

# Patients Satisfaction Towards The Services Of The Hospitals With Reference To Vellore District, Tamilnadu

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## Abstract

Customer satisfaction remains the most fascinating topic. The primary objective of organizations is to maximize profits while trying to reduce costs. Increasing sales with lower costs can increase profits. Customer satisfaction, which promotes customer loyalty, is part of sales growth. Patient satisfaction regarding health care is a multidimensional concept that now becomes a very crucial health care outcome. The behaviours of healthcare service providers have altered significantly in recent years as a result of technology innovation. Due to intense rivalry in the industry, the health care system is currently a challenge for all governments, states, political parties, and insurance companies. The private sector, previously dominated by non-profit/public hospitals, is now playing a larger role in health care delivery. This study the researcher has attempted to analyse 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.

**Key Words:** Patients, Satisfaction, Hospital, Healthcare, Perspective, etc,

## INTRODUCTION OF THE STUDY

For businesses and scientists alike, customer satisfaction remains the most fascinating topic. The primary objective of organizations is to maximize profits while trying to reduce costs. Increasing sales with lower costs can increase profits. Customer satisfaction, which promotes customer loyalty, is part of sales growth (Wilson et al., 2008, p. 79). Customers always want to get as much satisfaction as possible with the product or service they purchase. In order to succeed in today's economy, businesses must build close relationships with their customers in addition to creating quality goods. Delivering greater value to target customers than competitors means developing client relationships (Kotler et al., 2002, p. 391)

The importance of patient happiness as a health outcome has grown. According to popular belief, satisfaction is an attitude reaction to patients' value assessments of their therapeutic interaction (Kane et al., 1997, p. 714). A definition of satisfaction based on the achievement of expectations might be stated openly or implicitly (Williams, 1995, p. 559). From our vantage point, a consumer's expectations for satisfaction are what they judge and ultimately decide whether to accept or reject a product or service based on.

Patient satisfaction regarding health care is a multidimensional concept that now becomes a very crucial health care outcome. The following factors were found in a meta-analysis of patient satisfaction with medical care: overall quality, trust, reputation, continuity, competence, information, organisation, facilities, and attention to psychosocial problems, humaneness, and treatment outcome (Hall & Dorman, 1988, p. 935). All of these elements have a significant impact on the level of satisfaction as well as the level of service quality provided by healthcare institutions.

## STATEMENT OF THE PROBLEM

Hospitals are essential to quality of life. Health is a prerequisite for labour productivity and human development. "All societies must remember that a high quality of life and, dare I say it, human well-being can only be achieved with an adequate level of health, is also a prerequisite for development. A range of health policies is therefore aimed at ensuring that individual health receives appropriate care, typically the kind of services available in hospitals. We have a system and a variety of programs: large numbers of technically qualified people seeking services in hospitals apply their knowledge and skills using sophisticated equipment to ensure quality patient care. Built-and is working on human resource development every day with the aim of developing human resources and improving living standards. India has emerged as a major player in this industry due to its large population and current value of Rs 73,000 (around 4% of GDP).

Developing and implementing a system that provides high-quality hospital services while pursuing real quality is a major challenge for hospital administrators. In this regard, the researchers are interested in conducting a study on patient satisfaction and quality assessment of medical services in a multi-specialty private hospital in Vellore District, Tamilnadu. Importance and Scope of Research India's healthcare sector has made remarkable progress in recent years and people's expectations have risen dramatically. Service costs are also rising, with 4,444 patients expecting faster and better service from hospitals.

There is a growing demand for quality hospital services to satisfy patients. Therefore, assessing patient satisfaction and patient perception has become a time-consuming task. This helps marketers identify similarities and gaps in hospitals, paving the way for innovation. Marketers not only understand and address unmet needs, they strive to identify unmet patient needs, educate patients about their needs, and address their needs more effectively compared to competitors. Competitive quality creates patient satisfaction. Disgruntled patients leaving services lead to negative public opinion about the quality of services provided. This will affect the growth rate and market share of hospitals. Better and more competitive service benefits dissatisfied and lost customers. Existing customers who are very satisfied with your service can be the best marketers for your service as they can generate positive word of mouth, which is a powerful promotional tool to attract new customers increase. It's more powerful than any promotional tool the company has created.

The study focused on patient satisfaction with the performance of services in multispecialty private hospitals. Patient perceptions and expectations were also studied to assess the service quality of private hospitals.

## NEED FOR THE STUDY

Patient satisfaction is the health care recipient's reaction to aspects of his or her service experience. Patient satisfaction belongs to the service dimension as opposed to the technical dimension of quality of care. Most patients report few problems related to technical quality of care in hospitals and more over do not feel qualified to judge technical quality and therefore assume technical competence. The study suggested that the management should put more effort in improving the facilities and cleanliness. As a health care institution, hygiene is very important to prevent any infection and worsen the patient's condition. Both government and private hospital are controlled by Ministry of Health (MOH). They are referring to the same standard but it depends on the management to implement it and to serve the patients. As revenue affects the survival of private hospital, the management must monitor the service quality continuously to ensure that the patients are satisfied and willing to revisit again. Customer loyalty is influenced by the satisfaction. Thus, identify the service quality that affecting the patients' satisfaction is helpful in planning the marketing strategy. The policy-makers are able to implement and provide better service to the patient so that they will visit the same health care institution again.

## OBJECTIVES OF THE STUDY

1. To review the growth and development of health care services in India in general and Vellore district in particular.
2. To study the awareness of patients towards health care services of the private hospitals.
3. To study the criteria used by the patients in choosing the hospital service providers.
4. To examine the level of satisfaction of patients and the factors influencing their level of satisfaction.
5. To evaluate the quality of health care services provided by the private hospitals.
6. To offer suggestions in enhancing the quality of hospital services and patient satisfaction.

## REVIEW OF LITERATURE

1. **Mohammed Eid Mahfouz et al, (2021)** a cross-sectional online survey was performed using a pre-examined and tested questionnaire. The Arabic model of the National Health Service (NHS) and Quality Hospital Solutions (QHS) was used to accumulate responses from sufferers. Inclusion standards covered sufferers in any health center, public or non-public and person sufferers (over 18 years of age). Exclusion standards covered seriously unwell sufferers (CCU and ICU sufferers) and illiterate sufferers. Satisfaction rankings in diverse subdomains associated with health center offerings have been measured and subjected to statistical evaluation using the Statistical Package for the Social Sciences ver.23 using appropriate importance tests.
2. **Dr.K.Veeraraghavan (2021)** Analyses the general public fitness coverage must be making sure the accessibility and affordability to number one fitness take care of all the humans. Health care is the essential proper of the humans then most effectively the humans can stay with inside the international for a protracted time. In this look at the bulk of the sufferers happy with the fitness offerings supplied with the aid of using Private Hospitals in Thiruvallur District.
3. **Babatola et al. (2022)** This look at assessed affected person delight with fitness care offerings and identifies elements related to affected person delight in decided on fitness centres in Ondo State. Gender, degree of schooling and career are predictors of delight with fitness offerings. Health care vendors want to paint on fitness care transport to enhance care recipients' delight with care.
4. **Swarupa and Dr. Radhika M (2022)** decide the great of affected person care rendered with inside the sanatorium. It is an essential factor on this competitive present day era, and usually used indicator for measuring the great. Patient delight is a subjective phenomenon. It is likewise a multidimensional aspect as, many elements make contributions immediately or in a roundabout way to affected person delight, which include accessibility and comfort of offerings, institutional structure, interpersonal relationships, the competence of fitness experts and an affected person's expectancies and preferences. More significance is now given to delight of sufferers and their caregivers with sanatorium care. Patient Satisfaction is diagnosed as an essential parameter for assessing the great of affected person care offerings. Research design-A descriptive cross-sectional look at was undertaken to evaluate the extent of delight amongst sufferers in decided on Hospital, the pattern length was changed into 2 hundred in sufferers have been decided on with the aid of using the use of simple random method for the look at. Modified McClockey /Mueller delight scale was used to evaluate the extent of delight amongst inpatients closer to affected person care offerings. Revealed that amongst 2 hundred inpatients, 116(83.0%) are very much happy, 34(17.0%) are happy. 81% and 70% of them have been very much happy closer to nursing offerings and the doctor's offerings respectively.

## RESEARCH DESIGN

## Descriptive research

A pilot study was conducted with 78 respondents to test for its reliability. For the study the final Questionnaire was framed checking the alpha (Cronbach) values. Respondents' were selected from different zones in Vellore district of Tamilnadu. The reliability for the pilot study was tested statistically using Cronbach's Alpha and it was found to be 0.795.

In the current research study the sampling technique, used is stratified convenient. In which Vellore district is stratified. In each of the zone in the Vellore district were considered as a strata, the samples were chosen from each strata using convenient sampling technique. The population is all the private hospital patients belong to Vellore district. Respondents were contacted personally and administered the questionnaire.

**Table showing the factor loading values of various dimensions and its attributes**

Dimensions/ Factors	Item	Factor Loading	Dimension Loading
<b>Registration Service</b>	Reception Services	0.89	0.77
	Availability of information	0.77	
	Waiting time for admission	0.81	
<b>Physicians' competence and medical care</b>	Professional competence of doctors	0.90	0.79
	Time spent by the doctor for diagnosis	0.89	
	Explanation about the health and treatment	0.75	
	Attitude and behaviour	0.69	
	Willingness to listen/answer patient's questions	0.75	
	Psychological support	0.84	
	Health education provided	0.91	
	Daily visit	0.71	
	Professional appearance	0.64	
<b>Nursing care</b>	Nursing skill	0.86	0.78
	Attitude and behaviour	0.79	
	Promptness in meeting needs	0.77	
	Medication at regular intervals is in time	0.69	
	Psychological support	0.75	
	Professional appearance	0.84	
<b>Room environment</b>	Calm and Quietness in room	0.91	0.86
	Bed size and quality	0.75	

	Facilities (Fan, water, sanitation, etc)	0.90	
	Cleanliness	0.89	
	Appearance	0.82	
	Ventilation	0.79	
<b>Dietary Services</b>	Timeliness of food served	0.81	0.85
	Diet	0.79	
	Menu	0.92	
	Taste	0.84	
	Temperature of food served	0.88	
	Containers	0.89	
<b>Discharge process and Billing</b>	Presenting and explanation of the bill	0.75	0.77
	Discharge instructions	0.84	
	Discharge summary	0.91	
	Time taken for the patient to leave the hospital	0.75	
<b>Supporting staff</b>	Skill & knowledge of the supportive staff	0.90	0.80
	Promptness in meeting needs	0.79	
	Care & concern	0.81	
	Appearance	0.79	

The factors of current study identified are Registration Service, Physicians' competence and medical care, Nursing care, Room environment, Dietary Services, Discharge process and Billing, and supporting staff. The factor Registration Service has an overall loading of 0.77 and it ranges from 0.76 to 0.91. The factor Physicians' competence and medical care has an overall loading of 0.79 and it ranges from 0.64 to 0.9. The factor nursing care has an overall loading of 0.78 and it ranges from 0.75 to 0.86. The factor Room environment has an overall loading of 0.86 and it ranges from 0.75 to 0.91. The factor Dietary Services has an overall loading of 0.85 and it ranges from 0.81 to 0.92. The factor Discharge process and Billing has an overall loading of 0.77 and it ranges from 0.75 to 0.91. The factor supporting staff has an overall loading of 0.80 and it ranges from 0.79 to 0.90. The overall factor loading to all the 38 attributes is 0.78.

## DATA COLLECTION

For the application of statistical tools data is required and the required data was collected by the researcher by the two means of primary and secondary data.

## SAMPLING TECHNIQUES

The research study used stratified convenient sampling technique, in which each of the zone in the Vellore district were considered as a strata, the samples were chosen from each strata using convenient sampling technique. The population is all the private hospitals patients belong to Vellore district. Respondents were contacted personally and administered the questionnaire.

## **SAMPLE SIZE**

The sample size for the current study is 658

## **FRAMEWORK OF ANALYSIS**

The data collected were analysed using relevant statistical tools to make valid inferences based on the objectives of the study. Descriptive tables and percentages are used for analysis.

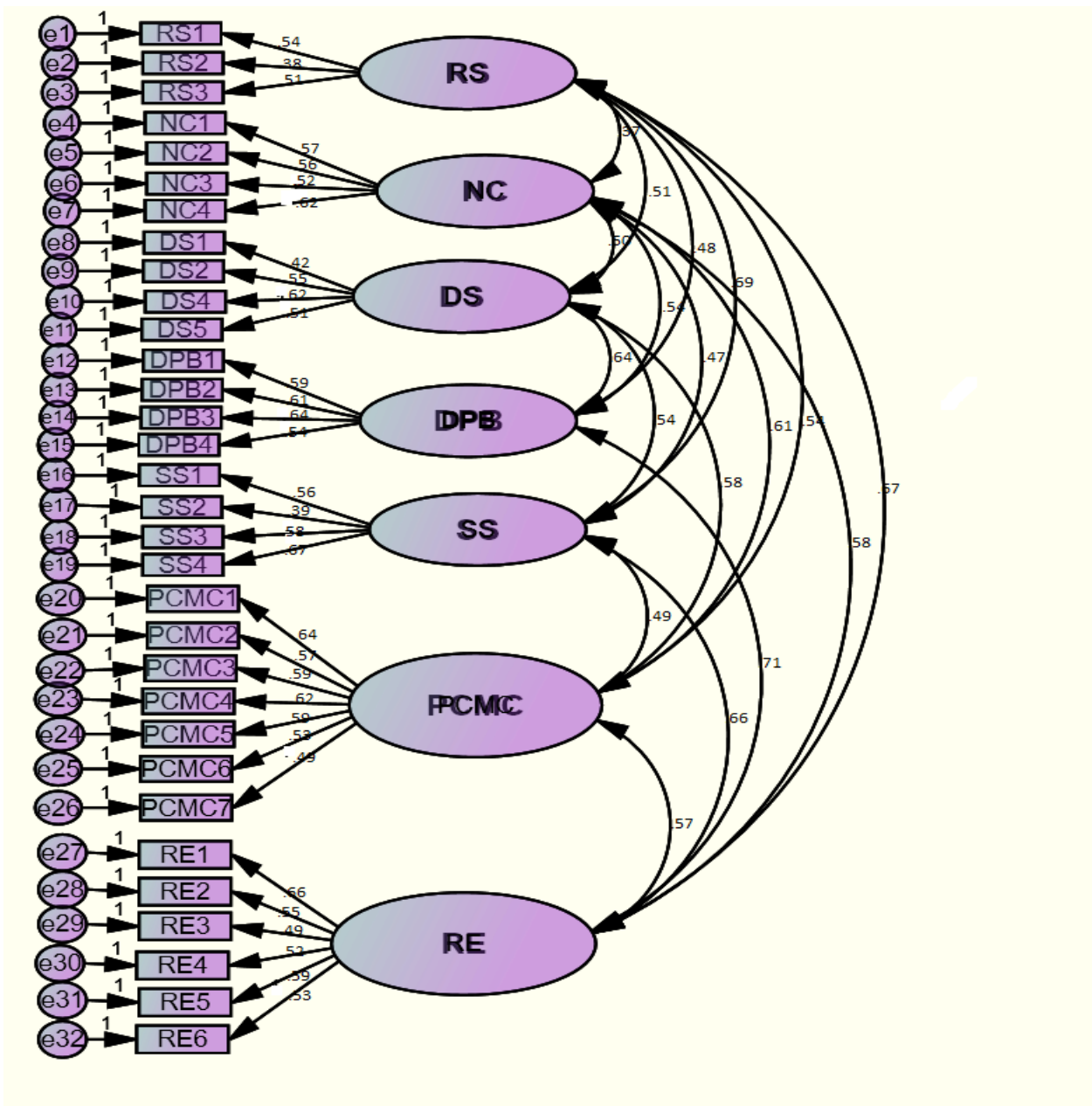
### **Intra-Test of Association (correlation) among the factors of patient's satisfaction towards hospital services**

Null Hypothesis  $H_0$ : There is a significant relationship exists among the various factors of patient's satisfaction towards hospital services

## Correlations

Dimensions		Registration Service	Physicians' competence and medical care	Nursing care	Room environment	Dietary Services	Discharge process and Billing	Supporting staff
<b>Registration Service</b>	Pearson Correlation	1	.721**	.578**	.565**	.711**	.654**	.517**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	658	658	658	658	658	658	658
<b>Physicians' competence and medical care</b>	Pearson Correlation	.721**	1	.582**	.612**	.624**	.549**	.401**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	658	658	658	658	658	658	658
<b>Nursing care</b>	Pearson Correlation	.578**	.582**	1	.613**	.644**	.387**	.411**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	658	658	658	658	658	658	658
<b>Room environment</b>	Pearson Correlation	.565**	.612**	.613**	1	.711**	.547**	.612**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	658	658	658	658	658	658	658
<b>Dietary Services</b>	Pearson Correlation	.711**	.624**	.644**	.711**	1	.519**	.442**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	658	658	658	658	658	658	658
<b>Discharge process and Billing</b>	Pearson Correlation	.654**	.549**	.387**	.547**	.519**	1	.404**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	658	658	658	658	658	658	658
<b>Supporting staff</b>	Pearson Correlation	.517**	.401**	.411**	.612**	.442**	.404**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	658	658	658	658	658	658	658

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



**CFA Model and Evaluation of the patient’s satisfaction model**

**Table showing the values of SEM model fitness indices**

S. No	Model Fitness Index	Value
1.	Chi-square / Degrees of Freedom	1.018
2.	Significance Value	0.214
3.	Goodness of Fitness index (GFI)	0.901
4.	Goodness of Fitness index (AGFI)	0.906
5.	Comparative Fit Index (CFI)	0.942
6.	Root Mean Square Residuals (RMR)	0.009
7.	Root Mean Square Error of Approximation (RMSEA)	0.011

## CONCLUSION

This study the researcher has attempted to analyse 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. In the present situation where the globe is facing the crises of Covid-19 and trying to overcome from it and India takes a better step towards the field of medical care and overcame the challenges and manage it in a better way. The services provided by the hospital are tremendous and the way of tackling the crises is also appreciated. In terms of patients satisfaction it is out of the services rendered by the hospital keeping the various factors which leads to the helping the patients in their tough time and leads to create the trust and faith of the patients. 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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