



## The Study on Patient Satisfaction Towards the Services Provided on Healthcare Sector

*Nilober. S<sup>1</sup>, Dr. P. Shanmugha Priya<sup>2</sup>*

<sup>1</sup> II-MBA, Kumaraguru School of Business, Coimbatore, Tamil Nadu, India, [nilober.23mba@ksbedu.in](mailto:nilober.23mba@ksbedu.in)

<sup>2</sup> Associate Professor, Kumaraguru school of Business, Coimbatore, Tamilnadu, India, [shanmughapriya.p@ksbedu.in](mailto:shanmughapriya.p@ksbedu.in)

### ABSTRACT:

Emphasizing the key factors influencing patient satisfaction and the quality of services seen by patients, this article examines patient satisfaction with services provided in the healthcare sector. Recognizing the growing significance of patient-centered care, this paper aims to underline significant elements supporting a positive patient experience. Grounded the study by a careful look at several independent variables—including patient care coordination and interaction, communication and education, respect for patients' values and needs, privacy, travel management, physical comfort and emotional support, medical cost, speed of recovery, doctor's service, nursing service, and medical facilities and atmosphere. The study captures a whole view of patient satisfaction by means of a mixed-methods approach combining quantitative surveys and qualitative interviews. Although qualitative data provided greater depth of knowledge of patient perceptions and expectations, statistical methods used on the quantitative data found significant predictors of patient satisfaction.

**Keywords:** Patient Satisfaction, Healthcare Services. Patient-Centered Care, Service Quality.

### Introduction:

Technological advancements and the rising demand for quality services have propelled the healthcare sector to significant change in recent years. Patient happiness has increasingly shaped the assessment of the quality and effectiveness of healthcare services. To ensure good health outcomes, enhance patient loyalty, and maintain a competitive edge in the industry, healthcare providers have to know and strive to raise patient satisfaction. The healthcare sector is a complete approach to patient care that includes all facets of the patient experience including the quality of medical services; it is not only about treating diseases. Patients are more informed and empowered, therefore their expectations for customised and high-quality therapy have grown. This has led to greater focus on patient-centered care, in which physicians seek to meet the specific needs and preferences of every patient.

Patient satisfaction is influenced by many different factors, including the quality of medical treatment, the efficiency of healthcare delivery, communication between healthcare providers and patients, and the physical environment of healthcare facilities.

### AI in the Healthcare Sector:

Artificial intelligence (AI) is changing the healthcare sector by offering innovative concepts that improve the quality of treatment, increase operational efficiency, and support decision-making processes. Artificial intelligence technologies such as machine learning, natural language processing, and computer vision are being integrated into various sectors of the healthcare industry to help address some of the most pressing challenges it faces. In healthcare, artificial intelligence's most significant application is in diagnostics. AI-powered tools can analyse medical images including X-rays and MRIs with great accuracy, therefore helping in the early detection and diagnosis of diseases like cancer. This not only speeds up the diagnosis but also reduces the likelihood of human error, so improving patient results. AI is also altering the doctor-patient interaction. Virtual health assistants and chatbots driven by artificial intelligence are being used to provide patients 24/7 access to medical information, answer their questions, and even assist with appointment scheduling. These tools let healthcare professionals focus on more complex tasks, provide fast help, and boost patient involvement.

Besides patient care, artificial intelligence is significantly enhancing the operational efficiency of healthcare businesses. Predictive analytics, for instance, can properly allocate resources, control patient flow, and forecast patient admissions. This helps healthcare workers to reduce wait times, improve the overall patient experience, and better prepare for patient needs. Including artificial intelligence into the healthcare sector is more than a technical advancement; it is a paradigm change with the capacity to alter patient care and happiness. As artificial intelligence evolves, its role in enhancing the quality, efficiency, and accessibility of healthcare services will only become more clear, therefore supporting more patient happiness and better health outcomes.

### Objectives:

1. To Identify Key Factors Influencing Patient Satisfaction
2. To explore the patient perception towards the quality of services
3. To verify the importance of service quality on patient satisfaction.

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## Literature of Review:

A relatively new area of research is the intersection of artificial intelligence and patient satisfaction; studies are beginning to look at how AI could improve patient satisfaction by improving treatment quality and accessibility. Krittanawong et al. (2020) suggested that artificial intelligence-driven tools—such as predictive analytics and individualized treatment plans—could increase patient satisfaction by providing more exact diagnoses and tailored therapy. Zhang et al. (2021) looked at how artificial intelligence influences patient satisfaction in telemedicine and found that those who used AI-supported telemedicine reported higher satisfaction due to the convenience, efficiency, and individualized treatment these services provided. Tang et al. (2018) also noted that virtual assistants driven by artificial intelligence could enhance patient satisfaction by offering timely information, reducing wait times, and enhancing communication between patients and healthcare providers. The research, on the other hand, also highlight potential problems with artificial intelligence in medicine. Fiske, Henningsen, and Buyx (2019) cautioned that depersonalization of care brought on by artificial intelligence automation could harm patient satisfaction. Although artificial intelligence can increase efficiency, they argued that if patients are to feel valued and cared for, healthcare interactions have to retain a human touch.

Artificial intelligence has emerged as a revolutionary force in the healthcare sector, providing innovative ideas to enhance operational efficiency and patient care. Topol (2019) looked at how artificial intelligence could change medicine by raising the capacity of medical practitioners and enabling more precise and individualised therapy in his book "Deep Medicine."

Esteva et al. (2017) showed the promise of artificial intelligence in diagnostics by demonstrating that AI algorithms could match dermatologist diagnostic accuracy in identifying skin cancer. Gulshan et al. (2016) also found, in identifying diabetic retinopathy from retinal images, that artificial intelligence could outperform human experts. These studies indicate how effectively artificial intelligence could enhance diagnostic accuracy and speed, therefore enhancing patient outcomes and, therefore, boosting satisfaction levels.

AI is also being used to enhance patient participation and care management. Looking at how AI-powered virtual health assistants are used in chronic disease management, Bickmore, Puskar, and Schlenk (2010) discovered that these technologies could help patients adhere to treatment plans and enhance health outcomes. Examining artificial intelligence chatbots in mental health care, Fitzpatrick, Darcy, and Vierhile (2017) found that these technologies could provide rapid support to patients, reduce the burden on healthcare providers, and increase availability of mental health services.

By means of predictive analytics employing artificial intelligence, Rajkomar et al. (2018) emphasized patient flow management and hospital resource allocation optimization. Their research showed that artificial intelligence could accurately predict lengths of stay and patient admission rates, therefore enabling healthcare professionals to better allocate resources and plan accordingly, therefore improving patient satisfaction.

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## Scope of the Study :

This study aims to look at the variables influencing patient satisfaction in the medical sector. By way of patient experience—including the quality of medical services, communication with healthcare professionals, and the environment of care facilities—the study seeks to identify significant factors supporting general satisfaction. The study will focus on the following topics:

Looking at how satisfaction levels are influenced by coordination and interaction in patient care, respect for patient values, and communication.

Looking at the quality of nursing and medical services, the adequacy of healthcare facilities, and the impact of medical costs on patient perceptions.

Understanding the significance of physical comfort, emotional support, privacy, and travel management in patient satisfaction.

Looking at how patient satisfaction is influenced by the speed of recovery and general treatment outcomes.

Consequences for Providers of Healthcare: Analyzing areas where healthcare professionals could increase patient satisfaction by enhancing their services.

Looking at these factors helps the research provide useful recommendations for healthcare providers, lawmakers, and other stakeholders to improve patient satisfaction and optimize the use of healthcare resources.

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## Conceptual Model :

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|-----|---|---------------------|
| 1.  | 1) Co- Ordination and interaction of patient care | <b>Patient</b>      |
| 2.  | 2) Communication and education given to patients  | <b>Satisfaction</b> |
| 3.  | 3) Respect for patient's value and needs          |                     |
| 4.  | 4) Privacy  |                     |
| 5.  | 5) Travel Management                              |                     |
| 6.  | 6) Physical Comfort & Emotional support           |                     |
| 7.  | 7) Medical cost                                   |                     |
| 8.  | 8) Medical facilities &                           |                     |
| 9.  | 9) Medical atmosphere                             |                     |
| 10. | 10) Pre- counselling                              |                     |

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## Conclusion :

The review of literature shows that patient satisfaction is a several-sided concept formed by many factors, including the quality of medical treatment, communication, and the healthcare environment. Artificial intelligence's integration into the healthcare system could greatly boost patient happiness by increasing diagnosis accuracy, customizing treatment, and streamlining healthcare operations. However, the efficient application of artificial intelligence in healthcare depends on ethical, legal, and human-centered concerns being resolved so that artificial intelligence can assist to enhance patient happiness

and general quality of care. Future research should continue to investigate the interaction between artificial intelligence and patient satisfaction, stressing a balance between technological advances and the need for compassionate, patient-centered treatment.

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