

A Comparative study of Patient's Satisfaction Level in Government and Private Hospitals in Kerala

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Abstract - The purpose of this research is to look into the nature of public and private sector hospital services. The current study looked at the value of quality, customer satisfaction, and patient loyalty in government and private hospitals. The study found that the quality of service provided by private and public healthcare differed. When the mean score on all of the aspects under research was compared, it was discovered that patients rated private hospitals more in terms of service quality. The entire well-being of the public is determined by a State's health-care structure. The goal of the research was to compare and contrast customer satisfaction, service quality, perceived value, and customer loyalty. According to the findings, there was a considerable gap between private and government healthcare in terms of service quality. In terms of consumer satisfaction and loyalty, there was difference in opinion between public and private hospitals. For this study, the researcher created a well-defined questionnaire and collected data from 134 respondents from various districts of Kerala, who were chosen at random. To evaluate the data and develop conclusions, statistical methods are applied, and the current version of SPSS is used to analyze the acquired data.

Index Terms - Customer loyalty, Customer satisfaction, Hospital, Service.

INTRODUCTION

In recent years, the healthcare sector has risen to become one of India's most important industries. The healthcare service sector contributes to the economy's wealth and employment. Hospitals, clinical research studies, medical services, outsourcing telemedicine, medical tourism, health insurance, and medical facilities are all covered under one umbrella. The Indian healthcare sector is expanding as a result of its expanded coverage and rising costs. The public care system deep-rooted of the first care centers that operates within the geographical region whereas the secondary health care centers aims to deliver adequate care services in major cities of the Republic of India. A private hospital is one that is run and funded by a single person or a group of people. Despite their high cost, they have increased in popularity over time as a result of the high quality treatments they provide, the lack of waiting time, and the customized attention they provide. Public hospitals, on the other hand, are totally funded and run by the government. Because of their price and convenience, they are the first choice. Both public and private hospitals play a significant role in the delivery of health care. The patient's perception and the level of satisfaction are used to evaluate hospitals. The level of patient's satisfaction is determined by the quality of healthcare services offered. The satisfaction level is basically a comparison between what they expect to be rendered to them and what they actually receive. The evaluation of patient's satisfaction has now become one among the five World Health Organization indicators that aid in the improvement of healthcare facilities. The satisfaction level encompasses the entire spectrum of dimensions like emergency care, prompt nursing care, behaviour of the authorities, Medical-claim facilities, over all charges and so on. The purpose of the study was to compare and contrast client satisfaction, service quality, perceived value and customer loyalty in health care sectors. According to the data, there was a significant difference in service quality between private and government healthcare.

STATEMENT OF STUDY

Healthcare has now become one of the most important personalized service that people experience in their lifetime. Consumers have become more demanding and concerns more about the quality of the services rendered in any sector. Public and Private organizations in any sector now focuses on the service quality. Nowadays, quality has become a strategic advantage for organizations to sustain in the growing business world. **Ahmed, Tarique and Ishtiaque (2017)** conducted a study to identify the gap between service quality, patient satisfaction and patient loyalty of public and private healthcare sectors in Bangladesh. Outcomes indicated that, relative to married patients, single patients experienced higher tangibles, efficiency, empathy and loyalty. The authors found that patients in private hospitals consider a greater performance in standard of healthcare facility compared with patients in public hospitals.

The rising competition among the healthcare providers and the growing needs of users of healthcare services marks the need for assessment of the service quality to be very urgent. Demand for better quality services improves and provides quality medical care to be of primary concern for hospitals which attracts and maintains patients. For the evaluation of data and develop conclusions, statistical methods are applied, and the current version of SPSS is used and the reliability of the questionnaire is also calculated (.897) using Chronbach's Alpha.

OBJECTIVE OF STUDY

The comparison of service expectations between public and private hospitals.

The customer loyalty level for public and private hospitals.

The customer satisfaction level for public and private hospitals.

The customer perceived value score for public and private hospitals.

HYPOTHESIS TESTING

There is significant difference between comparison of service expectations between public and private hospitals.

The customer loyalty level differ significantly for public and private hospital respondents.

The customer satisfaction level differ significantly for public and private hospital respondents.

The perceived value level differ significantly for public and private hospital respondents

RESEARCH METHODOLOGY AND ANALYSIS OF THE DATA

Out of the 150 total questionnaires issued, 134 were completely filled out and used for data analysis. Data was collected using a technique called simple random sampling. Patients who responded to the survey were not always hospital patients, but they were also the caregivers of patients who met the criteria for staying in the hospital. Patients who have previously attended a general or clinical hospital were included in the data collection. The criteria for choosing hospitals were based on the availability of infrastructure. The latest version of SPSS was used for the data analysis.

Table-I: Demographic variable Gender of the respondent

		Frequency	Percent
GENDER	Male	48	35.6%
	Female	86	64.5%
Total		134	100%

The total number of participants who received the analysis program was 134. As shown in the table, among the 134 participants 35.6% were males and 64.5% were females.

Table- II: Descriptive Statistics

	Government Hospitals		Private Hospitals	
	Responded		Responded	
	Yes	No	Yes	No
Is the environment of the hospital Eco-friendly	75 (55.6%)	59 (43.7%)	95 (70.4%)	39 (28.9%)
Is there a proper parking area for the hospital	74 (54.8%)	60 (44.4%)	128 (94.8%)	6 (4.4%)
Were all the terms and conditions explained to you before your admission	51 (37.8%)	83 (61.5%)	72 (53.3%)	62 (45.9%)
Is the administrative authorities easily approachable	63 (46.7%)	71 (52.6%)	94 (69.6%)	40 (29.6%)
Is the policies of the hospital patient oriented	77 (57.0%)	57(42.2%)	72 (53.3%)	62 (45.9%)
Is there all the required departments in the hospital	78 (57.8%)	56 (41.5%)	105 (77.8%)	29 (21.5%)
Is there proper coordination among various departments	61 (45.2%)	73 (54.1%)	105 (77.8%)	29 (21.5%)
Are the employees free to take decisions according to the situation	84 (62.2%)	50 (37.0%)	48 (35.6%)	86 (63.7%)
Is the hospital patient friendly	70 (51.9%)	64 (47.4%)	100 (74.1%)	34 (25.2%)
Is the administrators commercial in attitude	43 (31.9%)	91 (67.4%)	111 (82.2%)	23 (17.0%)
Is the overall charges genuine	120 (88.9%)	14 (10.4%)	25 (18.5%)	109 (80.7%)
Was there proper support for the completion of your Medical claim papers	99 (73.3%)	35 (25.9%)	108 (80.0%)	26 (19.3%)
Is the medico fee structure satisfactory	121 (89.6%)	13 (9.6%)	37 (27.4%)	97 (71.9%)
Did any employee expect any undue monetary benefit from the patient	42 (31.1%)	92 (68.1%)	40 (29.6%)	94 (69.6%)

Is there any hidden cost added to your bill amount	13 (9.6%)	121 (89.6%)	83 (61.5%)	51 (37.8%)
Was there a blood bank facility	95 (70.4%)	39 (28.9%)	104 (77.0%)	30 (22.2%)
Are you satisfied with the laboratory services	85 (63.0%)	49 (36.3%)	119 (88.1%)	15 (11.1%)
Did you get 24 hours prompt nursing care	76 (56.3%)	58 (43.0%)	121 (89.6%)	13 (9.6%)
Was the behaviour of the nursing staff polite and cordial	88 (65.2%)	46 (34.1%)	123 (91.1%)	11 (8.1%)
Was the behaviour of the administrative officials polite and cordial	79 (58.5%)	55 (40.7%)	121 (89.6)	13 (9.6%)
Was there proper banking facilities	55 (40.7%)	79 (58.5%)	123 (91.1%)	11 (8.1%)
Are you satisfied with the emergency care of the hospital	104 (77.0%)	30 (22.2%)	121 (89.6%)	13 (9.6%)

From Table II: To the question of whether the hospital's

Atmosphere is environment friendly, in government hospitals, 55.6 % of the respondents said Yes, while 43.7 % said No, while in private hospitals, 70.4 % said Yes and 28.9% said No. In response to an inquiry about the hospital's patient-oriented policy, in government hospitals 57% of respondents said Yes, while 42.2 % said No, while in private hospitals, 53.3 % said Yes and 45.9% said No. To the question about the approachability of the administrative authorities, in government hospitals 46.7% of the respondents said Yes and 52.6% said No while in private hospitals 69.6% of the respondents said Yes and 29.6% said No. To the question of the administrator's commercial attitude, In government hospitals 31.9% of the respondents said Yes and 67.4% said No ,while in private hospitals 82.2% of the respondents said Yes, while in private hospitals 17% of the respondents said No. To the question of the genuineness of the overall charges of the hospital, in government hospitals 88.9% of the respondents said Yes and 10.4% of the respondents said No , while in private hospitals 18.5% of the respondents said Yes and 80.7% of the respondents said No. To the question of the 24 hours prompt nursing care, in government hospitals 56.3% of the respondents said Yes and 43% of the respondents said No , while in private hospitals 89.6% of the respondents said Yes, 9.6% of the respondents said No. To the question of the satisfaction of emergency care of the hospital, in government hospitals 77% of the respondents said Yes and 22.2% of the respondents said No , while in private hospitals 89.6% of the respondents said Yes and 9.6% of the respondents said No .

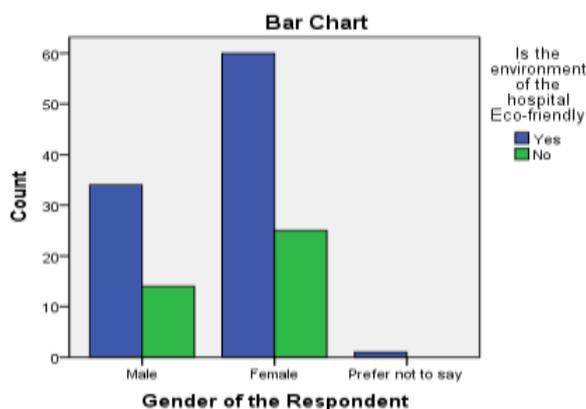


Fig I: Government Hospital

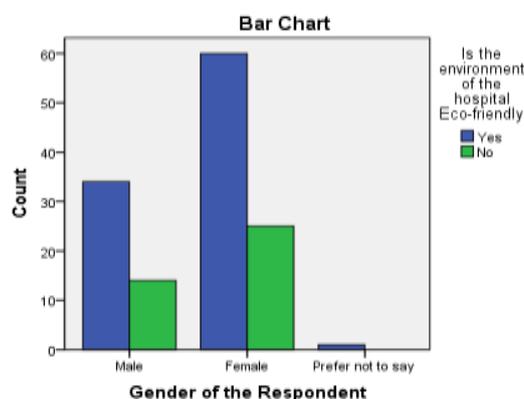


Fig II: Private Hospital

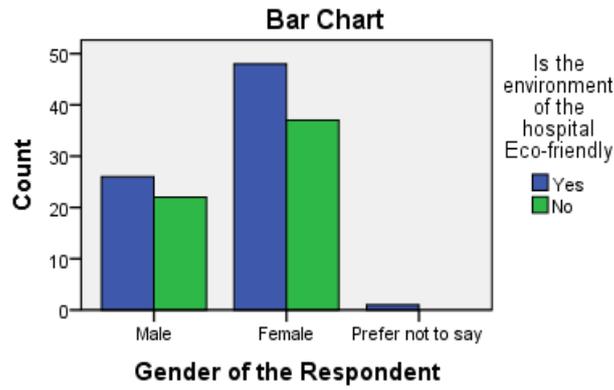


Fig III: Government Hospital

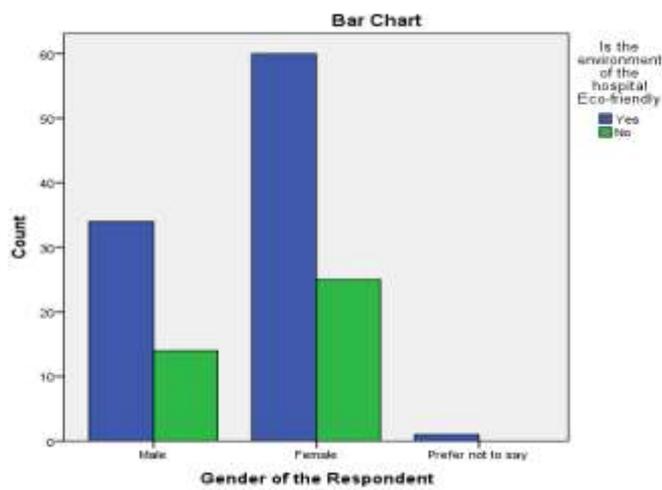


Fig IV: Private Hospital

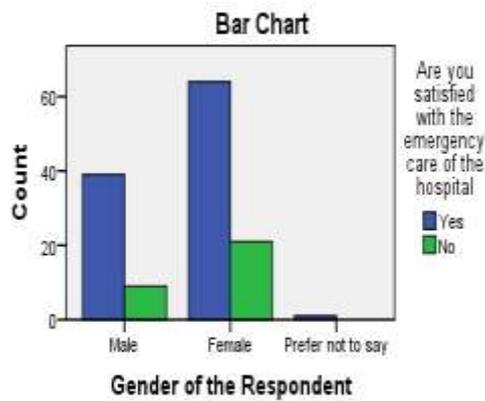


Fig V: Government Hospital

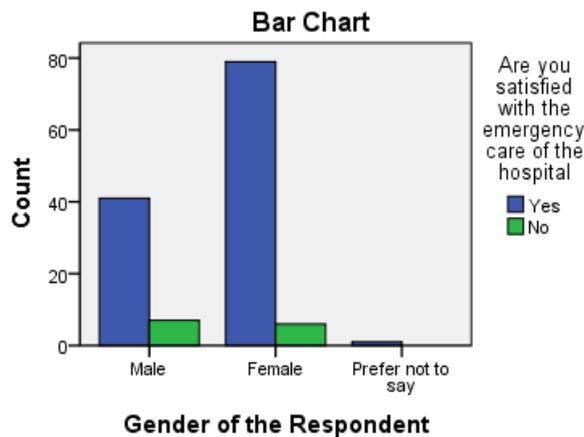


Fig VI: Private Hospital

Reliability tests were performed to assess the suitability of the dimensions included in the study. The results of this test showed that all dimensions are reliable and consistent. The mean difference between public and private health facilities with respect to quality specifics and overall quality was determined by an independent randomized test. Test was performed and the results show that there is a significant difference between service expectations between public and private hospitals. If the two-tailed significance value is less than 0.05 ($t = 6.143, p < 0.05$), the difference between the means is significant. It was found that the service score of the private hospital was better than that of the Government hospital, and according to the customer loyalty score of the t-test that was performed, the result showed that it accepted the hypothesis that it was for public and private hospitals are significantly different. If the two-tailed significance value is less than 0.05 ($t=12.213, p<0.05$) the difference between the means is significant. The study also showed that the customer satisfaction score is significantly different for public and private hospitals. If the two-tailed significance value is less than 0.05 ($t=4.326, p<0.05$). The p-value is less than 0.05. The perceived value score differ significantly for public and private hospital respondents since the hypothesis accepted since ($p>0.05$). P value is greater than 0.05.

TABLE III: Analysis of variance table: ANOVA –Explains the overall performance-Employees are free to make decisions appropriate to the situation, Hospital respectful of the environment, Easily accessible administrative authorities, Patient-oriented hospital guidelines

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.933	4	1.483	1.433	.227 ^b
	Residual	133.537	129	1.035		
	Total	139.470	133			

Above Table III explains the overall performance of the model. In the analysis of variance table, the calculated F value is Mean Square Regression / Residual Mean Square = $1.483 / 1.035 = 1.433$. The distribution with degrees of freedom F (4.129), and the probability of observing a value greater than or equal to 1.433 is greater than 0.05 and, so we accept the null hypothesis that there is a significant difference between the comparison of service expectations between public and private hospitals, the level of customer loyalty differs significantly for public and private hospitals.

CONCLUSION

The results of the study show that there are significant differences in the quality of service. Customer loyalty, customer satisfaction between public and private hospitals. Comparing the mean of all aspects examined, it was found that patients rated private hospitals better in terms of quality of service, customer loyalty, customer satisfaction. As a result, the nation's public health facilities require a great deal of attention to service quality, customer loyalty, and customer satisfaction.

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