Impact of Service Quality on Patients Satisfaction

A Study Conducted at Nisarga Ayurvedic Hospital.

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Abstract: The present study deals with Service quality, the quality of services in the hospital is the number one factor which will either which patients away or make one for life. Every hospital provides the same type of services but the difference is the quality of services. Every hospital tries to have a good image in the minds of patients. The descriptive research design was used in the study. Primary and secondary data collection method was conducted to identify the result of the study. The study is conducted to observe the service quality provided by the hospital to get the respondents. A structured questionnaire was circulated for the respondents followed by 100 sample size. A questionnaire based on SERVQUAL (Zeithaml, Parasuraman and Barry 1988) was developed and placed in Nisarga hospital to check these service quality shortfalls. This study also measures the patient's satisfaction by observing people opinion about the service quality dimensions (Reliability, responsibility, assurance, empathy, and tangibility).

Index words: Service quality, questionnaire and Service quality dimensions

I. INTRODUCTION:

Service quality plays an important role in every sector. The reputation of the company depends on the quality of services provided by the company to their customers. At the same time hospitals also trying their level best to provide good quality services to their patient as there is a huge competition in this sector. Now a day's people believe that only some of the well-reputed hospitals will be good in providing medical services for the patients also hospitals acclimatizing its self-according to their patient needs. If hospitals provide good quality services to their patient that hospital remains a good position, and also they became tough competitors to other hospitals. Service quality is connected with customer satisfaction.

Now a day's patients are also expected good quality services so hospitals are easily grabbed the attention of publics by giving more quality services. Providing quality of services is necessary for all hospitals those who are all want to make more profit because in health care sector every hospital provides the same type of services but not the same quality of services. Hence it is essential to note that the hospitals which are working for a better life for their patients by providing good quality services will be the one to get more profit and the way of treating their patients with more attention and care towards them will be praised and reminded by them for a longer duration which in turn leads to an increase in the number of patients seeking better health quality services.

II. NEED OF THE STUDY

The need of the study identifies the reason for the delay of timings for some treatments and also measure the customer's expectation and perception on the service quality dimensions in Nisarga hospital. Service quality dimensions are included,

Reliability: - Appointments are kept in the schedule, diagnoses prove accurate.

Responsiveness: - Accessible, no waiting, willingness to listen.

Assurance: - Knowledge, reputation, credential.

Empathy: - Acknowledges the patient as a person, listen well, remembers previous problems, has patience

Tangibles: - Rooms, exam rooms, equipment.

III. OBJECTIVES

- To identify the level of quality of services at Nisarga Hospital.
- To estimate the impact of service quality on patients in Nisarga hospitals
- To estimate the level of satisfaction in patients by the quality of services provided by Nisarga hospitals.

IV. SCOPE OF THE SERVICES

In the current scenario, the healthcare sector is noted as a fastest growing sector in India. Adoption of new technology in Indian hospitals has made the healthcare sector as more competitive. The study is aimed at examining the level of service quality in a hospitals effect on the patient's expectations. The study's outcome makes clear that the observation about the hospitals holds in the place of mind of the patients which will be useful for management to formulate the strategies in future plans of the hospitals.

V. METHODOLOGY

This study is descriptive in nature. Descriptive research is providing an accurate result on the observation. The descriptive research describes the demographic of the patients and helps to get clarity on the research. In descriptive research, we can get a definite conclusion on the study. The study uses descriptive research method because it helps to find out the specific expectation of the patients. The survey includes nature of questionnaires which needs to be answered by the patients.

Data collection method

Primary data: - Personnel interaction with patients

- Structured questionnaires.

Secondary data: - Books, journals, websites.
Sampling design: -Simple Random Sampling
Population Size :-10,000
Sample size:-100 patients of the hospital.

VI. REVIEW OF LITERATURE

According to Muslim Amin (2013):- The study examines the concept of hospital service quality and its effects on patient's satisfaction behavioral intention. The study considers five dimensions namely admission medical service overall service discharge and social responsibility. Each dimension has its significant relationship with hospital service quality. It reveals the establishment higher level of hospital service quality which leads to the customer to have a higher level of satisfaction and behavioral intention and build a long-term relationship.

According to Dr. DarshanR Daveand Rina Dave (2014):- a Healthcare sector depends on socio-economic development. The study founded that the reputation of the hospitals, doctor's qualification and experience of doctors are the influence factor along with the extra facilities provided in the hospitals. The study reveals to improve patients satisfaction healthcare services providers must focus on quality improvement strategies.

According to Kenneth Amoh-Binfoh (2015):- Customer expectation and experience vary with the services. Service quality dimensions namely reliability, responsiveness, tangibility and empathy. It focuses on the level of service quality rendered in hospitals and patients physician relationship. It examines the pre and post services rendered by the hospitals.

According to Bishnu P Neupane (2016):- The study compares patient's perceptions against their expectations from an excellent hospital. Mr. Bishnu adopts the SERVQUAL model to capture general criteria using a scale composed of 21 items which are designed to load on five dimensions that reflects service quality. The study reveals that all the five dimensions have negative SERVQUAL scores it means none exceeded patients expectations. The hospital administration needs to upgrade the services offered to close key gap difference.

VII. LIMITATIONS OF THE STUDY

- The sample size collected by the researcher is limited.
- The time taken to collect the required data from the respondents was limited
- The analysis used is as per my knowledge of the concerned subject**INTERPRITATION:**

T-Test

Dimensions	Gender	Mean	Std. Deviation	't' value	P value
Reliability	Male	16.94	1.44	1.713	.090
	Female	16.43	1.49		
Responsiveness	Male	16.34	1.51	-.635	.527
	Female	16.53	1.45		
Assurance	Male	12.02	1.21	-.827	.410
	Female	12.21	1.04		
Empathy	Male	12.94	1.03	.679	.499
	Female	12.79	1.08		
Tangibilty	Male	20.57	1.84	-.246	.806
	Female	20.66	1.65		

Interpretation:

- The male and female statement did not differ significantly in their mean score on the various dimension of service quality as all the t-values obtained for reliability (t= 1.713; P= .090)
- The male and female statement did not differ significantly in their mean score on the various dimension of service quality as all the t-values obtained for responsiveness (t= -.635; P= .527)
- The male and female statement did not differ significant in their mean score on the various dimension of service quality as all the t-values obtained for Assurance (t= -.827; P= .410)
- The male and female statement did not differ significant in their mean score on the various dimension of service quality as all the t-values obtained for Assurance (t= -.827; P= .410)
- The male and female statement did not differ significant in their mean score on the various dimension of service quality as all the t-values obtained for Empathy (t= .679; P= .499)
- The male and female statement did not differ significant in their mean score on the various dimension of service quality as all the t-values obtained for Tangibility (t= -.246; P= .806)

Oneway Table

		N	Mean	Std. Deviation	F	Sig
Reliability	Below<25	11	16.82	1.25	.839	.504
	25¬35	26	17.00	1.52		
	36-45	34	16.68	1.45		
	46-55	19	16.21	1.69		
	55 & above	10	16.50	1.27		

		N	Mean	Std. Dev	F	Sig
	Total	100	16.67	1.48		
Responsiveness	Below<25	11	16.27	1.62	2.814	.030
	25¬-35	26	17.04	1.22		
	36-45	34	16.41	1.46		
	46-55	19	16.37	1.50		
	55 & above	10	15.30	1.42		
	Total	100	16.44	1.47		
Assurance	Below<25	11	12.73	1.19	2.321	.062
	25¬-35	26	12.19	0.94		
	36-45	34	11.74	1.14		
	46-55	19	12.42	1.26		
	55 & above	10	12.00	0.82		
	Total	100	12.12	1.12		
Empathy	Below<25	11	13.45	0.93	1.322	.267
	25¬-35	26	12.73	1.00		
	36-45	34	12.91	0.90		
	46-55	19	12.79	1.27		
	55 & above	10	12.50	1.27		
	Total	100	12.86	1.05		
Tangibility	Below<25	11	21.09	1.30	2.327	.062
	25¬-35	26	21.15	1.76		
	36-45	34	20.29	1.80		
	46-55	19	20.79	1.62		
	55 & above	10	19.50	1.58		
	Total	100	20.62	1.73		

Interpretation:

In view of the fact that P= .504> 0.05 the test was not significant at 5% levels that are there was no significant mean difference in reliability dimension of different age group.

Since P= .030> 0.05 the test was significant at 5% levels that is there was no significant mean difference in responsiveness dimension of different age group.

While P= .062> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in assurance dimension of different age group.

Seeing as P= .267> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in empathy dimension of different age group

Given that P= .062> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in tangibility dimension of different age group

Oneway Table

		N	Mean	Std. Deviation	F	Sig
Reliability	Initiate	69	16.99	1.44	5.812	.004
	Middle	30	16.00	1.34		
	End level	1	15.00	.		
	Total	100	16.67	1.48		
Responsiveness	Initiate	69	16.49	1.56	1.441	.242
	Middle	30	16.40	1.22		
	End level	1	14.00	.		
	Total	100	16.44	1.47		
Assurance	Initiate	69	12.03	1.11	.772	.465
	Middle	30	12.33	1.15		
	End level	1	12.00	.		
	Total	100	12.12	1.12		
Empathy	Initiate	69	13.06	1.03	4.358	.015
	Middle	30	12.40	1.00		
	End level	1	13.00	.		
	Total	100	12.86	1.05		
Tangibility	Initiate	69	20.51	1.80	.596	.553
	Middle	30	20.90	1.60		
	End level	1	20.00	.		
	Total	100	20.62	1.73		

Interpretation:

Given that P= .004> 0.05 the test was significant at 5% levels that is there was no significant mean difference in reliability dimension of different stages in diagnosis

Since P= .242> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in responsiveness dimension of different stages in diagnosis

Seeing as P= .465> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in assurance dimension of different stages in diagnosis

While P= .015> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in empathy dimension of different stages in diagnosis

Since P= .553> 0.05 the test was not significant at 5% levels that is there was no significant mean difference in tangibility dimension of different stages in diagnosis

Findings

The following findings were drawn from the data analysis:

- Gender of the respondents has significance influence on any of the dimensions
- Age of the respondents more importantly influence on any of the dimensions.
- It has a dominated patient perception of 16.94 on Nisarga Hospital towards service quality.
- Majority of the respondents age groups are 36-45.
- Most of the respondents are employed.
- Most of the respondents annual income is in between 20000-40000.
- Majority of the respondents are married.
- This study clears that age and patients health level has a significant influence on service quality
- Majority of 51% of the patients agreed that Nisarga Hospital provides service every time.
- majority of 68% of the patients agreed that Nisarga Hospital will provide a service at the time they promised to do so
- Most of 60% of the patients agreed that Staff of Staff of Nisarga hospital will take action immediately when I make a compliant
- 56% of the respondents feel that the hospital's cleanliness and hygiene are excellent.
- Majority of the respondents feel hospital offers prompt service every time.
- Majority of the respondents feel confident when receiving medical treatment in the hospital.
- Based on the study it is clear that the Nisarga hospital employees have enough time to respond to patients request promptly.
- This study reveals that a majority of 60% of the patients agreed that Nisarga hospital doctors give prompt services
- For this statement majority of 62% of the patients agreed that The behavior of employees in Nisarga Hospital will instill confidence in patients
- Most of 55% of the patients agreed that Doctors give you individual attention. Followed by 45% of the respondents strongly agree.
- Majority of 47% of the patients agreed that Patients of Doctors of Nisarga hospital listen carefully to patient's problems

VII. SUGGESTIONS

- From the study, it has been found that some treatments like massage therapy, yoga is not been done on time so they have to maintain proper timings of the treatment.
- A number of experienced staff required for some treatments.
- Respondents have suggested improving the taste of the foods.
- Sufficient numbers of staff members are required especially in the reception section.
- Timings need to be monitored in a systematic manner by staff members

VIII. CONCLUSION

Service quality is an activity of how well service is delivered to meet the expectation of the customers. In the current scenario, customers are giving a lot of importance to the service given by the organization especially in the hospital the priority for services provided by doctors and nurse plays a prominent role. Majority of the respondents are happy with the service quality provided by Nisarga hospital. There are few suggestions which is given for the improvement of the service quality those are, treatments like Massage and Yoga timings need to be cope up, more experience staff members are required and the timing should be maintained systematically by all the staff members in the hospital.

It can be concluded that to improve the service quality in the hospital and to make the patients feel comfortable. It is important to follow the above suggestion given by the respondents to make advancement in the service quality at the hospital.

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