



Service Quality in Multispeciality Hospital at Coimbatore City

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ABSTRACT:

Service quality is a crucial aspect in the healthcare industry, particularly in multispeciality hospitals. This study aims to assess service quality in multispeciality hospitals located in Coimbatore city. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews to gather data from both patients and healthcare providers.

1. INTRODUCTION:

Today, people in need of healthcare have multiple options. Availability of plenty of information and change the way they choose care providers known as hospitals and doctors. As a result, hospitals and physician practices are discovering that providing quality care alone is no longer enough to remain competitive.

A. OBJECTIVES:

1. To identify the social background of the respondent.
2. To evaluate the quality of health care services provided by the private hospitals.
3. To offer suggestions in enhancing the quality of hospital services and patient satisfaction.

B. STATEMENT OF PROBLEM:

Health care is a rapidly growing sector which has gained much attention from researchers and practitioners worldwide. Due to tremendously increasing cost, many hospitals attempt to adopt quality initiatives such as lean and/or Six Sigma to improve their service operations. Implementing such process improvement efficiently and effectively would ultimately help in delivering the highest value to customers. In a globally competitive world, hospitals that can successfully implement an appropriate business process improvement tend to gain a significant competitive advantage..

C. RESEARCH METHODOLOGY:

There are various which are used in analyzing data. The following tools are used for representing and analyzing data..

Tools:

- 1) Ranking Percentage analysis.

1. Percentage Analysis:

Percentage methods refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are being based on descriptive relationship. It compares the relative items. Using percentage, the data are reduced in the form with base equal to 100% which facilitates relative comparison.

Percentage = (No. of Respondents / Total No. of Respondents) x 100

2. REVIEW OF LITERATURE:

James H. McAlexander et.al (2012) conducted a study on service quality in health care. The Study examined four models for measuring service quality and concluded that SERPERF methods were superior to SERVQUAL methods. The study found that the dental patients' assessments of overall service quality were strongly influenced by assessments of provider performance. The study also found that the magnitude of the relationships between satisfaction and service quality were equally strong when examined in either direction. Satisfaction affects assessments of service quality and assessments of service quality affect satisfaction.

Sumathi Ratnam (2013) conducted a study on marketing of health care services with reference to private hospitals in Coimbatore city. The study showed that majority of the hospitals in the city were multi-specialty hospitals and the capacity utilization was between 50 to 100 percent. Majority of the hospitals cater their services to the chosen market with the help of private general practitioners and public. The study also showed that majority of the patients selected a hospital for getting treatment on the advice of friends, other patients and relatives.

Laurette Dube' et.al (2014) conducted a field study of 211 adult patients in an acute care hospital to assess the emotional experience of hospitalization and how it influences healthrelated outcomes such as patient satisfaction. The study revealed that patients representations of their emotional experience of hospitalization include positive and negative dimensions, with the latter being more silent differentiated on the basis of casual attributions and influenced by the patients' clinical conditions.

Georgette M. Zifko-Beliga and Robert F. Krampf (2015) conducted a study to evaluate patients' perception towards quality care in hospitals. The study identified more than 500 criteria to evaluate the quality of care received and 14 dimensions of quality. These dimensions were developed around three components structure, process and outcome which are quite different from SERVQUAL instrument of measuring service quality.

Sharon L.Oswald et.al.(2016) service quality ultimately affects patient satisfaction. It is extremely difficult for patients to evaluate health care quality. The study covered two groups: those who had been hospital patients with in the last three years (users) and these who were visitors (observers).

3. COMPANY PROFILE:

It was established in 1985 as a part of PSG Group. It has NABH accreditation. PSG Hospitals, a 1400-bed, tertiary care hospital was recently awarded with JCI prime certification [1] and has become the first hospital in Tamil Nādu to receive the accreditation.

The hospital is affiliated to the PSG Institute of Medical Sciences and Research[3] and has been recognized as an institution that offers students with multiple facilities at the undergraduate and postgraduate level. PSG Institute of Paramedical Sciences and Nursing are associated with the institute.

4. DATA ANALYSIS AND INTERPRETATION:

S, NO	PARTICULAR	RESONDENTS	PERESENTAGE
1	Satisfied	92	92
2	Dissatisfied	8	8
	TOTAL	100	100

SOURCE : Primary data

INTERPRETATION-

From the above table is it observed the respondents are whether the admission was quick and easy,92% of the respondents are satisfied with admission procedure ,8% of the respondents are dissatisfied with admission procedure.

5. FINDING, SUGGESTION AND CONCLUSION:

A. FINDINGS:

FINDING FROM PERCENTAGE ANALYSIS:

- Majority (61%) of the respondents are male responders.
- Majority (77%) of the respondents of the age group 15-25 years.
- Majority (80%) of the respondents occupational status are belongs to students.
- Majority (80.5%) of the respondents monthly income are 20000-30000.
- Majority (73%) of the respondents are nuclear family.
- Majority (37%) of the respondents are from KMCH.
- Majority (71.7%) of the respondents of booking a appointment with the doctor are satisfied.
- Majority (62%) of the respondents of staffs empathetic to your needs are satisfied.
- Majority (88%) of the respondents of how long doctor attends you are satisfied.
- Majority (80%) of the respondents of satisfied with doctor you allocated are satisfied.
- Majority (70%) of the respondents of are you happy with doctor treatment are very satisfied.
- Majority (74%) of the respondents of doctor able to answer your question are satisfied.

- Majority (92%) of the respondents of was your admission quick and easy are satisfied.
- Majority (63%) of the respondents of how frequently you visit your healthcare facility are 1 time.

B. SUGGESTIONS:

- The health care providers should take every effort to enhance the morale of their staff and their effectiveness through training programs.
- Every individual should be conscious of his/her health and aware of health-related issues.
- Health clubs may be formulated among the public.
- Fast service will lead to patient satisfaction.
- Private hospitals may also initiate health care facilities in rural areas by constructing hospitals with all basic facilities like CT scan, X-ray laboratory services, blood bank and minor operation theatres.

C. CONCLUSION:

In this study the researcher has attempted to analyses the level of satisfaction of patients and their perceived quality of services provided by the hospitals. It is hoped that the health care providers would pay attention to quality in every aspect of patient care, both medical and non-medical. As the patient satisfaction is the valuable asset of the health care providers, understanding the patient and believing that he is most important, goes a long way towards the success of every health care provider.

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