



## A Study on Quality of Customer Service at Ramakrishna Hospital

<sup>1</sup>Mr. R. Rajesh Kumar, <sup>2</sup>Karthick V

<sup>1</sup>Associate Professor of Sri Ramakrishna Engineering college, Coimbatore, Tamil Nadu, India

<sup>2</sup>Student of Sri Ramakrishna Engineering college, Coimbatore, Tamil Nadu, India

### ABSTRACT:

This project titled "A Study on Quality of customer service Of Sri Ramakrishna hospital ". The main objective of this study is to determine the quality of customer service that is by the Sri Ramakrishna hospital to its customers. Primary, well-defined objectives are framed to the study then questionnaire is prepared based on defined objectives. The prepared questionnaire is used to get the direct response from the selected sample size of 120 customers of Sri Ramakrishna hospital on the basis of convenience sampling method. The response given by the employees are analyzed and interpreted using different statistical tools such as chi square test and correlation methods. From this analysis some general findings arrived and that are more related with the framed objectives for this study. It is found that the overall quality of customer service score is within the acceptable level. According to the findings, the suggestions and recommendations are given which will be more helpful for the organization.

### I. INTRODUCTION

The customer services sector with an around 57 per cent contribution to the gross domestic product (GDP), has made rapid strides in the last few years and emerged as the largest and fastest- growing sector of the economy. Besides being the dominant sector in India's GDP, it has also contributed substantially to foreign investment flows, exports, and employment. India's customer services sector covers a wide variety of activities that have different features and dimensions. They include trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, and business customer services, community, social and personal customer services and customer services associated with construction. Customer services in India are emerging as a prominent sector in terms of contribution to national and states' incomes, trade flows, foreign direct investment (FDI) inflows, and employment

### II. OBJECTIVES OF THE STUDY

To find the expectation of customers towards quality of customer service at Sri Ramakrishna hospital.

To understand the perception of customers on the quality of customer service of Sri Ramakrishna hospital.

To find the gap between expected and perceived quality of customer service.

To know the gap between customer service delivery and external communication to customers.

To study the level of satisfaction of customers towards Sri Ramakrishna hospital.

### III. REVIEW OF LITERATURE

**Michael Cusumano, Steve Kahl and Fernaando Suarez (2008)** studied on "A theory of customer services in product industries", has concluded that in many product oriented industries, customer services have become increasingly important. In case of automobiles, many automakers generate the vast majority of their profits from a customer service activity closely tied to their product activity. The automobile industry overall generates a large portion of its profits from other product-related customer service activities such as insurance and repairs. The authors argued that despite the seeming importance of customer services, there is not much theory to help researchers or practitioners explain the 3 conditions under which customer services matter in product industries. The general view that emerges from the customer services literature is that customer services tend to become important for manufacturing firms once their industries reach a mature stage.

**S.Saravan, N Panchanathan and S Pragadeeswaran (2009)** concluded in their research paper "Markets and Consumers- Consumer Behavior Towards Showroom Customer services of Two-wheeler with reference to Cuddalore District" that students and employees are more satisfied about showroom customer service and age of consumer is an important factor while choosing the brand of bike and all the consumers give importance all factors relating to buying a vehicle.

Steve Kahl and Fernaando Suarez (2008) in their research paper "Product, Process, and Customer service:

A New Industry Lifecycle Model”, has concluded that Existing models of industry lifecycle evolution tend to focus on changes in the products and processes and largely overlook the dynamics of customer services, but increasingly, the revenues of many firms are becoming dominated by sales of customer services rather than products, or products sold with customer services to gain competitive differentiation in markets marked by increasing product commoditization.

**RajnishKatarne, and Satyendra Sharma 13 (2010)** aimed at the measurement of current quality of customer service level of a typical automobile dealership in an Indian city. The study was conducted using a representative survey of respondents, the owners of one of the popular brand vehicles. In this paper, satisfaction/dissatisfaction of the customer has been measured using standard statistical tools, and an attempt has been made to find out reason(s) for dissatisfaction by applying the root cause analysis. The current performance of a customer service centre was not found up to the mark. Necessary suggestions have been made and the customer service centre has started executing them for the improvement in the current quality of customer service level.

**Jenet Manyi Agbor, (2011)** studied on the relationship between customer satisfaction and quality of customer service covering three different customer service sectors in Umea namely FOREX, ICA and Umea University concludes that quality of customer service dimension varies in the different customer service sectors. The findings suggest that to provide quality customer service to satisfy customers, organizations in each customer service sector have to identify and improve on the dimensions of quality of customer service.

**Sany Sanuri Mohd. Mokhtar, (2011)** studied on both quality of customer service and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. Hence, all the hypotheses except one have been supported. It was therefore, recommended that mobile customer service providers should pay special attention to their quality of customer service and the factors that drive customer satisfaction.

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#### IV. STATEMENT OF THE PROBLEM

In this study the researcher has to analyse the quality provided by Sri Ramakrishna hospital and to study various dimensions of quality of customer service that is associated with the customer services provided by the organization.

It has to highlight the perception of the customers over the customer services provided and thus to be compared with the expectations of the customers. This in turn will hint on quality of customer service gaps which indirectly represent the satisfaction level of the customers towards the customer services provided by the organization.

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#### V. SCOPE OF THE STUDY

The aim of the study is to find out the impact of customer satisfaction in respect of quality of customer service and its dimensions. For this purpose the study focused on the in-depth issues regarding the nature and quality of customer services provided by the Sri Ramakrishna hospital, Coimbatore. It is a known fact that organized retailing is making a strong impact in many parts of India's growing economy. This study reveals the perceptions of customer services quality dimensions like physical aspects, reliability, personal interaction, problem solving and policy which assess the retail customer service users, especially Sri Ramakrishna hospital Customer service. Moreover, the study made an attempt to analyze the impact of customer satisfaction on the overall customer services quality of Sri Ramakrishna hospital.

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#### VI. SOURCES OF DATA COLLECTION:

##### PRIMARY DATA:

The primary data are collected from the customers of Sri Ramakrishna hospital, Pudhucherry through a direct structured questionnaire.

##### SECONDARY DATA:

Company profiles, websites, magazines, articles were used widely as a support to primary data.

##### SURVEY:

Survey is the most commonly used method of primary data collection in research. This is widely used because of its extreme flexibility.

##### GEOGRAPHICAL COVERAGE

The study is confined only to “Sri Ramakrishna hospital, Coimbatore”. The sample size for this study is 120 customers.

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#### VII. LIMITATIONS OF THE STUDY

- The findings of my study were based on the assumption that the respondents gave their true and unbiased information.
- The Sample Size was 120 respondents. If the sample size were more than the results of the inference would have been different.
- The study was restricted to Sri Ramakrishna hospital Coimbatore only as majority of the supermarkets are located in the city area.

**VIII. STATISTICAL TOOLS AND ANALYSIS**

**CHI- SQUARE TEST I – ( $\chi^2$ )**

Chi-square is the sum of the squared difference observed (*o*) and the expected (*e*) data (or the deviation, *d*), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between table showing errors free records of the respondents and table showing employees performed of the respondents.

Alternate hypothesis (H1):

There is relationship between table showing errors free records of the respondents and table showing employees performed of the respondents.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS * TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	120	100.0%	0	0.0%	120	100.0%

**TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS \* TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS Crosstabulation**

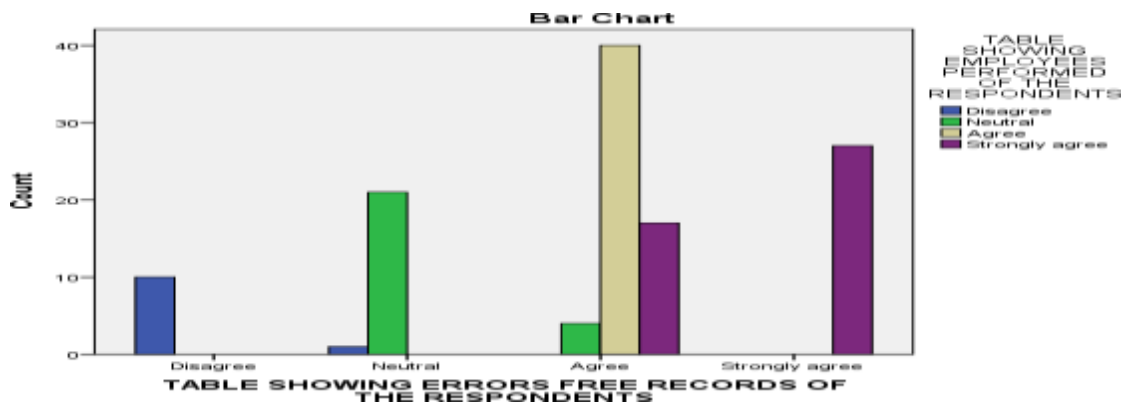
		TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS				Total
		Disagree	Neutral	Agree	Strongly agree	
Disagree	Count	10	0	0	0	10
	% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	100.0%	0.0%	0.0%	0.0%	100.0%
	% within TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	90.9%	0.0%	0.0%	0.0%	8.3%
Neutral	Count	1	21	0	0	22
	% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	4.5%	95.5%	0.0%	0.0%	100.0%
	% within TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	9.1%	84.0%	0.0%	0.0%	18.3%
Agree	Count	0	4	40	17	61

Strongly agree	% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	0.0%	6.6%	65.6%	27.9%	100.0%
	% within TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	0.0%	16.0%	100.0%	38.6%	50.8%
	Count	0	0	0	27	27
	% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	0.0%	0.0%	0.0%	100.0%	100.0%
	% within TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	0.0%	0.0%	0.0%	61.4%	22.5%
Total	Count	11	25	40	44	120
	% within TABLE SHOWING ERRORS FREE RECORDS OF THE RESPONDENTS	9.2%	20.8%	33.3%	36.7%	100.0%
	% within TABLE SHOWING EMPLOYEES PERFORMED OF THE RESPONDENTS	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	252.310 <sup>a</sup>	9	.000
Likelihood Ratio	200.049	9	.000
Linear-by-Linear Association	97.157	1	.000
N of Valid Cases	120		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .92.



Degree of Freedom= (r-1) \*(c-1)  
 = 3\*3= 09

Calculated value = 252.310

Tabulated value = 16.919 Z = Z cal > Z tab

Z= 252.310 >16.919

Hence, the Alternate hypothesis [H1] is accepted

**INFERENCE:**

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing errors free records of the respondents and table showing employees performed of the respondents.

**ONE-WAY ANOVA CLASSIFICATION**

**Null hypothesis (Ho):**

There is a significance difference between table showing safe in transaction of the respondents and table showing knowledge to answer of the respondents.

**Alternate hypothesis (H1):**

There is no significance difference between table showing safe in transaction of the respondents and table showing knowledge to answer of the respondents.

**Descriptives**

TABLE SHOWING SAFE IN TRANSCATION OF THE RESPONDENTS

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Disagree	7	2.14	.378	.143	1.79	2.49	2	3
Neutral	25	3.00	.000	.000	3.00	3.00	3	3
Agree	41	3.90	.300	.047	3.81	4.00	3	4
Strongly agree	47	4.72	.452	.066	4.59	4.86	4	5
Total	120	3.93	.857	.078	3.78	4.09	2	5

**Test of Homogeneity of Variances**

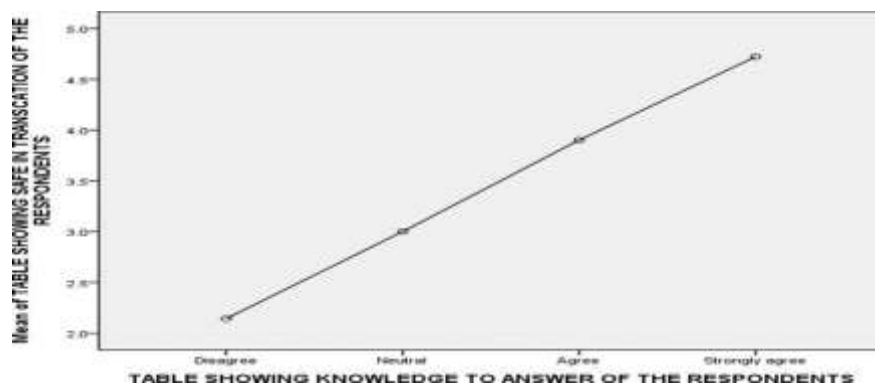
TABLE SHOWING SAFE IN TRANSCATION OF THE RESPONDENTS

Levene Statistic	df1	df2	Sig.
23.302	3	116	.000

**NOVA**

TABLE SHOWING SAFE IN TRANSCATION OF THE RESPONDENTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	73.596	3	24.532	205.152	.000
Within Groups	13.871	116	.120		
Total	87.467	119			



Tabulated value = 2.70 Calculated value= 205.152

F = F cal > F tab F= 205.152 > 2.70

Hence, the alternative hypothesis [H1] is accepted.

#### INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between table showing safe in transaction of the respondents and table showing knowledge to answer of the respondents.

#### ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

#### Null hypothesis (H0):

There is positive relationship between table showing promise customers of the respondents and table showing problem solving of the respondents.

#### Alternate hypothesis (H1):

There is negative relationship between table showing promise customers of the respondents and table showing problem solving of the respondents.

Correlations

		TABLE SHOWING PROMISE CUSTOMERS OF THE RESPONDENTS	TABLE SHOWING PROBLEM SOLVING OF THE RESPONDENTS
TABLE SHOWING PROMISE CUSTOMERS OF THE RESPONDENTS	Pearson Correlation	1	.947**
	Sig. (2-tailed)		.000
	N	120	120
TABLE SHOWING PROBLEM SOLVING OF THE RESPONDENTS	Pearson Correlation	.947**	1
	Sig. (2-tailed)	.000	
	N	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

$$= .947$$

#### INFERENCE:

Since r is positive, there is positive relationship between table showing promise customers of the respondents and table showing problem solving of the respondents.

## IX. CONCLUSION:

The overall customer perception of the customer services provided by Sri Ramakrishna hospital is found to be within the accepted level. Analysis of difference between perception and expected quality of customer service revealed room for improvement in almost all areas.

When considering the five dimensions reliability, tangibility and empathy are found to be at adverse condition. Hence the company has to improve these three dimensions with more care. And empathy should be given additional care as it is found to be very low in customer serviced quality score.

Thus, the analytical study shows that Sri Ramakrishna hospital are committed to providing moderate customer service and that they are likely equally committed in improving the quality of current level of customer service further more.

The purpose of presenting this study is to help provide Sri Ramakrishna hospital leaders with framework for moving forward.

## X. SUGGESTIONS

- Sri Ramakrishna hospital can enhance their satisfaction level by bringing modern and compatible tools and equipment for use.

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- The reliability of customers over the organization can be improved by showing sincere interest in addressing customer problems.
  - The company can show more care in regularizing the payment and billing system with appropriate transparency.
  - The organization should give more technical training to its employees so as to improve their knowledge and hence to instill confidence among the customers.
  - Sri Ramakrishna hospital can improve their quality of customer service score by showing individual attention to the customers.

#### **XI. REFERENCES**

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- [1] Kothari C.R., Research methodology , published by Tata Mc Graw-Hill Publishing Company Ltd., 13<sup>th</sup> Edition, 1982.
- [2] Valarie A. Zeithaml., Delivering quality customer service March 25, 2009.
- [3] Dwayne D.Gremler, Customer services Marketing, Published by Mc Graw Hill, March 2012.

#### **XII. WEBSITE**

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- [WWW.GOOGLE.COM](http://WWW.GOOGLE.COM)
- [WWW.GETITINFOMEDIA.COM](http://WWW.GETITINFOMEDIA.COM)