Service Quality in Health Care Sector – A Study of Select Corporate Hospitals in Guntur Town of Andhra Pradesh

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ABSTRACT:

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. So, the present study on the topic entitled "Service Quality in Health Care Sector – A Study of Select Corporate Hospitals in Guntur Town of Andhra Pradesh" has been selected.

KEY WORDS: Service Quality, Health Care Sector, Service Quality Dimensions, SERVQUAL Model

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INTRODUCTION:

Patient satisfaction is one of the most important and widely used indicators in measuring health care quality and outcomes. In recent years, there has been a growing interest in assessing patient satisfaction to identify care dimensions requiring improvement. According to the American College of Healthcare Executives, patient satisfaction is one of the top 10 concerns of hospital administrators and has now become a standard for judging the quality of physicians and medical institutions.

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. Quality judgments are fairly specific, whereas satisfaction judgments are more general. Patient satisfaction is a positive or negative attitude reflecting the patient's feelings in relation to the received services. To obtain satisfaction, the patient must experience a service; in contrast, the perceived quality of services is not necessarily the result of experiencing those services. The quality of services is associated with cognitive judgments, whereas patient satisfaction is associated with affective judgments. The distinction between service quality as a cognitive construct and patient satisfaction as an emotional construct suggests a causal relationship in which the quality of services is a predictor of patient satisfaction. Several studies have been done on the relationship between service quality and customer satisfaction. Not surprisingly, the results show that the quality of services leads to higher satisfaction understanding the relative importance of service quality dimensions is important in determining patient satisfaction and can help managers to find out which dimensions are crucial to patient satisfaction. This information can help managers to better allocate resources, implement effective management practices, and guarantee high levels of satisfaction. In general, knowing the relative importance of service quality dimensions in patient satisfaction is important because of its implications for future actions and decision.

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.

OBJECTIVES:

Main objectives of the present research paper are as follows,

1. To evaluate the Service Quality in Health Care Sector in select sample corporate hospitals at Guntur town of Andhra Pradesh

2. To appraise the perceptions of respondent customers of select sample corporate hospitals at Guntur town of Andhra Pradesh

HYPOTHESES:

Based on the objectives discussed above the following null hypotheses were used to test the data collected by the researcher.

H01: There is no dissimilarity between the select sample corporate hospitals at Guntur town of Andhra Pradesh in providing the Quality of Services to their customers

H02: There is no divergence between the opinions of respondent customers towards the Service Quality provided by select sample corporate hospitals at Guntur town of Andhra Pradesh towards the

RESEARCH DESIGN:

To conduct the present research both the primary and secondary data have been used to get the best result.

PRIMARY DATA:

The Guntur district is located geographically central in the state of Andhra Pradesh; it falls in the area of state capital. The Guntur town is famous for corporate hospitals and also it is called as health capital in Andhra Pradesh. There are nearly 40 corporate hospitals in Guntur town out of those 5 corporate hospitals namely, Sai Bhaskar Hospital (SBH), Ramesh Super Specialty Hospital (RSSH), Lalitha Super Specialty Hospital (LSSH), City Hospital (CH) and Amaravathi Institute of Medical Sciences (AIMS) were selected to conduct the present study on the topic entitled "Service Quality in Health Care Sector – A Study of Select Corporate Hospitals in Guntur Town of Andhra Pradesh". A total of 50 respondent customers, 10 from each select sample corporate hospital were selected by following simple random sampling to conduct the present research. To collect the primary data 50 interview schedules were duly administered.

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 and percentages, expected value calculations were used to analyze and interpret the primary data.

Table 1
Distribution of respondent customers and their age group details in select sample corporate hospitals in Guntur Town of Andhra Pradesh

Name of the Hospital	Age Group Details in years						Total
	Less than 18	18 – 28	28 – 38	38 – 48	48 – 58	58 and above	
SBH	0	0	0	2 (20)	6 (60)	2 (20)	**10 (20)**
RSSH	1	0	2 (20)	0 (20)	4 (40)	3 (30)	**10 (20)**
LSSH	0	2 (20)	0	2 (20)	2 (20)	4 (40)	**10 (20)**
CH	0	0	0	3 (30)	2 (20)	5 (50)	**10 (20)**
AIMS	0	0	1 (10)	2 (20)	2 (20)	5 (50)	**10 (20)**
Total	**1 (2)**	**2 (4)**	**3 (6)**	**9 (18)**	**16 (32)**	**19 (38)**	**50**

Source: Field Survey

Table 1 depicts the distribution of respondent customers and their age group details in select sample corporate hospitals in Guntur Town of Andhra Pradesh. It is understood from the table above that majority of the respondent customers who approached to the select sample corporate hospitals Guntur Town of Andhra Pradesh in seeking the treatment are under the age group ranging from 48 – 58 years and least number of respondent customers is in the age group less than 18 years.

From the foregoing analysis one can infer that majority of the respondent customers of those who responded that they are under the age group of 48 – 58 years are found with Sai Bhaskar Hospital.

Table 2
Distribution of respondent customers and their gender details in select sample corporate hospitals in Guntur Town of Andhra Pradesh

Name of the Hospital	Gender Details		Total
	Male	Female	
SBH	4 (40)	6 (60)	**10 (20)**
RSSH	6 (60)	4(40)	**10 (20)**
LSSH	5 (50)	5 (50)	**10 (20)**
CH	5 (50)	5 (50)	**10 (20)**
AIMS	3 (30)	7 (70)	**10 (20)**
Total	**23 (46)**	**27 (54)**	**50**

Source: Field Survey

Table 2 reveals the distribution of respondent customers and their gender details in select sample corporate hospitals in Guntur Town of Andhra Pradesh. It is understood from the table above that majority of the respondent customers who approached to the select sample corporate hospitals Guntur Town of Andhra Pradesh in seeking the treatment are female and the least number of respondent customers are male.

From the foregoing analysis one can deduce that majority of the respondent customers of those who said that they are female were found with Amaravathi Institute of Medical Sciences and the majority of the respondent customers of those who responded that they are male were found with Ramesh Super Specialty Hospital.

Table 3

Distribution of respondent customers and their monthly income range details in select sample corporate hospitals in Guntur Town of Andhra Pradesh

Name of the Hospital	Monthly Income Ranges (in Rupees)					Total
	Below 10000	10000 – 20000	20000 – 30000	30000 – 40000	Above 40000	
SBH	3 (30)	2 (20)	4 (40)	1 (10)	0	**10 (20)**
RSSH	4 (40)	2 (20)	1 (10)	3 (30)	0	**10 (20)**
LSSH	2 (20)	4 (40)	3 (30)	0	1 (10)	**10 (20)**
CH	3 (30)	2 (20)	4 (40)	1 (10)	0	**10 (20)**
AIMS	1 (10)	5 (50)	2 (20)	2 (20)	0	**10 (20)**
Total	**13 (26)**	**15 (30)**	**14 (28)**	**7 (14)**	**1 (2)**	**50**

Source: Field Survey

Table 3 describes the distribution of respondent customers and their monthly income range details in select sample corporate hospitals in Guntur Town of Andhra Pradesh. It is understood from the table above that majority of the respondent customers who approached to the select sample corporate hospitals Guntur Town of Andhra Pradesh in seeking the treatment are under the monthly income ranging from Rs. 10000 – Rs. 20000 and least number of respondent customers are in the monthly income range above Rs. 40000.

From the foregoing analysis one can conjecture that majority of the respondent customers of those who have responded that their monthly income ranging from Rs. 10000 – 20000 are found with Amaravathi Institute of Medical Sciences and only one respondent customer who said that his/her monthly income ranges above Rs. 40000 has found with Lalitha Super Specialty Hospital.

Table 4

Distribution of respondent customers and their education qualification details in select sample corporate hospitals in Guntur Town of Andhra Pradesh

Name of the Hospital	Education Qualification Details						Total
	Illiterate	Primary	Secondary	Inter	Graduate	Post Graduate	
SBH	2 (20)	1 (10)	0	3 (30)	3 (30)	1 (10)	**10 (20)**
RSSH	5 (50)	1 (10)	1 (10)	2 (20)	1 (20)	0	**10 (20)**
LSSH	4 (40)	3 (30)	2 (20)	0	1 (10)	0	**10 (20)**
CH	2 (20)	2 (20)	2 (20)	4 (40)	0	0	**10 (20)**
AIMS	0	5 (50)	2 (20)	0	3 (30)	0	**10 (20)**
Total	**13 (26)**	**12 (24)**	**7 (14)**	**9 (18)**	**8 (16)**	**1 (2)**	**50**

Source: Field Survey

Table 4 shows the distribution of respondent customers and their education qualification details in select sample corporate hospitals in Guntur Town of Andhra Pradesh. It is understood from the table above that majority of the respondent customers who approached to the select sample corporate hospitals Guntur Town of Andhra Pradesh in seeking the treatment have responded that their educational qualification is at primary level and only one respondent customer have responded that his/her educational qualification is Post Graduate level.

From the foregoing analysis one can surmise that majority of the respondent customers of those who have responded that their educational qualification is primary level were found with Amaravathi Institute of Medical Sciences and only one respondent customer who said that his/her educational qualification is Post Graduate level has found with Sai Bhaskar Hospital.

Table 5
Distribution of respondent customers and their category of treatment details in select sample corporate hospitals in Guntur Town of Andhra Pradesh

Name of the Hospital	Category of Treatment		Total
	Out-Patient	**In-Patient**	
SBH	3 (30)	7 (70)	**10 (20)**
RSSH	8 (80)	2 (20)	**10 (20)**
LSSH	8 (80)	2 (20)	**10 (20)**
CH	7 (70)	3 (30)	**10 (20)**
AIMS	4 (40)	6 (60)	**10 (20)**
Total	**30 (60)**	**20 (40)**	**50**

Source: Field Survey

Table 5 explains the distribution of respondent customers and their category of treatment in select sample corporate hospitals in Guntur Town of Andhra Pradesh. It is understood from the table above that majority of the respondent customers who approached to the select sample corporate hospitals Guntur Town of Andhra Pradesh in seeking the treatment have responded that they are out-patients and the least number of respondent customers have responded that they are in-patients.

From the foregoing analysis one can presume that majority of the respondent customers of those who said that they are out-patients were found with City Hospital and the majority of the respondent customers of those who have responded that they are in-patients were found with Sai Bhaskar Hospital.

Table 6

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 at Guntur Town in Andhra Pradesh

SERVQUAL Dimension	Select Sample Corporate Hospitals in Guntur district of Andhra Pradesh														
	Sai Bhaskar Hospital			Ramesh Super Specialty Hospital			Lalitha Super Specialty Hospital			City Hospital			Amaravathi Institute of Medical Sciences		
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	2.214	3.429	-1.214	2.250	3.500	-1.250	2.321	3.643	-1.321	2.250	3.500	-1.250	2.036	3.071	-1.036
The key staff of hospital has adequate knowledge about their responsibilities	2.143	3.286	-1.143	2.286	3.571	-1.286	2.393	3.786	-1.393	2.464	3.929	-1.464	2.321	3.643	-1.321
Staff of the hospital committed towards the services what they promised to do	2.286	3.571	-1.286	2.357	3.714	-1.357	2.321	3.643	-1.321	2.393	3.786	-1.393	2.321	3.646	-1.321
Staff of the hospital are dependable in terms of their services	2.214	3.429	-1.214	2.321	3.643	-1.321	2.357	3.714	-1.357	2.357	3.714	-1.357	2.393	3.786	-1.393
Staff of the hospital able to perform the promised service accurately	2.286	3.571	-1.393	2.250	3.500	-1.250	2.429	3.857	-1.429	2.429	3.587	-1.429	2.429	3.587	-1.429
AVERAGE SCORES	**2.229**	**3.457**	**-1.228**	**2.293**	**3.586**	**-1.293**	**2.364**	**3.729**	**-1.365**	**2.379**	**3.703**	**-1.324**	**2.300**	**3.547**	**-1.247**

Source: Field Survey

Table 6 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 sample Corporate Hospitals at Guntur Town in Andhra Pradesh. It is understood from the table above that there is highest gap of -1.321 between the perceived scores and expected scores of respondent customers at Lalitha Super Specialty Hospital for the service quality measurement in SERVQUAL dimension based on the question 'The staff of the hospital are well trained and qualified' among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh, followed by -1.464 gap score for the question 'The key staff of hospital has adequate knowledge about their responsibilities' at City Hospital, -1.393 gap score for the question 'Staff of the hospital committed towards the services what they promised to do' at City Hospital again, -1.393 gap score for the question 'Staff of the hospital are dependable in terms of their services' at Amaravathi Institute of Medical Sciences and -1.429 gap score for the question 'Staff of the hospital able to perform the promised service accurately' at Lalitha Super Specialty Hospital, City Hospital and Amaravathi Institute of Medical Sciences together.

From the foregoing analysis one can infer that the respondent customers of Lalitha Super Specialty Hospital have high perception value that the staff is well trained and qualified among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of City Hospital have more percept that the key staff of the hospital has adequate knowledge about their responsibilities. The respondent customers of City 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 customers of Amaravathi Institute of Medical Sciences that the staff of the hospital are dependable in terms of their services. A highest perception level has observed with the respondent customers of Lalitha Super Specialty Hospital, City Hospital and Amaravathi Institute of Medical Sciences together that the staff of the hospital able to perform the promised service accurately. An overall high gap score **-1.365** has observed with Lalitha Super Specialty Hospital on the different measurements of SERVQUAL dimensions, the dimension RELIABILITY is measured to evaluate the ability to perform.

Table 7

Distribution of GAP Scores between Perceptions and Expectations of respondent customers on the RESPONSIVENESS one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh

SERVQUAL Dimension	Select Sample Corporate Hospitals in Guntur district of Andhra Pradesh														
	Sai Bhaskar Hospital			Ramesh Super Specialty Hospital			Lalitha Super Specialty Hospital			City Hospital			Amaravathi Institute of Medical Sciences		
RESPONSIVENESS (Willingness to Help)	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
Hospital staff and officials were responded timely to serve better	2.393	3.786	-1.393	2.293	3.786	-1.393	2.393	3.786	-1.393	2.464	3.929	-1.464	2.393	3.786	-1.393
Staff was readily available with hospital to provide prompt services timely	2.250	3.500	-1.250	2.464	3.929	-1.464	2.429	3.857	-1.429	2.500	4.000	-1.500	2.393	3.786	-1.393
The hospital has provided service at the time to which it promised to do so	2.429	3.857	-1.429	2.429	3.857	-1.429	2.429	3.857	-1.429	2.393	3.786	-1.393	2.357	3.714	-1.357
Staff has attended the cases immediately entering into the hospital premises	2.464	3.929	-1.464	2.500	4.000	-1.500	2.464	3.929	1.464	2.357	3.714	-1.357	2.464	3.929	-1.464
Staff repeatedly reviewed and provided services whenever required	2.500	4.000	-1.500	2.500	4.000	-1.500	2.429	3.857	-1.429	2.429	3.857	-1.429	2.429	3.857	-1.429
AVERAGE SCORES	**2.407**	**3.814**	**-1.407**	**2.437**	**3.914**	**-1.477**	**2.429**	**3.857**	**-1.429**	**2.429**	**3.857**	**-1.429**	**2.407**	**3.814**	**-1.407**

Source: Field Survey

Table 7 describes the distribution of GAP Scores between Perceptions and Expectations of respondent customers on the RESPONSIVENESS (Willingness to Help) one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh. It is understood from the table above that there is highest gap of -1.464 between the perceived scores and expected scores of respondent customers at City Hospital for the service quality measurement in SERVQUAL dimension based on the question 'Hospital staff and officials were responded timely to serve better' among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh, followed by -1.5 gap score for the question 'Staff was readily available with hospital to provide prompt services timely' at City Hospital, -1.429 gap score for the question 'The hospital has provided service at the time to which it promised to do so' at Sai Bhaskar Hospital, Ramesh Super Specialty Hospital and Lalitha Super Specialty Hospitals together , -1.5 gap score for the question 'Staff has attended the cases immediately entering into the hospital premises' at Amaravathi Institute of Medical Sciences and -1.5 gap score for the question 'Staff repeatedly reviewed and provided services whenever required' with Sai Bhaskar Hospital and Ramesh Super Specialty Hospitals together.

From the foregoing analysis one can infer that the respondent customers of City Hospital have high perception value that the Hospital staff and officials were responded timely to serve better among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of City Hospital have more percept that the Staff was readily available with hospital to provide prompt services timely. The respondent customers of Sai Bhaskar Hospital, Ramesh Super Specialty Hospital and Lalitha Super Specialty Hospital have high level of perception on that the hospital has provided service at the time to which it promised to do so. The highest perception value expressed by the respondent customers of Ramesh Super Specialty Hospital that Staff has attended the cases immediately entering into the hospital premises. A highest perception level has observed with the respondent customers of Sai Bhaskar Hospital and Ramesh Super Specialty Hospitals together that the Staff repeatedly reviewed and provided services whenever required. An overall high gap score **-1.477** has observed with Ramesh Super Specialty Hospital on the different measurements of SERVQUAL dimensions, the dimension RESPONSIVENESS is measured to evaluate the Willingness to Help.

Table 8

Distribution of GAP Scores between Perceptions and Expectations of respondent customers on the ASSURANCE one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh

SERVQUAL Dimension	Select Sample Corporate Hospitals in Guntur district of Andhra Pradesh														
	Sai Bhaskar Hospital			Ramesh Super Specialty Hospital			Lalitha Super Specialty Hospital			City Hospital			Amaravathi Institute of Medical Sciences		
ASSURANCE (Knowledge and Courtesy of Employees)	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 hospital staff has well knowledge and ability	2.107	3.214	-1.393	2.393	3.786	-1.393	2.429	3.857	-1.429	2.467	3.929	-1.464	2.393	3.786	-1.393
Hospital staff and employees well curtest	2.036	3.071	-1.036	2.464	3.929	-1.464	2.464	3.929	-1.464	2.500	4.000	-1.500	2.429	3.857	-1.429
Hospital fulfilled what they assured to do so	2.357	3.714	-1.357	2.429	3.857	-1.429	2.429	3.857	-1.429	2.357	3.714	-1.357	2.393	3.786	-1.393
Hospital services trustworthy	2.286	3.571	-1.286	2.429	3.857	-1.429	2.357	3.714	-1.357	2.464	3.929	-1.464	2.357	3.714	-1.357
Staff of the hospital conveyed trust and confidence	2.214	3.429	-1.214	2.464	3.929	-1.464	2.286	3.571	-1.286	2.500	4.000	-1.500	2.393	3.786	-1.393
AVERAGE SCORES	**2.200**	**3.400**	**-1.200**	**2.436**	**3.872**	**-1.436**	**2.393**	**3.786**	**-1.393**	**2.458**	**3.914**	**-1.456**	**2.393**	**3.786**	**-1.393**

Source: Field Survey

Table 8 describes the distribution of GAP Scores between Perceptions and Expectations of respondent customers on the ASSURANCE (Knowledge and Courtesy of Employees) one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh. It is understood from the table above that there is highest gap of -1.464 between the perceived scores and expected scores of respondent customers at City Hospital for the service quality measurement in SERVQUAL dimension based on the question 'The hospital staff has well knowledge and ability' among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh, followed by -1.5 gap score for the question 'Hospital staff and employees well curtest' at City Hospital, -1.429 gap score for the question 'Hospital fulfilled what they assured to do so' at Ramesh Super Specialty Hospital and Lalitha Super Specialty Hospitals together , -1.464 gap score for the question 'Hospital services are trustworthy' at City Hospital and a -1.5 gap score for the question 'Staff of the hospital conveyed trust and confidence' with City Hospital again.

From the foregoing analysis one can infer that the respondent customers of City Hospital have high perception value that the Hospital staff has well knowledge and ability among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of City Hospital have percept more that the hospital staff and employees well curtest. The respondent customers of Ramesh Super Specialty Hospital and Lalitha Super Specialty Hospitals together have a high level of perception on that the hospital has fulfilled what it assured to do so. The highest perception value expressed by the respondent customers of City Hospital that the hospital services are trustworthy. A highest perception level has observed with the respondent customers of City Hospital that the staff of the hospital conveyed trust and confidence. An overall high gap score **-1.456** has observed with City Hospital on the different measurements of SERVQUAL dimensions, the dimension ASSURANCE is measured to evaluate the Knowledge and Courtesy of Employees.

Table 9

Distribution of GAP Scores between Perceptions and Expectations of respondent customers on the EMPATHY one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh

SERVQUAL Dimension	Select Sample Corporate Hospitals in Guntur district of Andhra Pradesh														
	Sai Bhaskar Hospital			Ramesh Super Specialty Hospital			Lalitha Super Specialty Hospital			City Hospital			Amaravathi Institute of Medical Sciences		
EMPATHY (Caring and Attention)	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
I feel safe in the transactions with the hospital staff	2.357	3.714	-1.357	2.464	3.929	-1.464	2.359	3.714	-1.357	2.500	4.000	-1.500	2.464	3.929	-1.464
Hospital staff are always polite	2.429	3.857	-1.429	2.500	4.000	-1.500	2.393	3.786	-1.393	2.500	4.000	-1.500	2.500	4.000	-1.500
Staff of the hospital took personal care and individual attention	2.393	3.786	-1.393	2.464	3.929	-1.464	2.357	3.714	-1.357	2.464	3.929	-1.464	2.464	3.929	-1.464
Hospital staff gave adequate attention	2.143	3.286	-1.143	2.286	3.571	-1.286	2.393	3.786	-1.393	2.464	3.929	-1.464	2.321	3.643	-1.321
AVERAGE SCORES	**2.331**	**3.661**	**-1.33**	**2.429**	**3.857**	**-1.428**	**2.376**	**3.750**	**-1.374**	**2.482**	**3.965**	**-1.483**	**2.437**	**3.875**	**-1.438**

Source: Field Survey

Table 9 describes the distribution of GAP Scores between Perceptions and Expectations of respondent customers on the EMPATHY (Caring and Attention) one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh. It is understood from the table above that there is highest gap of -1.5 between the perceived scores and expected scores of respondent customers at City Hospital for the service quality measurement in SERVQUAL dimension based on the question 'I feel safe in the transactions with the hospital staff' among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh, followed by -1.5 gap score for the question 'Hospital staff are always polite' at Ramesh Super Specialty Hospital, City Hospitals and Amaravathi Institute of Medical Sciences together, -1.464 gap score for the question 'Staff of the hospital took personal care and individual attention' at Ramesh Super Specialty Hospital, City Hospital and Amaravathi Institute of Medical Sciences together , -1.464 gap score for the question 'Hospital staff gave adequate attention' at City Hospital.

From the foregoing analysis one can infer that the respondent customers of City Hospital have high perception value that they felt safe in the transactions with the hospital staff among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of Ramesh Super Specialty Hospital, City Hospital and Amaravathi Institute of Medical Sciences have percept more that the hospital staffs were always polite. The respondent customers of Ramesh Super Specialty Hospital, City Hospitals and Amaravathi Institute of Medical Sciences together have a high level of perception on that the staff of the hospital took personal care and individual attention. The highest perception value expressed by the respondent customers of City Hospital that the hospital staff gave adequate attention. A highest perception level has observed with the respondent customers of City Hospital that the staff of the hospital conveyed trust and confidence. An overall high gap score **-1.483** has observed with City Hospital on the different measurements of SERVQUAL dimensions, the dimension EMPATHY is measured to evaluate the Knowledge and Courtesy of Employees.

Table 10

Distribution of GAP Scores between Perceptions and Expectations of respondent customers on the TANGIBLES one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh

SERVQUAL Dimension	Select Sample Corporate Hospitals in Guntur district of Andhra Pradesh														
	Sai Bhaskar Hospital			Ramesh Super Specialty Hospital			Lalitha Super Specialty Hospital			City Hospital			Amaravathi Institute of Medical Sciences		
TANGIBLES (Appearance of physical facilities and Personnel)	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
Hospital has sufficient prime (Doctors, Nurses and Lab Tech) and sub-staff	2.179	3.357	-1.179	2.429	3.857	-1.429	2.357	3.714	-1.357	2.286	3.571	-1.286	2.429	3.857	-1.429
Hospital has adequate physical facilities according to customers requirements	2.179	3.357	-1.179	2.464	3.929	-1.464	2.321	3.643	-1.321	2.393	3.786	-1.393	2.393	3.786	-1.393
Hospital has required personnel	2.143	3.286	-1.143	2.286	3.571	-1.286	2.393	3.786	-1.393	2.464	3.929	-1.464	2.321	3.646	-1.321
Hospital has latest and adequate equipment to provide required services	2.250	3.500	-1.250	2.357	3.714	-1.357	2.357	3.714	-1.357	2.393	3.786	-1.393	2.357	3.714	-1.357
Hospital has adequate communicating materials	2.143	3.286	-1.143	2.321	3.643	-1.321	2.286	3.571	-1.286	2.429	3.587	-1.429	2.286	3.571	-1.286
AVERAGE SCORES	**2.179**	**3.357**	**-1.178**	**2.408**	**3.743**	**-1.335**	**2.343**	**3.686**	**-1.343**	**2.393**	**3.732**	**-1.339**	**2.357**	**3.715**	**-1.358**

Source: Field Survey

Table 10 describes the distribution of GAP Scores between Perceptions and Expectations of respondent customers on the TANGIBLES (Appearance of Physical facilities and Personal) one of the Service Quality Dimension in select sample Corporate Hospitals at Guntur Town in Andhra Pradesh. It is understood from the table above that there is highest gap of -1.429 between the perceived scores and expected scores of respondent customers at Ramesh Super Specialty Hospital and Amaravathi Institute of Medical Sciences together for the service quality measurement in SERVQUAL dimension based on the question 'Hospital has sufficient prime (Doctors, Nurses and Lab Tech) and sub-staff' among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh, followed by -1.464 gap score for the question 'Hospital has adequate physical facilities according to customers requirements' at Ramesh Super Specialty Hospital, -1.464 gap score for the question 'Hospital has required personnel' at City Hospital, -1.393 gap score for the question 'Hospital has latest and adequate equipment to provide required services' at City Hospital. -1.429 gap score for the question 'Hospital has adequate communicating materials' at City Hospital.

From the foregoing analysis one can infer that the respondent customers of City Hospital have high perception value that they felt safe in the transactions with the hospital staff among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of Ramesh Super Specialty Hospital and Amaravathi Institute of Medical Sciences together have percept more that the hospitals have sufficient prime (Doctors, Nurses and Lab Technicians) and sub-staffs. The respondent customers of Ramesh Super Specialty Hospital have a high level of perception on that the hospital has adequate physical facilities according to customer's requirements. The highest perception value expressed by the respondent customers of City Hospital that the hospital has adequate required personnel. A highest perception level has observed with the respondent customers of City Hospital that the hospital has latest and adequate equipments to provide required services. The respondent customers of City Hospital have expressed a high perception value that the hospital has adequate communicating materials. An overall high gap score **-1.358** has observed with Amaravathi Institute of Medical Sciences on the various measurements of SERVQUAL dimensions, the dimension TANGIBLES is measured to evaluate the Appearance of Physical facilities and Personnel.

SUMMARY of FINDINGS:

1. Majority of the respondent customers of those who responded that they are under the age group of 48 – 58 years are found with Sai Bhaskar Hospital.

2. Majority of the respondent customers of those who said that they are female were found with Amaravathi Institute of Medical Sciences and the majority of the respondent customers of those who responded that they are male were found with Ramesh Super Specialty Hospital.

3. Majority of the respondent customers of those who have responded that their monthly income ranging from Rs. 10000 – 20000 are found with Amaravathi Institute of Medical Sciences and only one respondent customer who said that his/her monthly income ranges above Rs. 40000 has found with Lalitha Super Specialty Hospital.

4. Majority of the respondent customers of those who have responded that their educational qualification is primary level were found with Amaravathi Institute of Medical Sciences and only one respondent customer who said that his/her educational qualification is Post Graduate level has found with Sai Bhaskar Hospital.

5. Majority of the respondent customers of those who said that they are out-patients were found with City Hospital and the majority of the respondent customers of those who have responded that they are in-patients were found with Sai Bhaskar Hospital.

6. The respondent customers of Lalitha Super Specialty Hospital have high perception value that the staff is well trained and qualified among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of City Hospital have more percept that the key staff of the hospital has adequate knowledge about their responsibilities. The respondent customers of City 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 customers of Amaravathi Institute of Medical Sciences that the staff of the hospital are dependable in terms of their services. A highest perception level has observed with the respondent customers of Lalitha Super Specialty Hospital, City Hospital and Amaravathi Institute of Medical Sciences together that the staff of the hospital able to perform the promised service accurately. An overall high gap score **-1.365** has observed with Lalitha Super Specialty Hospital on the different measurements of SERVQUAL dimensions, the dimension RELIABILITY is measured to evaluate the ability to perform.

7. The respondent customers of City Hospital have high perception value that the Hospital staff and officials were responded timely to serve better among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of City Hospital have more percept that the Staff was readily available with hospital to provide prompt services timely. The respondent customers of Sai Bhaskar Hospital, Ramesh Super Specialty Hospital and Lalitha Super Specialty Hospital have high level of perception on that the hospital has provided service at the time to which it promised to do so. The highest perception value expressed by the respondent customers of Ramesh Super Specialty Hospital that Staff has attended the cases immediately entering into the hospital premises. A highest perception level has observed with the respondent customers of Sai Bhaskar Hospital and Ramesh Super Specialty Hospitals together that the Staff repeatedly reviewed and provided services whenever required. An overall high gap score **-1.477** has observed with Ramesh

Super Specialty Hospital on the different measurements of SERVQUAL dimensions, the dimension RESPONSIVENESS is measured to evaluate the Willingness to Help.

8. The respondent customers of City Hospital have high perception value that the Hospital staff has well knowledge and ability among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of City Hospital have percept more that the hospital staff and employees well curtest. The respondent customers of Ramesh Super Specialty Hospital and Lalitha Super Specialty Hospitals together have a high level of perception on that the hospital has fulfilled what it assured to do so. The highest perception value expressed by the respondent customers of City Hospital that the hospital services are trustworthy. A highest perception level has observed with the respondent customers of City Hospital that the staff of the hospital conveyed trust and confidence. An overall high gap score **-1.456** has observed with City Hospital on the different measurements of SERVQUAL dimensions, the dimension ASSURANCE is measured to evaluate the Knowledge and Courtesy of Employees.

9. The respondent customers of City Hospital have high perception value that they felt safe in the transactions with the hospital staff among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of Ramesh Super Specialty Hospital, City Hospital and Amaravathi Institute of Medical Sciences have percept more that the hospital staffs were always polite. The respondent customers of Ramesh Super Specialty Hospital, City Hospitals and Amaravathi Institute of Medical Sciences together have a high level of perception on that the staff of the hospital took personal care and individual attention. The highest perception value expressed by the respondent customers of City Hospital that the hospital staff gave adequate attention. A highest perception level has observed with the respondent customers of City Hospital that the staff of the hospital conveyed trust and confidence. An overall high gap score **-1.483** has observed with City Hospital on the different measurements of SERVQUAL dimensions, the dimension EMPATHY is measured to evaluate the Knowledge and Courtesy of Employees.

10. The respondent customers of City Hospital have high perception value that they felt safe in the transactions with the hospital staff among all the five select sample corporate hospitals at Guntur town of Andhra Pradesh. The respondent customers of Ramesh Super Specialty Hospital and Amaravathi Institute of Medical Sciences together have percept more that the hospitals have sufficient prime (Doctors, Nurses and Lab Technicians) and sub-staffs. The respondent customers of Ramesh Super Specialty Hospital have a high level of perception on that the hospital has adequate physical facilities according to customer's requirements. The highest perception value expressed by the respondent customers of City Hospital that the hospital has adequate required personnel. A highest perception level has observed with the respondent customers of City Hospital that the hospital has latest and adequate equipments to provide required services. The respondent customers

of City Hospital have expressed a high perception value that the hospital has adequate communicating materials. An overall high gap score **-1.358** has observed with Amaravathi Institute of Medical Sciences on the various measurements of SERVQUAL dimensions, the dimension TANGIBLES is measured to evaluate the Appearance of Physical facilities and Personnel.

CONCLUSION:

An overall high gap score **-1.365** has observed with Lalitha Super Specialty Hospital on the different measurements of SERVQUAL dimensions, the dimension RELIABILITY is measured to evaluate the ability to perform. An overall high gap score **-1.477** has observed with Ramesh Super Specialty Hospital on the different measurements of SERVQUAL dimensions, the dimension RESPONSIVENESS is measured to evaluate the Willingness to Help. An overall high gap score **-1.456** has observed with City Hospital on the different measurements of SERVQUAL dimensions, the dimension ASSURANCE is measured to evaluate the Knowledge and Courtesy of Employees. An overall high gap score **-1.483** has observed with City Hospital on the different measurements of SERVQUAL dimensions, the dimension EMPATHY is measured to evaluate the Knowledge and Courtesy of Employees. An overall high gap score **-1.358** has observed with Amaravathi Institute of Medical Sciences on the various measurements of SERVQUAL dimensions, the dimension TANGIBLES is measured to evaluate the Appearance of Physical facilities and Personnel.