tangibles account for the cleanliness in the health facility, use of clean instruments and standard procedures in the facility and lastly the prescription for any medication, which should be easy to understand for the patients.¹

OBJECTIVES:

The objectives of the present research paper are as under

1. To elicit the perceptions of respondent patients of select corporate hospitals in Hyderabad city of Telangana state.
2. To weigh up the Quality of Services provided by select corporate hospitals in Hyderabad city of Telangana state.

HYPOTHESES:

To draw the better results for objectives discussed above the following null hypotheses were used to test the data collected by the researcher.

H01: There is no similarity between the select corporate hospitals in Hyderabad city of Telangana state in providing the Quality of Services.

H02: There is no deviation between the perceptions of respondent patients towards the Quality of Services provided by select corporate hospitals in Hyderabad city of Telangana state in providing the Quality of Services.

RESEARCH DESIGN:

Both the primary and secondary data have been used to conduct the present research to get the best results.

PRIMARY DATA:

Out of the corporate hospitals located in Hyderabad city five hospitals were selected to conduct the present research. It is evident that only these five hospitals were qualified and hence selected for the study, and thus it is felt that a better representative sample is achieved. Another strong reason to select these five hospitals is because these five are playing very crucial role by serving the healthcare needs of about 60 percent of people in Hyderabad and in the Telangana state specifically in the important areas like heart care, cancer etc.,. These hospitals were selected to conduct the present study on the topic entitled “Perceptions of patients towards the Service Quality of Corporate hospitals in Hyderabad city of Telangana state with respect to SERVQUAL Model”. A total of 500 respondent patients, 100 from each select corporate hospital were selected by following simple random sampling to conduct the present research. To collect the primary data 500 interview schedules were duly administered. The questionnaire, which contained the 24 statements those, reflected the five different SERVQUAL dimensions were provided to the respondent patients and asked them to rate their general expectation from a hospital service on a 7-point Likert scale ranging from Strongly Agree (SA) to Strongly Disagree (SD). At the end of the questionnaire patients were asked to supply some additional demographic information, like gender, age, incomes, residing locations, education qualifications, number of hospital visits, and category of treatment etc.,.

SECONDARY DATA:

To conduct the present research secondary data also used to review the Service quality dimensions. The famous SERVQUAL model, which was given by Parsuraman to evaluate the different dimensions of service quality, different articles and research papers published on related research also used to get best result.

TOOLS of ANALYSIS:

A GAP Score method, Simple and weighted averages, Standard deviation, Chi-square tests and percentages, expected value calculations were used to analyze and interpret the primary data.

Analysis of Data and Inferences:

The data which was collected was tabulated and used the suitable statistical tools to analyze and arranged in a meaningful manner and interpreted. The results and the inferences were presented as below.

Table 1

Distribution of respondent customers and their age group details in select sample corporate hospitals in Hyderabad of Telangana State

Name of the Hospital	Age Group Details in years					Total
	18 – 28	28 – 38	38 – 48	48 – 58	58 and above	
SSH	15 (15)	20 (20)	28 (28)	25 (25)	12 (12)	100 (20)
YH	18 (18)	32 (32)	20 (20)	24 (24)	6 (6)	100 (20)
KH	12 (12)	20 (20)	12 (12)	28 (28)	28 (28)	100 (20)
CH	20 (20)	26 (26)	30 (30)	12 (12)	12 (12)	100 (20)
AGGH	10 (10)	18 (18)	20 (20)	31 (31)	21 (21)	100 (20)
Total	75 (15)	116 (23.2)	110 (22)	120 (24)	79 (15.8)	500

Source: Field Survey

Table 5.1 describes the distribution of respondent customers and their age groups in all the five select sample corporate hospitals in Hyderabad city of Telangana State. It is understood from the table above that, majority of the respondent customers (120 out of 500) in all the five select sample corporate hospitals in Hyderabad city of Telangana state together have responded that they are under the age group ranging from 48 – 58 years, followed by 116 respondent customers have responded that their age group ranging from 28 – 38 years, 110 respondent customers have responded that they are under the age group of 38 – 48 years, 79 respondent customers have responded that their age is 58 and above years and 75 respondent customers have responded that they fall under the age group of 18 – 28 years.

From the forgoing analysis one can infer that majority of the respondent customers in all the five select sample corporate hospitals in Hyderabad city of Telangana state together of those who have responded that they are under the age group ranging from 48 – 58 years are found with AGGH and least number of respondent customers have found with CH. Majority of the respondent customers in all the five select sample corporate hospitals in Hyderabad city of Telangana state of those who have responded that

their age is ranging from 18 – 28 years are found with CH and least number of respondent customers found with AGGH.

Ho: There is no significant difference between the age groups of respondent patients who utilized the services with the select sample corporate hospitals.

Table.1A

Chi-Square Tests for Age Groups

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.500 ^a	16	.000
Likelihood Ratio	49.119	16	.000
N of Valid Cases	500		

Source: SPSS generated table

Table.1A reveals the association of attributes between the dependent variable as different select sample corporate hospitals and the independent variable age groups of respondent patients' in all the five select sample corporate hospitals in Hyderabad city of Telangana state. Above table shows constructive evidence that the P value is less than the table value ($P=0.000 < 0.005$) at 5 per cent level of significance. Hence there is no significant difference between the variables of age groups of respondent patients who utilized the services with the respective select sample corporate hospitals. Thus, the null hypothesis (Ho) is accepted and the age groups of the respondent patients are independent.

How it is discussed in the above tables all the demographic variables were analyzed and interpreted, but the only conclusive results are providing in below table.

Conclusive Results of demographic factors:

The conclusive results of the above discussed demographic variables which were analyzed using the chisquare technique are arranged at a glance in the below table.

Table.2 – Conclusive results of demographic factors

S.NO	PARAMETER	HYPOTHESIS	RESULTS
1	Age Groups	There is no significant difference between the age groups of the respondent patients	Accepted $P=0.000 < 0.05$
2	Gender	There is no significant difference between the gender of the respondent patients	Accepted $P=0.000 < 0.05$
3	Monthly Income	There is no significant difference between the monthly incomes of the respondent patients	Rejected $P=0.190 > 0.05$
4	Residence Location	There is no significant difference between the residence locations of the respondent patients	Rejected $P=0.360 > 0.05$
5	Education Qualification	There is no significant difference between the education qualifications of the respondent patients	Accepted $P=0.002 < 0.05$
6	Marital Status	There is no significant difference between the marital status of the respondent patients	Rejected $P=0.784 > 0.05$
7	Occupations	There is no significant difference between the occupations of the respondent patients	Rejected $P=0.873 > 0.05$
8	Category of Treatment	There is no significant difference between the category of treatment of the respondent patients	Rejected $P=0.326 > 0.05$

9	Type of Visit	There is no significant difference between the type of visit of the respondent patients	Rejected P=0.396>0.05
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From the above Table 1 – the conclusive results of demographic results one can deduce that the variable age groups, gender and the education qualifications of the respondent patients of those who have approached to the select corporate hospitals in Hyderabad city of Telangana state are independent as their respective null hypothesis (H_0) are accepted and the remaining demographic variables like monthly incomes, residence locations, marital status, occupations, category of treatment and the type of visit of the respondent patients are dependent as the constructive evidence has proved that their respective null hypothesis (H_0) are rejected.



Table.3

Distribution of GAP Scores between Perceptions and Expectations of respondent customers on the RELIABILITY one of the Service Quality Dimension in select sample Corporate Hospitals in Hyderabad city of Telangana state

SERVQUAL Dimension	Select Sample Corporate Hospitals in Hyderabad city of Telangana state														
	Sunshine Hospital			Yashoda Hospital			KIMS Hospital			Care Hospital			Aware Gleneagles Global Hospital		
RELIABILITY (Ability to Perform)	P Score	E Score	(P-E) Score	P Score	E Score	(P-E) Score	P Score	E Score	(P-E) Score	P Score	E Score	(P-E) Score	P Score	E Score	(P-E) Score
The staff of hospital are well trained and qualified	3.321	5.144	-1.823	3.375	5.250	-1.875	3.482	5.465	-1.983	3.375	5.250	-1.875	3.054	4.607	-1.553
The key staff of hospital has adequate knowledge about their responsibilities	3.215	4.929	-1.715	3.429	5.357	-1.928	3.590	5.679	-2.090	3.696	5.894	-2.198	3.482	5.465	-1.983
Staff of the hospital committed towards the services what they promised to do	3.429	5.357	-1.928	3.536	5.571	-2.036	3.482	5.465	-1.983	3.590	5.679	-2.090	3.482	5.469	-1.988
Staff of the hospital are dependable in terms of their services	3.321	5.144	-1.823	3.482	5.465	-1.983	3.536	5.571	-2.036	3.536	5.571	-2.036	3.590	5.679	-2.090
Staff of the hospital able to perform the promised service accurately	3.429	5.357	-1.928	3.375	5.250	-1.875	3.644	5.786	-2.142	3.644	5.381	-1.737	3.644	5.381	-1.737
Mean	3.343	5.186	-1.843	3.439	5.378	-1.939	3.546	5.593	-2.047	3.568	5.555	-1.987	3.450	5.320	-1.870
Standard Deviation	0.090	0.179	-0.089	0.070	0.140	-0.070	0.070	0.140	-0.069	0.123	0.252	-0.128	0.232	0.414	-0.182

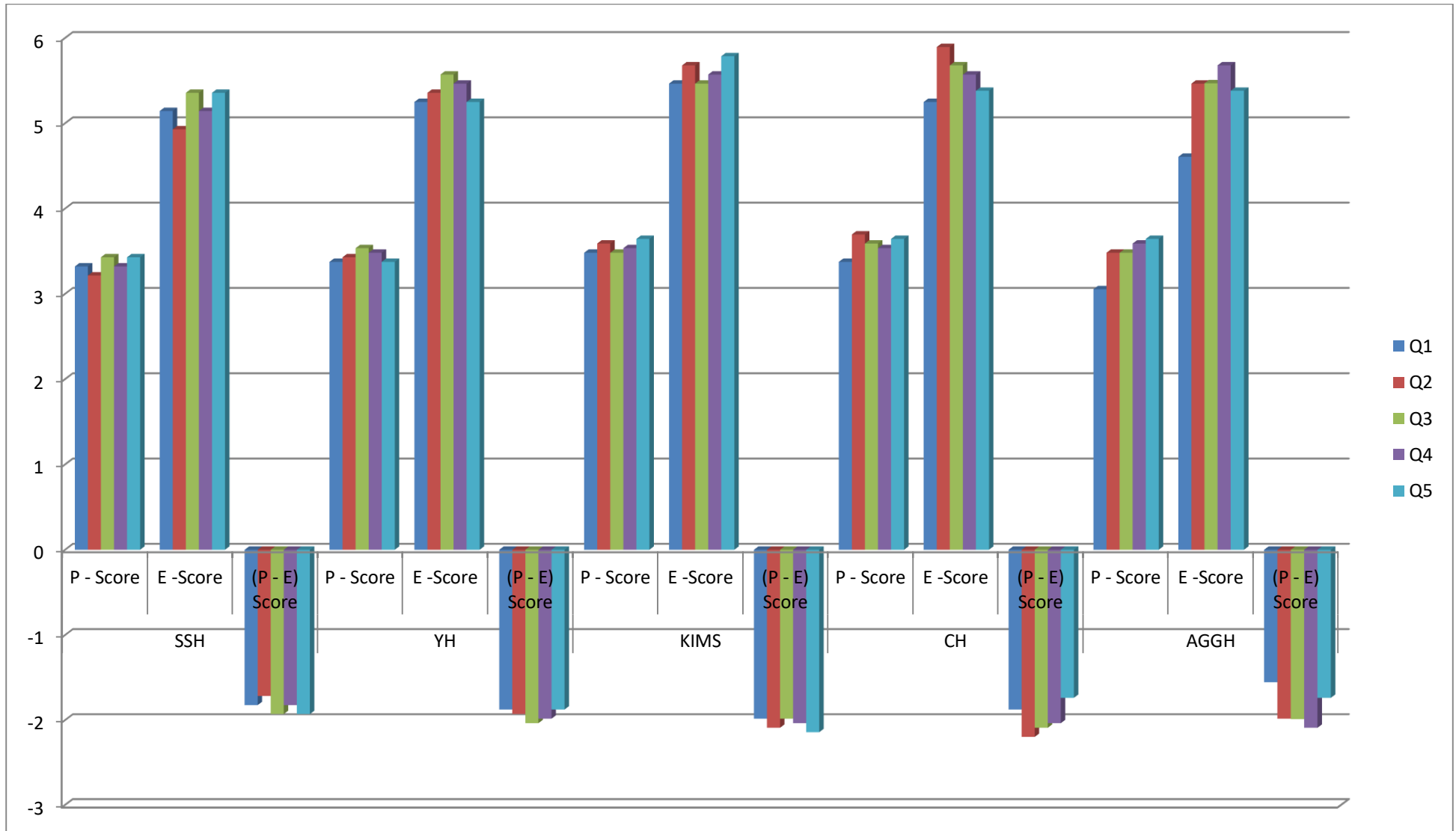
Source: Field Survey

Table.3 describes the distribution of GAP Scores between Perceptions and Expectations of respondent customers on the RELIABILITY (Ability to Perform) one of the Service Quality Dimension in select Corporate Hospitals in Hyderabad city of Telangana state. It is understood from the table above that there is a less gap of -2.047 between the perceived scores and expected scores of respondent customers at KIMS Hospital for the service quality measurement in SERVQUAL model dimension.

When it comes to the individual questions which were posed to the respondent patients the variable 'The key staff of the hospital has adequate knowledge about their responsibilities' has got a less gap score of -2.198 by the Care hospital among all the five select corporate hospitals in Hyderabad city of Telangana state, followed by -2.142 of gap score for the question 'Staff of the hospital able to perform the promised service accurately' by the KIMS Hospital, a gap of -2.090 score for the question 'Staff of the hospital committed towards the services what they promised to do' at Care Hospital again, -2.036 gap score for the question 'Staff of the hospital are dependable in terms of their services' at KIMS Hospital and gap score of -1.983 for the question 'The staff of hospital are well trained and qualified' at KIMS Hospital again.

From the foregoing analysis one can infer that the respondent patients of Care Hospital have high perception value of 3.568 and the respondent patients of Sunshine hospital have less perception value of 3.343 among all the five select sample corporate hospitals in Hyderabad city of Telangana state. The respondent patients of Care Hospital have more percept that the key staff of the hospital has adequate knowledge about their responsibilities. The respondent customers of Care Hospital have high level of perception on that the staff of the hospital committed towards their services what they promised to do so. The highest perception value expressed by the respondent patients of Aware Gleneagles Global Hospital that the staff of the hospital are dependable in terms of their services. Aware highest perception level has observed with the respondent customers of KIMS Hospital, Care Hospital and Aware Gleneagles Global Hospital together that the staff of the hospital able to perform the promised service accurately. An overall high negative gap score **-2.047** has opined by the respondent patients of KIMS Hospital on the different measurements of SERVQUAL model dimensions, the service quality dimension called 'RELIABILITY' is measured to assess the ability to perform. The perceived, expected and gap scores are shown graphically in chart.3A using 3D Clustered column diagram as below.

Chart. 3A: 3D Clustered Chart GAP Scores of select Corporate Hospitals in Hyderabad city of Telangana state – RELIABILITY



As presented above the consolidated table for each service quality dimension and the graphical representation to the concerned service quality dimension, all the remaining dimensions called Responsiveness, Assurance, Empathy and Tangibility the consolidated tables and graphs were prepared. But the conclusive results are presented in below table.

Table.4

Distribution of Mean and Standard Deviations of Perceived and Expected Scores of select corporate hospitals in Hyderabad city of Telangana state

NAME OF THE HOSPITAL/SERVIQUAL DIMENSION	MEAN			STANDARD DIVIATION		
	P - Score	E –Score	GAP (P - E) Score	P - Score	E -Score	GAP (P - E) Score
RELIABILITY						
SUNSHINE	3.343	5.186	-1.843	0.090	0.179	-0.089
YASHODA	3.439	5.378	-1.939	0.070	0.140	-0.070
KIMS	3.546	5.593	-2.407	0.070	0.140	-0.069
CARE	3.568	5.555	-1.987	0.123	0.252	-0.128
AGGH	3.450	5.320	-1.870	0.232	0.414	-0.182
RESPONSIVENESS						
SUNSHINE	3.611	5.722	-2.111	0.145	0.290	-0.145
YASHODA	3.656	5.872	-2.216	0.129	0.140	-0.011
KIMS	3.643	5.786	-2.143	0.038	0.076	-0.038
CARE	3.643	5.786	-2.143	0.085	0.170	-0.085
AGGH	3.611	5.722	-2.111	0.061	0.122	-0.061
ASSURANCE						
SUNSHINE	3.300	5.100	-1.800	0.195	0.391	-0.196
YASHODA	3.654	5.807	-2.154	0.044	0.090	-0.045
KIMS	3.590	5.678	-2.089	0.107	0.215	-0.108
CARE	3.686	5.872	-2.185	0.088	0.176	-0.088
AGGH	3.590	5.679	-2.089	0.038	0.076	-0.038
EMPATHY						
SUNSHINE	3.496	5.491	-1.995	0.193	0.385	-0.192
YASHODA	3.643	5.786	-2.143	0.145	0.291	-0.146
KIMS	3.563	5.625	-2.062	0.030	0.062	-0.032
CARE	3.723	5.947	-2.224	0.031	0.061	-0.030
AGGH	3.656	5.813	-2.157	0.119	0.238	-0.119
TANGIBLITY						
SUNSHINE	3.268	5.036	-1.768	0.066	0.131	-0.066
YASHODA	3.557	5.614	-2.057	0.111	0.223	-0.111
KIMS	3.514	5.528	-2.014	0.061	0.122	-0.061
CARE	3.590	5.598	-2.008	0.100	0.227	-0.127
AGGH	3.536	5.572	-2.036	0.085	0.169	-0.084

The above Table.4 explains the distribution of overall results regarding the Means and Standard Deviations values of different variables in terms of Service quality dimensions on SERVQUAL model of the select corporate hospitals in Hyderabad city of Telangana state. It is understood from the above table that, the first and most important service quality dimension 'RELIABILITY' among the five select corporate hospitals in Hyderabad city of Telangana state the Care hospital has the highest Mean value (3.656) of Perceived Score (P Score) at the same time the KIMS hospital has got the highest Mean value (5.593) of Expected Score (E Score) and the KIMS hospital has got less GAP Score (P – E Score) value (-2.407) regarding the said SERVQUAL dimension, when it comes to the Standard Deviation the Yashoda hospital has shown very less deviation of P-Score(0.070) and E-Scores(0.140), overall AGG hospital has shown the less GAP score of -0.182. The second important service quality dimension 'RESPONSIVENESS' the Yashoda hospital has the 3.656, 5.872 and -2.216 highest Mean value of Perceived Score (P Score), Expected Score (E Score) and GAP Scores respectively regarding the said SERVQUAL dimension, when it comes to the Standard Deviation the KIMS hospital has shown very less deviation of P-Score (0.038) and E-Scores (0.076), overall Sunshine hospital has shown the less standard deviation GAP score of -0.145. The next and third service quality dimension 'ASSURANCE' the Care hospital has the highest value of 3.086 Mean value of Perceived Score, 5.872 of Expected Score and -2.185 value of GAP Score regarding the said SERVQUAL dimension, when it comes to the Standard Deviation the AGG hospital has shown very less deviation of P-Score (0.038) and E-Scores (0.076), overall the Sunshine hospital has shown the less GAP score of -0.196. The another and fourth service quality dimension 'EMPATHY' the Care hospital has the highest value of 3.723 Mean value of Perceived Score, 5.947 of Expected Score and -2.224 value of GAP Score regarding the said SERVQUAL dimension, when it comes to the Standard Deviation the KIMS hospital has shown very less deviation of P-Score (0.030) and E-Scores (0.061), overall the Yashoda hospital has shown the less GAP score of -0.146. The last and fifth service quality dimension 'TANGIBILITY' the Care hospital has the highest value of 3.590 Mean value of Perceived Score, the Yashoda hospital has the 5.614 of Expected Score and the -2.224 value of GAP Scores regarding the said SERVQUAL dimension, when it comes to the Standard Deviation the KIMS hospital has shown very less deviation of P-Score (0.061) and E-Scores (0.122), overall the Care hospital has shown the less value of GAP score of -0.127.

CONCLUSION:

With this one can conclude that the select corporate hospitals which are having the high value of mean of P scores have put their efforts to serve the respondent patients who have approached to the concerned corporate hospitals and the hospital which are having the high value of E scores are got the demand by way of expectations from the respondent patients but it will be depended on the satisfaction levels of the respondent patients and as the satisfaction levels of the human beings differ from person to person and to situation to situation. When it comes to the GAP scores of select corporate hospitals in Hyderabad city of Telangana state which are having the less GAP score value are called that they have reached more than the others, it is also depending on the different judgmental situations, main condition which has to be considerable that the select corporate hospitals are specialized and providing their services in

different kinds of health services, it definitely show the difference in case to case. All the select corporate hospitals have got the good reputations and shown their own identity in many of the situations which are tested in different conditions and the various aspects, all the select corporate hospitals have effected in their services at least one of the quality in SERVQUAL model.

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