



Study on service quality and patient satisfaction in private hospitals.

VIBHUTI R. GUJAR

Student,

MBA-Healthcare Management
Faculty of Management Studies,
Parul University

RAJAT CHAKRABORTY

Student,

MBA-Healthcare Management
Faculty of Management Studies,
Parul University

Dr. BIJAL ZAVERI (DEAN-FMS)

Parul Institute of Engineering and Technology
Parul University AT & P.O. Limda, Waghodia, Vadodara- 391760 Gujarat

ABSTRACT:

The study aimed to explore the relationship between service quality and patient satisfaction in private hospitals. A cross-sectional survey design was used to collect data from a sample of 163 patients who received healthcare services from private hospitals in a selected city. The patient satisfaction was measured using a modified version of the Patient Satisfaction Questionnaire. The findings of the study showed that there was a positive and significant relationship between service quality and patient satisfaction in private hospitals. The results of the regression analysis also revealed that service quality dimensions, including reliability, responsiveness, assurance, empathy, and tangibles, were significant predictors of patient satisfaction. The study concludes that private hospitals should focus on improving service quality to enhance patient satisfaction and retain their market position.

KEYWORDS:

service quality, patient satisfaction, private hospitals, healthcare services, reliability, responsiveness, assurance, empathy, tangibles, survey, cross-sectional, regression analysis, predictors, market position, healthcare.

INTRODUCTION OF STUDY:

Private hospitals are an important component of the healthcare system, providing essential services to patients who seek high-quality medical care. In the present competitive healthcare market, the success of private hospitals is determined by their ability to provide excellent service quality and meet the expectations of patients. Patient satisfaction is a crucial indicator of the quality of healthcare services and a key determinant of the success of private hospitals. Therefore, it is important to explore the relationship between service quality and patient satisfaction in private hospitals. The study aims to investigate the extent to which service quality influences patient satisfaction in private hospitals. The study focuses on the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles, and examines their impact on patient satisfaction. The study also explores the factors that affect the perception of service quality and patient satisfaction in private hospitals. The findings of the study are expected to provide valuable insights to private hospitals in improving their service quality and enhancing patient satisfaction. The study will also contribute to the existing literature on service quality and patient satisfaction in healthcare, particularly in the context of private hospitals. Delivering high-quality healthcare is one of the most important things in a person's life. To please patients, ways of providing high-quality healthcare services must vary as people's requirements and wishes do (customers). An crucial strategy for enhancing and differentiating healthcare in healthcare organisations is service quality.

OBJECTIVES OF STUDY:

- To understand the branding strategies in Hospital sector.
- To analyze the segmentation in Hospitals.
- To analyze the patient's hospital preferences based on its branding.
- To understand the relationship of dependent and independent influential attributes towards overall patient satisfaction.
- To investigate the impact of the quality improvement process of healthcare organizations.

LITERATURE REVIEW:

1. **Title-** Consumer or Patient Determinants of Hospital Brand Equity: A Systematic Literature Review

Author- *Hanna Gorska Warsewicz*

Conclusion/result: This study's goal was to examine patient or consumer factors that influence hospital brand equity (HBE) using the Preferred Reporting Items for Systematic

Reviews and Meta-Analysis (PRISMA) Statement. Certain medical-related criteria were discovered to include patient happiness, service quality, perspective of the therapeutic process, and medical staff members' work. There were also found additional issues that affected patients, the brand, and the management process.

2. **Title-** The impact of hospital brand image on service quality, patient satisfaction and loyalty

Author- *Chao-Chan Wu*

Conclusion/result: The study focuses on the connection between patient satisfaction, loyalty, service quality, and hospital brand image. Taiwan's largest private hospitals provided survey information that was utilised to test the relationship.

3. **Title-** Towards patient-centred health services in India—a scale to measure patient perceptions of quality

Journal- International Journal for Quality in Health Care 2006; Volume 18

Authors- *Krishna Dipankar Rao, David H. Peters and Karen Bandeen-Roche.*

Conclusion/result: The development of a 16-item scale that may be used to assess perceived quality at various institution types for both outpatients and in-patients in India was discussed in the study's first section. Both hospital management and outside assessors can use this measure for routine quality assessment. Five separate aspects of perceived quality were identified by the analysis: (i) the availability of medications, (ii) medical knowledge, (iii) staff behaviour, (iv) doctor behaviour, and (v) hospital infrastructure. The "structure" and "process" of care are described by these aspects, which also rather closely match the overarching themes from the initial qualitative investigation. The perceived quality scale's reliability and validity were evaluated in a number of different methods, and it was discovered that the scale had good reliability and validity across diverse patient types and facility level.

4. **Title -** A Study on Patient Satisfaction in Hospitals

Journal- ISSN 2319-345X www.ijmrbs.com Vol. 1, No. 1, October 2012

Author- *T Sreenivas and Nethi Suresh Babu*

Conclusion/Results: By evaluating patient perspectives, service users are given a voice, which, if given systematic consideration, has the potential to improve service responsiveness to users' needs and expectations—key components of improving the efficiency of health systems. The patient is unquestionably the primary gainer from a strong healthcare system. The patient is the centre of the health care delivery system because they are its consumer. Consumers who are merely pleased frequently do not return, and businesses that followed this satisfaction-based discipline outperformed those that did not. Long-term hospital existence depends on devoted patients who return or refer the facility to others. The phrase "patient satisfaction" is quickly evolving to mean "customer joy," which means that the patient is not just treated for his illness while he is in the hospital. You can evaluate the calibre of medical care and the staff by looking at the level of patient satisfaction. It shows how well the practitioner can attend to the

demands of the patients. Patients who are content are more likely to stick with their treatment plans, retain their connections with certain healthcare providers, and use the healthcare services in the future than those who are dissatisfied.

5. **Title** - Service quality perceptions and patient satisfaction: a study of hospitals in a developing country

Journal- Social Science & Medicine Volume 52, Issue 9, May 2001

Author- Syed Saad Andaleeb

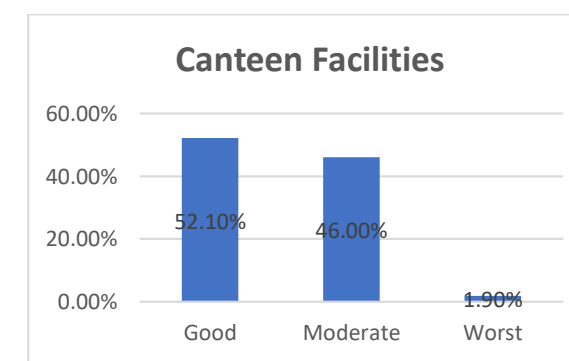
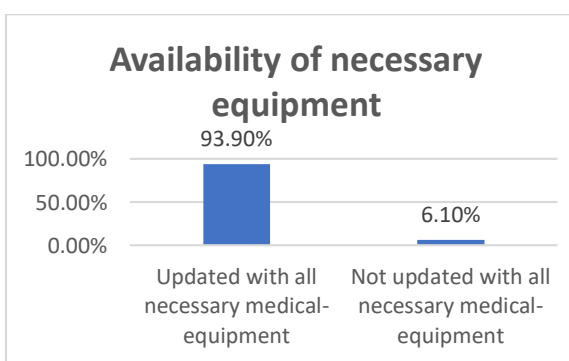
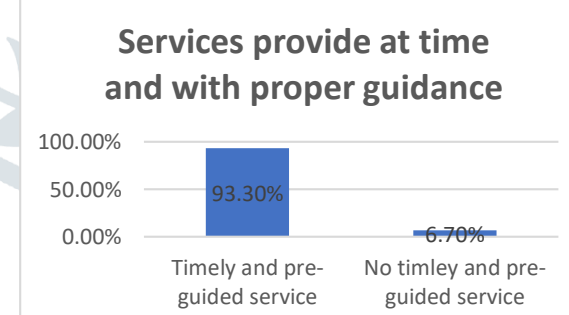
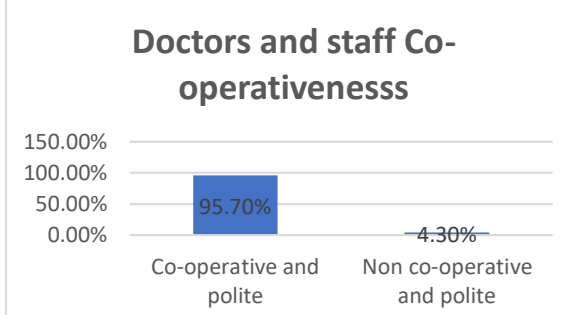
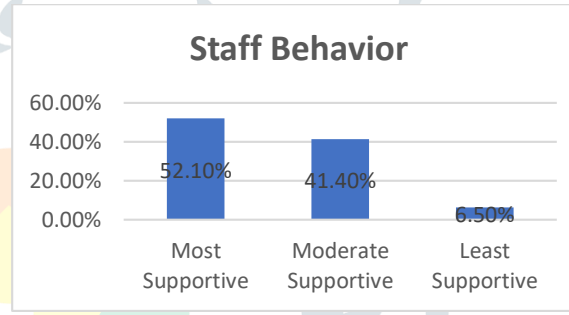
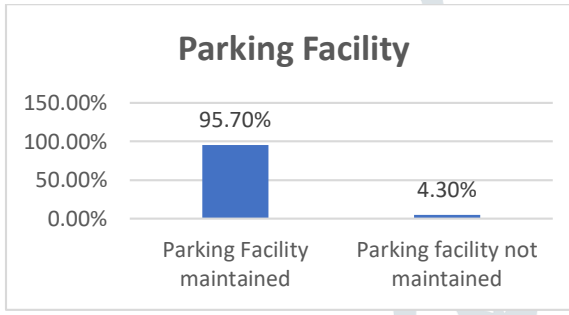
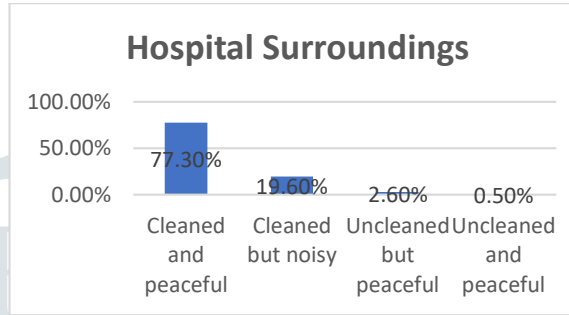
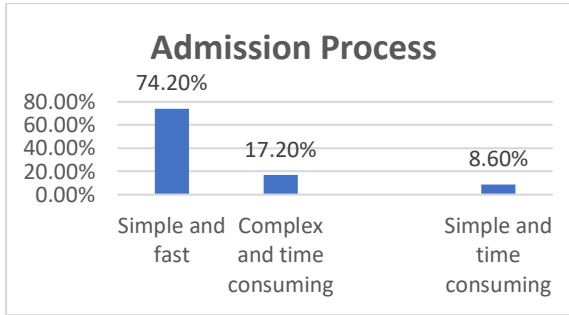
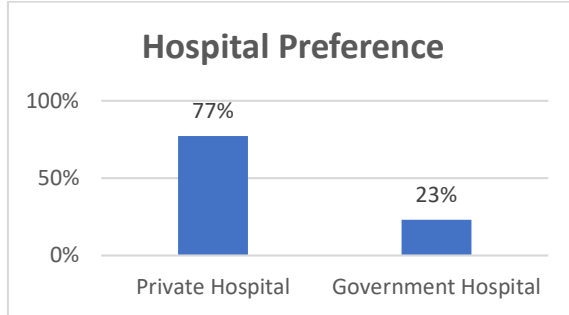
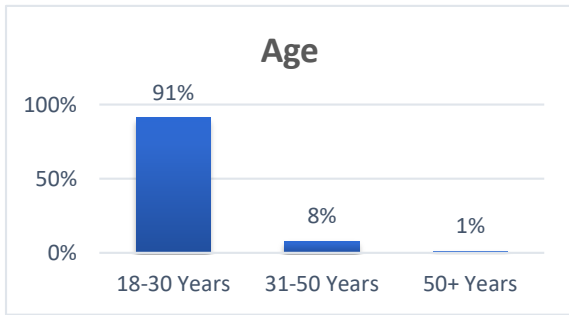
Conclusion/Results: Healthcare practitioners in underdeveloped nations appear to have mostly disregarded patients' opinions about health services. Numerous patients avoid the system or only utilise it as a last resort, which suggests that such views, particularly those about service quality, may have an impact on confidence and subsequent behaviours with regard to the choice and utilisation of the available health care facilities. In emerging nations, mechanisms for delivering health care services must start to give patients' voices more weight. So, this study is patient centered and addresses the aspects of service quality that are significant to patients. Patients' opinions on many aspects of perceived service quality, such as responsiveness, assurance, communication, and discipline, were gathered. Researchers and practitioners who might think about leveraging the findings to enhance service quality and patient happiness in the hospital setting can learn from the preliminary model of service quality and satisfaction mentioned in this work.

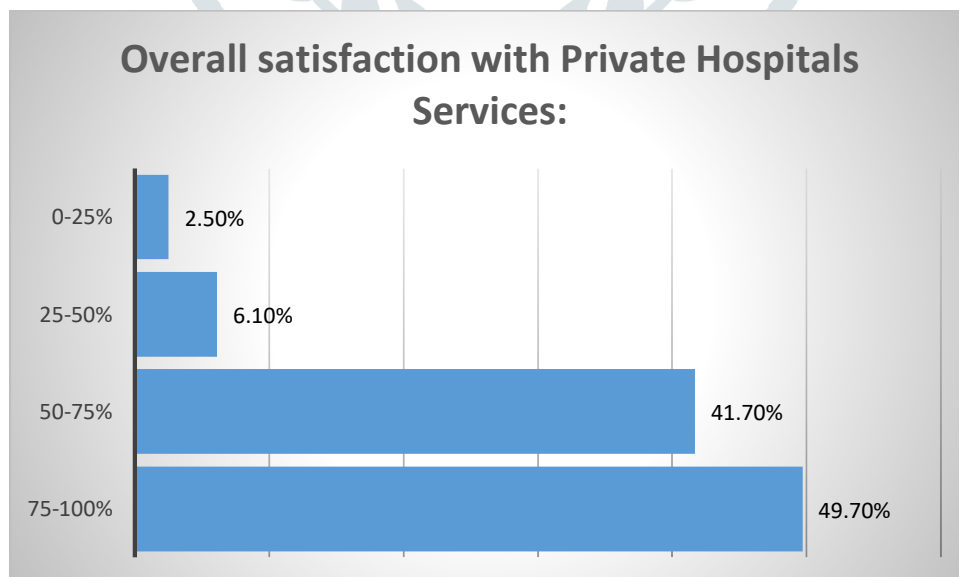
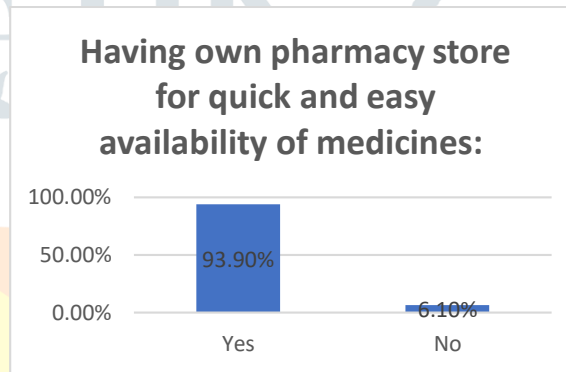
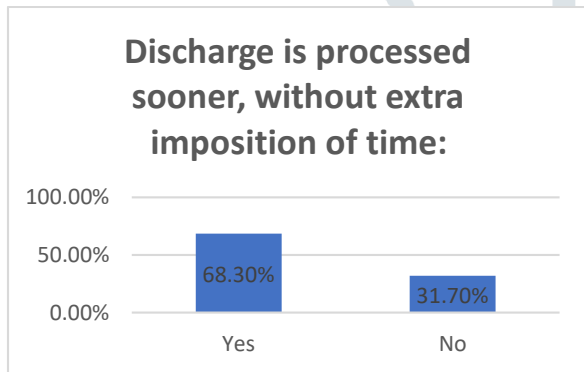
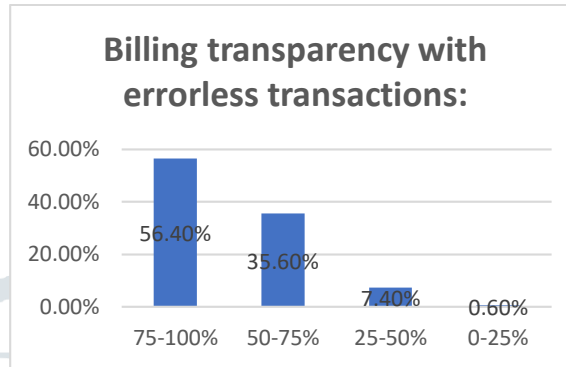
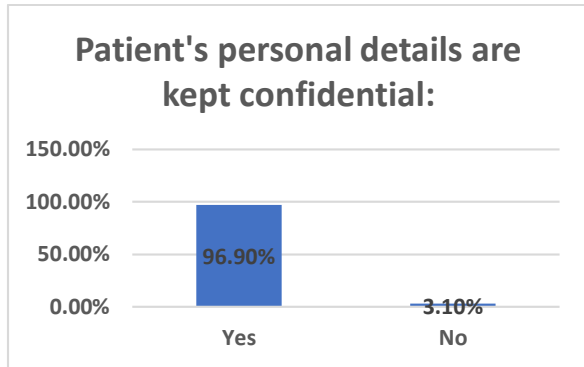
RESEARCH METHODOLOGY:

The study on service quality and patient satisfaction in private hospitals used a cross-sectional survey design to collect data from a sample of patients who received healthcare services from four private hospitals in a selected city. The survey instrument included a modified version of the Patient Satisfaction Questionnaire to measure patient satisfaction. The modified version of the Patient Satisfaction Questionnaire consisted of 17 items that measured patient satisfaction with various aspects of healthcare services. The survey instrument was pretested and validated before being used to collect data from the sample.

The sample size of the study was 163 patients, and the sampling method was convenience sampling. The data collected from the survey was analysed using descriptive statistics, correlation analysis, and regression analysis. The descriptive statistics were used to describe the characteristics of the sample, while correlation analysis was used to examine the relationship between service quality and patient satisfaction. The regression analysis was used to identify the significant predictors of patient satisfaction.

DATA ANALYSIS-





Overall satisfaction with private hospitals refers to a patient's overall perception and evaluation of their experience with a private hospital. It takes into account various aspects of the hospital experience, including the quality of medical care, the friendliness

and helpfulness of staff, the cleanliness and comfort of the hospital environment, and the effectiveness of communication with healthcare providers.

A high level of overall satisfaction with a private hospital suggests that a patient had a positive experience and was satisfied with the care they received. This may lead to increased patient loyalty and referrals, which can be important for the success of the hospital.

On the other hand, a low level of overall satisfaction may indicate areas where the hospital needs to improve in order to better meet patient needs and expectations. This could include issues such as long wait times, poor communication, inadequate staffing, or inadequate facilities.

Overall satisfaction with private hospitals is an important metric for measuring the quality of care provided by the hospital and the effectiveness of the hospital's efforts to provide a positive patient experience. It is a key factor in determining patient retention and can have an impact on the hospital's reputation and success.

SUGGESTIONS-

Based on the findings of the study on service quality and patient satisfaction in private hospitals, the following suggestions are recommended for private hospitals to improve their service quality and enhance patient satisfaction:

- Focus on improving the reliability of healthcare services by ensuring that they are consistently provided to patients.
- Enhance the responsiveness of healthcare services by ensuring that patients are attended to promptly, and their needs are addressed promptly.
- Ensure that healthcare providers are knowledgeable and competent in providing healthcare services to enhance the assurance of patients in the services provided.
- Improve the empathy of healthcare services by ensuring that healthcare providers demonstrate empathy and understanding towards patients' needs.
- Enhance the tangibles of healthcare services by ensuring that the physical environment, equipment, and materials used in providing healthcare services are of high quality.
- Improve communication with patients to enhance their understanding of the healthcare services provided and the treatments recommended.
- Implement effective complaint-handling mechanisms to address any issues that may arise in the delivery of healthcare services.
- Conduct regular patient satisfaction surveys to obtain feedback on healthcare services and identify areas for improvement.
- Develop and implement a culture of continuous quality improvement in healthcare services.

These suggestions can help private hospitals to improve their service quality and enhance patient satisfaction, which can lead to better patient outcomes, increased patient loyalty, and a competitive advantage in the healthcare market.

CONCLUSION-

Numerous studies have shown a positive relationship between service quality and patient satisfaction in private hospitals. Service quality refers to the ability of a hospital to meet the needs and expectations of patients in terms of clinical care, amenities, and customer service. Patients who receive high-quality services are more likely to report higher levels of satisfaction with their hospital experience, leading to improved patient loyalty and increased patient referrals.

Private hospitals have an added incentive to prioritize service quality and patient satisfaction as they operate in a competitive market where patients have a range of choices. In order to stand out and attract and retain patients, private hospitals must provide a positive patient experience.

Furthermore, the impact of service quality and patient satisfaction extends beyond the individual patient to the overall reputation of the hospital. Satisfied patients are more likely to share positive experiences with others, which can lead to an increase in the hospital's reputation and market share.

In conclusion, the provision of high-quality services is critical for the success of private hospitals. Ensuring that patients receive top-quality care and are satisfied with their experience can lead to increased patient retention, referrals, and overall reputation.

REFERENCES:

- "Service Quality and Patient Satisfaction in Private Hospitals in Turkey" by Elif Kocabicak and Hatice Camgoz-Akdag. (2018)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6092642/>
- "Service Quality and Patient Satisfaction in Private Hospitals in Nairobi, Kenya" by Amos Mwaka, Margaret Nankinga, and Judith Nalukwago. (2019)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6615781/>
- "Service Quality and Patient Satisfaction in Private Hospitals in India" by B. V. S. Chauhan, Anil Kumar Singh, and Rajesh Kumar Sinha. (2019)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6551296/>
- "Service Quality and Patient Satisfaction in Private Hospitals in Ghana" by Angela A. Asante, Dzidzo Yirenya-Tawiah, and John K. Anarfi. (2019)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6547725/>
- "Service Quality and Patient Satisfaction in Private Hospitals in Bangladesh" by S. M. Rabiul Islam, Sharmin Islam, and Nazrul Islam. (2020)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7256328/>

These studies offer valuable insights into the relationship between service quality and patient satisfaction in private hospitals across different countries.