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FACTORS AFFECTING PATIENT SATISFACTION WITH REFERENCE TO PRIVATE HOSPITALS IN SATNA MP

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Abstract: *In a developing country like India, healthcare is a serious concern and a point to consider for working professionals, researchers and government officials. A variety of steps have been taken by government of India and management of hospitals to improve the quality of patient care in hospitals. India is now recognized as health destination attracting medical tourism due to the cost advantage derived from available large pool of well-trained medical professionals at low cost. Many private hospitals have excellent reputation for creating a world-class integrated healthcare delivery system that is known to provide finest medical skills and compassionate patient care. The scope of the study is to know the operational efficiency of service quality towards the health practices in various private sector hospitals, to identify the issues and highlight recommendations which can be implemented with or without any major changes in the current system. A total of 100 respondents participated through offline and online surveys. The study evaluates satisfaction across key service dimensions including hygiene, doctor behavior, nursing care, medical facilities, billing, waiting time, and inpatient services.*

Keywords: Patient satisfaction, healthcare service quality, cleanliness, billing process, medical tourism

1. INTRODUCTION:

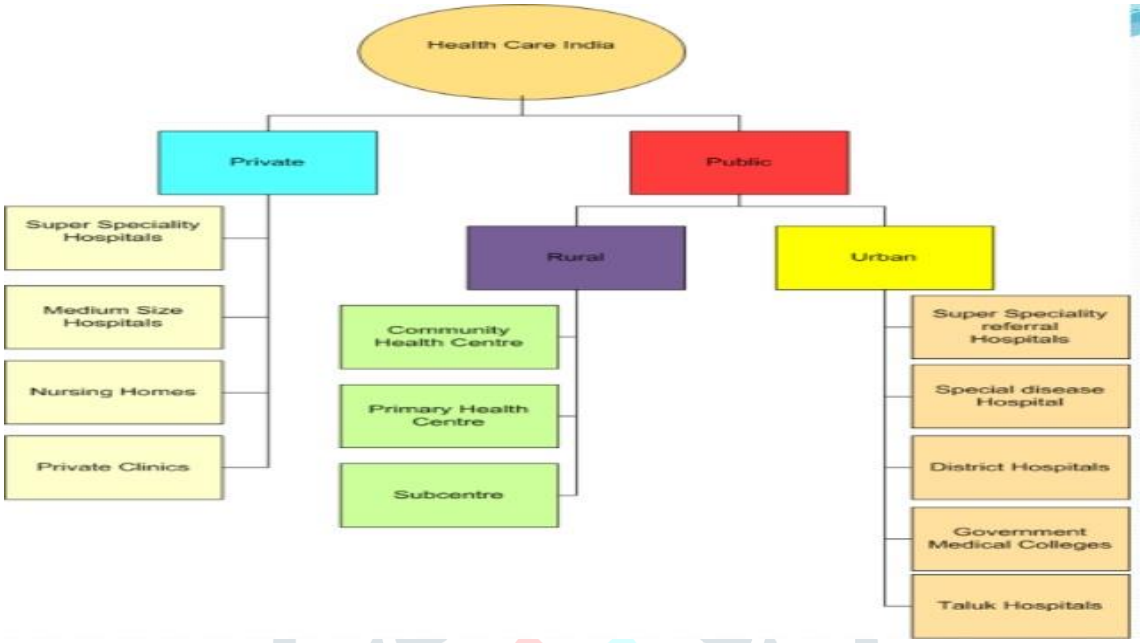
In the healthcare industry, patient satisfaction is the top most goal of an organization. The patient is the customer of the hospital and for any type of business to succeed it is crucial to maintain a balance between satisfying the customers, employees, board and administration. In order to give quality health care services to patients, employees need to be satisfied in their position of work, as well. Employee satisfaction appear to have a strong relationship with the quality of care delivered and related costs. With the impact of rising health care costs, it is crucial for health care organizations to provide high quality care so patients will return to that organization for additional services. Many hospital human resource professionals believe the Patient Protection and Affordable Care Act and the new demands it places on hospital Work forces will expand the role of Human Resources in a health facility, particularly with respect to improving employee engagement as a means of boosting patient satisfaction. This study investigates the key factors influencing patient satisfaction, evaluates satisfaction levels across major service dimensions, and provides insights that can guide managerial decisions.

2. HEALTH SECTOR IN INDIA

Health care has become one of India largest sectors-both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, telemedicine, medical tourism, health insurance and medical equipment. Indian healthcare delivery system is categorized into two major components-public and private. The health care market is dominated by private sector accounting for a big ratio of about 70% of the healthcare market, while public expenditure accounts for 30%. India also has shortfall of Infrastructure and workforce. People belonging to high income level prefer private hospitals as they can afford medical expenses. While people belonging to lower income group prefer public sector hospitals, as treatment is given free of cost or at nominal charges. Like domestic patients, many medical tourists too have uncertainties whether to be admitted to a private

hospital or a public hospital. While, the services provided by public and private hospitals have few things in common, where as some key differences set them apart.

Public hospitals are much larger in number than private hospitals, due to which, private hospitals can offer more one to one care and treatment to patients. Public hospitals are funded by the government and so are bound to attend the patients. Conversely, private hospitals can refuse treatment; however, both by law should treat an emergency case. It is a general perception that government hospitals cannot furnish good health care facilities and are always in a struggling situation in order to meet the expectations and requirements of patients both in terms of quality and quantity.



3. *OBJECTIVES OF THE STUDY*

- To measure patient satisfaction across various hospital service dimensions such as hygiene, doctor behavior, nursing care, medical facilities, billing, and waiting time.
- To identify the factors that most significantly influence patient satisfaction at MP Birla Hospital and PBCRI.
- To examine patients' perceptions of inpatient services including food quality, accommodation, and comfort.

4. *SCOPE OF THE STUDY*

- The study focuses on evaluating patient satisfaction across various service dimensions including clinical care, hygiene, administrative processes, and inpatient services.
- It covers patients who availed services at different private hospitals in Satna city during the data collection period.
- The scope is limited to Satna region and does not compare other hospitals.
- The findings aim to identify critical areas requiring improvement to enhance service efficiency and patient comfort.

5. LITERATURE REVIEW

Hospitals provide same type of service but their quality of services varies from hospital to hospital (Youssef *et al.*, 1996). Best way to measure service quality is to measure the satisfaction level of customers, as they are ultimate beneficiaries of service quality (Bergman and Klefsjo, 1994). Quality in healthcare was previously defined by clinics as delivery of technical service in which basic needs and requirements of patients were not focused. Recent literature in developed countries focused upon needs of patients and their insights. Empirical research is also done on service quality in healthcare. Attention is now given to patients' perspective and their perceptions instead of focusing only on hard aspects of quality (O'Connor *et al.*, 1994; Andaleeb, 2000).

Products are tangible in nature and quality of the products can be easily measured whereas the services are intangible in nature and difficult to measure as compared with the products. Due to intangible in nature, it is difficult to measure the quality of any services as it is highly dependent on customer perceptions and expectations (Samson& Parker, 1994).Quality has become a key determinant in both industrial and service sector to gain maximum return on investments and also significantly contributed in reduction of cost (Anderson and Zeithaml 1984; Parasuraman *et al.*, 1985). Service organizations like the manufacturing organizations are now well aware about the facts that they need to take preventive quality measures to gain

customer satisfaction and retention (Spreng & MacKoy, 1996; Reichheld & Sasser, 1990). The importance of service quality has been recognized and its implementation escorts the organizations to increase organizational performance, customer satisfaction and loyalty (Berry *et al.*, 1989; Reichheld & Sasser, 1990; Rust & Zahorik, 1993; Spreng & MacKoy, 1996; Cronin *et al.*, 2000; Yoon & Suh, 2004; Kang & James, 2004).

Gojjam Eshetie,1 Amsalu Feleke,2 and Muluken Genetu(2020) :The overall level of patients' satisfaction towards outpatient health care services in North Gondar primary hospitals was low. Non availability of medicines and supplies, long waiting hours in registration process, and waiting time to see a doctor after registration were significant predictors of patient dissatisfaction. Hospital management bodies and health service providers need to give attention to improvement of drugs availability and reducing waiting time in registration process and time to see a doctor after registration in order to improve level of patient satisfaction. It is necessary to conduct further study and periodic assessment of health services delivery in regard to patient satisfaction.

Kumar (2020): service Quality in healthcare services is very important determinant of patients' satisfaction in government and private hospitals. In general, it is believed that the quality of treatment, medicines and medical equipments affect the level of patient satisfaction; no doubt, it is true; but apart from these determinants there are so many factors which determine the patient's satisfaction from Inpatient Departments (IPDs).The findings of the study recorded, patients rated personal attention of their treating doctor to have maximum effect on their satisfaction whereas technical capabilities the least. Thus we can understand that since the patients are not aware of the technical aspects so they don't find themselves in a position to judge this particular attribute but then also they are not heeding towards functional qualities like cleanliness ,comfortable rooms etc, instead they give highest priority to the time that they get with their doctor and his behaviour.

Ghose and Adhish (2011) Patient satisfaction is the essential indicator that reflects the service quality at any level of health services. The study on the patient satisfaction is an effective mean of evaluating the performance of hospital from the view of patients. The information obtained through this type of studies is valuable to remove discrepancies which are distorting the patient satisfaction so as to make the hospital more attractive for the patient.

HavvaÇaha (2010) found Patients preferred private hospitals due to their belief that private hospitals provide qualitative health service in Turkey. But this did not mean that they encounter sufficient services. On the contrary, a large number of patients complain about services given by private hospitals. The complaints were mainly about the length of the time that they wait for treatment and the consultation time given to them. As a result, this study indicated that satisfaction of the patients seem to be the most important factor for the private health care providers.

6. RESEARCH METHODOLOGY:

Research Design:	Descriptive and analytical
Sample Area:	Satna City
Sample Unit:	Two Private Hospitals
Sample Size:	100 respondents.
Sampling Technique:	Convenience sampling.
Data Collection Tools:	Structured questionnaire
Data Analysis:	Percentage analysis, descriptive statistics, and qualitative interpretation.

7. DATA ANALYSIS & INTERPRETATION:

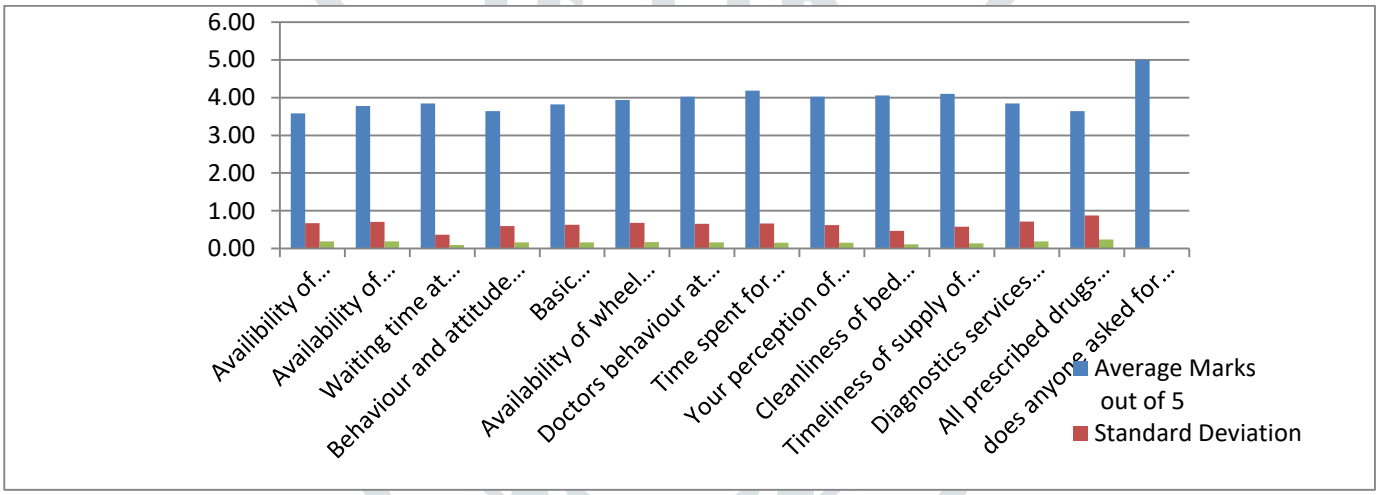
This research was carried out to study patient's satisfaction on health service quality in hospital services. A sample of 100 respondents was drawn from two private hospitals. The research was made through a well structured schedule covering all the five measures of patient satisfaction.

1.) Tangibility
2.) Reliability
3.) Responsiveness
4.) Assurance
5.) Empathy

This section presents the analyzed results of patient satisfaction across key service dimensions. A summary table is added to consolidate the core response trends

Table 1: Summary of Patient Satisfaction Across Key Dimensions (N = 100)

Sr. No.	Attribute	Average Marks out of 5	Standard Deviation	Coefficient of variation
1	**Availability of information at help desk.**	3.58	0.672794962	0.187931554
2	**Availability of Directional and location signage's.**	3.78	0.7082603	0.18737045
3	**Waiting time at registration counter.**	3.84	0.37032804	0.096439594
4	**Behaviour and attitude of hospital staff towards you.**	3.64	0.597955701	0.164273544
5	**Basic amenities (drinking water, cleanliness, toilets etc).**	3.82	0.62889602	0.164632466
6	**Availability of wheel chairs, stretchers ward boys etc.**	3.94	0.682432624	0.17320625
7	**Doctor's behaviour at the time of examination.**	4.02	0.654341857	0.162771606
8	**Time spent for examination and counselling of patient by the doctor.**	4.18	0.660550173	0.158026357
9	**Your perception of doctor's knowledge.**	4.02	0.622372026	0.154818912
10	**Cleanliness of bed sheets, pillow covers, ward etc.**	4.06	0.469910977	0.11574162
11	**Timeliness of supply of the diet and its quality.**	4.10	0.580288457	0.14153377
12	**Diagnostics services are provided within the hospital.**	3.84	0.710274451	0.184967305
13	**All prescribed drugs were made available from hospital supply.**	3.64	0.875051019	0.240398632
14	**Does anyone asked for money?**	5.00	0	0



INTERPRETATION

The study included 50 indoor patients from various departmental wards of the hospitals, out of which 66 % were males and 34% were females. The mean age of the patients was 31.5 ± 16.3 years. About 80% patients found that the food served in the hospital was tasty, as compared to 20% who found it to be tasteless. About 92% patients opined that the food was nourishing and 82% patients said that food was served on time. Seventy four per cent patients were found to always eat their food properly, whereas only 20% of the patients felt that they eat their food with great difficulty. The patients were asked to give general suggestions to improve the Quality of the food being served in the hospital. Some general suggestions from the patients were elicited. About 27% patients felt that the quality of the diet could be improved; twenty per cent patients felt that it should be ensured that the food is served hot. About 7% patients felt that the manner of serving the food could be improved and 7% of patients felt that the food served is not well timed

7. FINDINGS & SUGGESTIONS

FINDINGS:

- High satisfaction was observed in cleanliness, hygiene, and doctor behavior.
- Nursing staff were positively rated, reflecting effective patient interaction.
- Medical facilities were adequate but require modernization in certain units.
- Billing and registration processes showed considerable dissatisfaction due to delays and lack of transparency.
- Waiting time was a major concern for many respondents.
- Inpatient services such as food quality and room comfort need improvement.

- Overall, 79% rated their experience as good or excellent and 84.6% were willing to recommend the hospital.

SUGGESTIONS:

- Implement a digital queue/appointment system to reduce waiting time.
- Improve billing transparency through itemized digital bills and cost estimation.
- Conduct regular training for administrative and support staff on communication and patient handling.
- Upgrade diagnostic and medical equipment where needed.
- Improve food quality and room maintenance for inpatients.
- Collect patient feedback regularly to monitor service improvements.

8. CONCLUSION

The study concludes that Private hospitals maintain strong performance in clinical service quality, driven by hygiene, doctor behavior, and nursing support. Administrative areas—including billing, waiting time, and inpatient facilities—require improvement to enhance overall patient satisfaction. With consistent quality monitoring and operational reforms, the hospital can further strengthen its patient-centric care model.

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