

A study on patients perception towards service quality of private hospitals in Coimbatore city

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Abstract

India is one of the most second largest populous country in the world. Although there have been major improvement in public health since 1950s. The country is passing through demographic and environmental transition which is adding to burden of diseases. In today's highly competitive environment health care centers played on very significant role in current economic environment, and health care centers understand the importance of SERVQUAL as measure to improve their competitive position. Patient's perceptions about the health care service play on magnificent role in hospital environment when choosing a hospital. In this study, investigate patients perception about service quality in private hospitals has been measured. The well documented Service Quality Dimension has been used as a conceptual framework for understanding Service quality delivery in health care centers. The study reveals there is triple burden of diseases, viz. Communicable, Non- Communicable diseases and emerging infectious diseases and infrastructure and technology facilities. The private health care center is highly rated them into other non private health care centers. The perception of service quality dimension in health care centers has a significant and optimistic impact on the patient's perception on the overall performance in the health care centers. And the study suggest technology and infrastructure will be a game changer in the manner in which is health care services will be delivered in health care environment. The private sector will be the major driving force behind technology adoption in the healthcare environment this revolution can improve the patient experience and function more professionally.

Keywords: Service Quality, Patients perception, Health care centers.

Introduction

In today's modern society and consumers environment Health is fundamental to quality of life. All human beings have an equal right to health. Health policy, health promotion and education, health care, and health care services are means to ensure this fundamental human right. They have to protect and improve the health of the community, for birth to death in a preventive way and if need be, curative on even in a palliative way. As consumer of health care which is essentially personal by nature, patients have to preserve the fundamental human right of self- determination. Patients have to right of access and the right to considerate care, right to informed consent and the right to information concerning the health services available.

Within a global health policy, government should guarantee the existence of a health care system providing equal, accessible, comprehensive, and high quality care to all at a reasonable cost, according to the economic situation of the nation. As a open system of today's any health care system is influenced by the environment and its political, social and economic changes as well as those occurring in life styles. And even though health policy is then related to the influences exerted by many other sectors of community life, such as housing, nutrition, water and sanitation, labour, income and education. And health care system may belong to both public and private sectors. Policy making should be a response to the accurately assessed health needs of the population.

As India is the world second largest population country after that china, and Private health care sector play significant role in Indian public surroundings for the minor and major health

care problems. And there have been major improvements in public health since 1950s. As well as a country is passing through demographic and environmental transition which is adding to burden of diseases. There is a triple burden of diseases, viz. Communicable, Non- Communicable diseases and emerging infectious diseases, infrastructure and technology facilities. This situation can only be addressed through an effective healthcare infrastructure and technology. Health must be perceived as an investment and greater budgetary allocation by the both the private and government bodies. Innovation and important of medical technology it has to great game changer in the systematic manner in which is health care services will be delivered in present health care environment. The private sector will be the major driving force behind technology adaption in the healthcare environment. This revolution can improve the patient experience and operate more efficiently.

Reference: India Today by Mr. Ajay Saini and Hospitals and Health service Administration principles and practices "Syed Amin Tabish" 2001 ISBN 0195650921.

Healthcare system in India is represented by five major sectors which is differ from the one another by the both technology and infrastructure applied and by the source of funds of operation.

1. Public sector

- Primary health care (primary health centers, subcentres)

- Hospitals and health centres (community health centres, rural hospitals, district hospitals and health centres, Specialist hospitals, teaching hospitals)
- Health insurance schemes (Employees state insurance, central government health scheme).
- Other agencies (Defense services, railways).

2. Private sector

- Private hospitals, Polyclinics, Nursing homes, and Dispensaries.
- Clinics and general practitioners

3. Indigenous systems of medicine

- Ayurveda and sidha
- Unani and Tibbi
- Homeopathy
- Unregistered practitioners

4. Voluntary health agencies.

5. National health programmes.

Coimbatore District Profile

Coimbatore like kovai, the Manchester of south India is located at western part of Tamil Nadu and bordering of Karnataka and Kerala and as well as it is glowing recognized by textiles industries and due to the wholesome climate the city is also known as underprivileged Ooty, and city has to good and excellence educational background and city is the hub for educational institutions both the science and Arts and engineering discipline. The Coimbatore city as per the 2011 population census Coimbatore district having total population of 34.58 lakh. In this district, both male and female population distributed more or less equally it is one of the distinctive features of this district. Among the total population literates were 26.36 lakh, which is comprise 76% of the total population. And the city is also famous for providing extensive and advanced health care facilities. And so many medical centers located in the Coimbatore city. It is amazing that more than hundred advanced medical centers providing world famous health services both the minor and major health problem. This is needed to be public in the city.

Health: The city is also famous for providing extensive and advanced health care facilities. And so many medical centers located in the Coimbatore city. It is amazing that more than hundred advanced medical centers providing world famous health services both the minor and major health problem. This is needed to be public in the city. This study addressed the following objectives:

1. To measure service quality in select hospitals
2. Determine the patients perception and service quality for the private hospitals.
3. To examine the health care system, and the infrastructure and technological facilities in India.
4. To examine the patients awareness about human and economic threat posed by non-communicable diseases NCDs.

Private hospitals in Coimbatore

Today's competitive modern global environment healthcare sector plays a significant role in various minor and major healthcare problems in present public surroundings. As well as both the private and public health care sector played on very

important role in current consumer environment providing good quality of services. Even though Private health care industries having major role in today's economic environment and they are carrying out functions like Inpatients, out patients, Research and Development and Training, providing Quality of treatment and quality of services. The size of the Coimbatore health care industries has been estimated as 1500 crore – 150 million – in 2010. There are nearly 750 hospitals in and around Coimbatore with the capacity of 5000 beds. The first health care center in the city was started in 1909. It was upgraded to Coimbatore Medical College Hospital (CMCH) it is government run hospital with the bed strength of 1020 and provides free health care. Including the CMCH corporations maintains 16 dispensaries and 2 maternity homes.

The city also a major center for medical Tourism. The city remains the preferred health care destination for people from nearby districts and also the people from the neighboring states of kerala etc.

The also has many large multi-disciplinary super speciality private hospitals.

S.No	Name of the hospitals
1	PSG Hospitals
2	KMCH Kovai Medical Center and Hospital
3	KG Hospital
4	Coimbatore Kidney Center
5	GKNM G.Kupuswamy Nadiu Memorial Hospital
6	Sri Ramakrishna Hospital
7	Sheela Hospital
8	Kongunadu Hospital
9	Gem Hospital
10	Ganga Hospital
11	Arvind Eye Hospital
12	Sankara Metrology & Sankara Eye Center
13	Lots Eye Hospital
14	Coimbatore Cancer Foundation
15	GP Hospitals
16	Aswin Hospital
17	Dr.Muthus Hospital
18	Diabetes Care and Research Center
19	Vikram Hospital and ENT Research Centre, Coimbatore
20	Ellen Hospital, Coimbatore
21	Rao Hospital, Coimbatore
22	MedIndia Hospitals, Coimbatore

Reference: <http://en.wikipedia.org>. The register general and census commission, ministries of Home affaires Government of India 2001 retrieved 31 May 2015 & Hospitals and Health service Administration principles and practices "Syed Amin Tabish" 2001 ISBN 0195650921.

Theoretical frameworks

Communicable diseases

Communicable diseases spread from one person to another or from an animal to a person. The spread often happens via airborne viruses, bacteria but also through blood, other bodily fluid. The terms infectious and contagious are also used to describe communicable disease. In this section, learn about coordinated efforts to combat a few of the most serious communicable diseases on a global level.

- Hepatitis and HIV / AIDS
- Influenza and Malaria

➤ Polio and Tuberculosis

Non communicable diseases

Chronic Non – communicable diseases (NCDs) are the numbers are cause of death and disability in the world. The term of NCDs refers to a group of conditions that are not mainly caused by an acute infection, result in long term health consequences and often create a need for long term treatment and care. These conditions include cancers, cardiovascular diseases, diabetes and chronic illnesses. Many NCDs can be prevented by reducing common risk factors such as tobacco use, harmful alcohol use, physical inactivity and eating unhealthy diets.

Many other important conditions are also considered NCDs, including injuries and mental health disorders. HHS works with US government and international partners, including the World Health Organizations to address these and other important chronic health conditions etc.

Infrastructure and technology factors

Infrastructure: Infrastructure it has been plays significant role in today’s competitive health care environments. Present modern business environment private health care sector improve their infrastructure facilities (Increasing the bedding capacity and hospitality). And the improvement of health care system goes through two fairly distinct phases. The first phases are the development of the infrastructure so as to ensure sensible accesses for families, communities and individuals on a continuous basis. And this is done through increase in the health Facilities of various types, especially the smaller one, and the training and deployment of health workers to the staff the facilities. Countries with very little resources have to develop their Infrastructure and at the same time improve their delivery of programmes and quality of services. The way of improve the process of the health infrastructure include integrated approaches, importance on outreach programmes, health promotions and making the better use of resources. The underutilized staff should become further involved in outreach work at little or no additional cost, thus achieving greatest impact with their skills.

Technology:

Today’s global environment and advancement of technology played on integral part present consumer environment because today’s human society would be far more advancement that its now, whether behavioral aspect and rapid growth of technology for last two decades. And technology and infrastructure will be a game changer in the manner in which is health care services will be delivered in health care environment. The private sector will be the major driving force behind technology adoption in the healthcare environment this revolution can improve the patient experience and function more professionally.

There is a need for an alternative view of health care we must encourage a balance between most important human needs and moderate technology development, which can be usefully and economically applied according to the community needs. The technology should be properly selected as suitable to the local conditions, made cost effective and spread widely to serve the communities requirements. A affordable and effective health technologies do exist for dealing with major problems of developing and under developing countries. The

main obstacles to the implementation of these technologies however are not technical but political and organizational. There is need of political commitment and community participation in the organization of health care environment.

Review of literature: Westbrook and Oliver 1991: In their study investigate the process of globalization is clearly noticeable mainly in private hospitals of Indian health-industry. The research literature on service quality has swelled extremely over the past few years with many researchers administering a variety of models across the world. In the context of health care services marketing the topic of delivering service quality has become interesting. Their study came in to interesting conclusion and It has been claimed by Westbrook and Oliver 1991: those organizations are necessary to provide services that yield highly satisfied and loyal customer.

Ratnam (1994): This study reveals the socioeconomic conditions and satisfaction levels of customers in a corporate Hospital in Hyderabad. The study investigates on the facilities, medical and nursing services. And study found Satisfaction was comparatively less in nursing services. It was observed that the low-income group and low education status respondents were highly satisfied with the facilities provided in the hospital.

Andaleeb (2000): In this study investigate to compare the quality of services provided by private and public hospitals in urban Bangladesh. The study revealed that private hospitals provide better services than public hospitals in respect of service quality. Results also indicated that both groups have room for improvement.

Research methodology: The percent study analysis to patients perception about SERVQUAL of selected Private Hospitals using SERVQUAL model Parasuraman, Zeithaml & Berry 1988, and Research suggested a total of 21 items for identified Five dimensions and evaluation of the research questions are carried out through the primary and secondary data. Primary data collected through observation and direct interview schedule in Private Hospitals. The study was conducted in private hospitals and health care centers in Coimbatore district. The secondary data have been collected from the news papers and articles and district administration office at Coimbatore district to support the present study.

Limitation of the study: The period of the study is conducted to two months. And the study will be conducted to admit in different wards and out patients, and study will depend upon the accuracy of information to given by the patients.

Sample size and sampling technique:

The sample size preferred for this study 50 respondent which including the general demographic profile of the respondents. And this study has to elect Non – probability sampling methods.

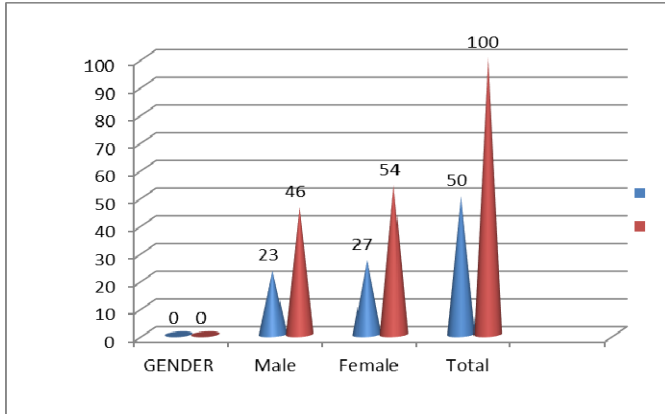
$$\text{Simple percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} * 100$$

Data analysis:

Table I: Gender of the Respondents

S.No	Gender	Respondents in Number	Respondents in %
1	Male	27	54
2	Female	23	46
	Total	50	100

Interview schedule:

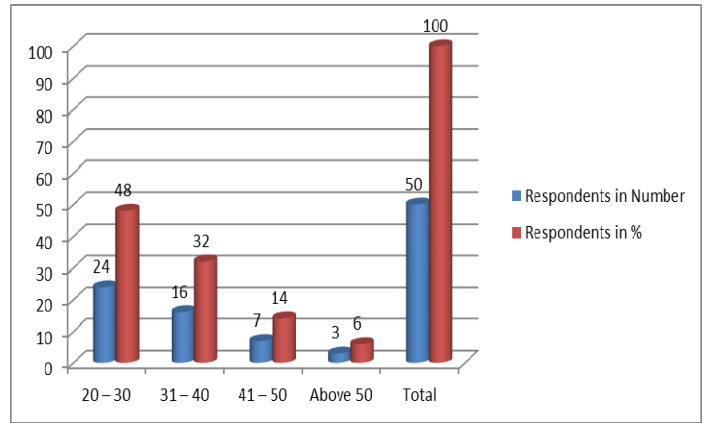


Interpretation: The above table reveals that 54% of the respondents are males and 46% of the respondents are female.

Table II: Age wise Classification

S.No	Age Group	Respondents in Number	Respondents in %
1	20 – 30	24	48
2	31 – 40	16	32
3	41 – 50	7	14
4	Above 50	3	6
	Total	50	100

Interview schedule:



Interpretation:

The above table reveals 48 percentage of the respondents are belonging to the age group of 20 to 30 those who contribute to their views on corporate hospitals.

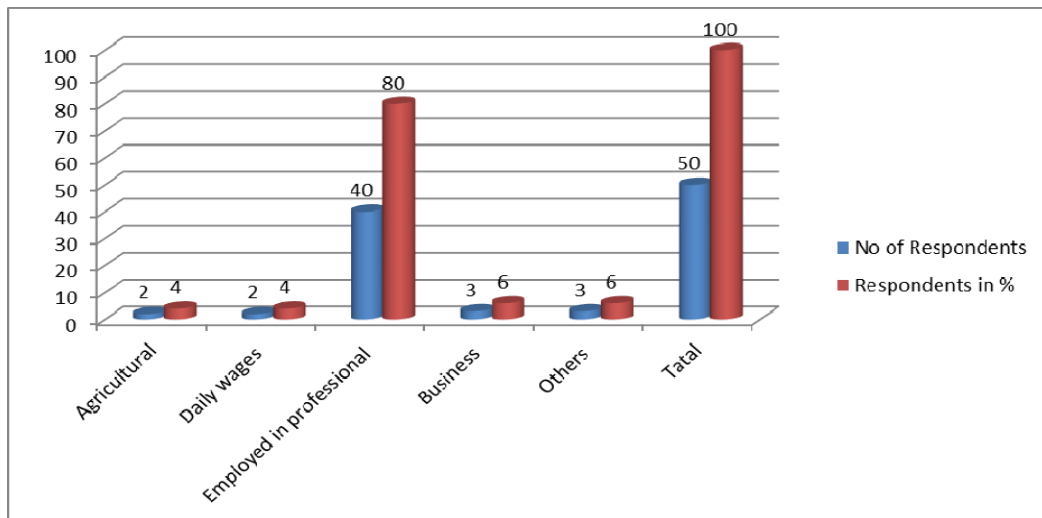
Table III: Occupation status

S.No	Occupation	No of Respondents	Respondents in %
1	Agricultural	2	4
2	Daily wages	2	4
3	Employed in professional	40	80
4	Business	3	6
5	Others	3	6
	Total	50	100

Interview schedule:

Interpretation:

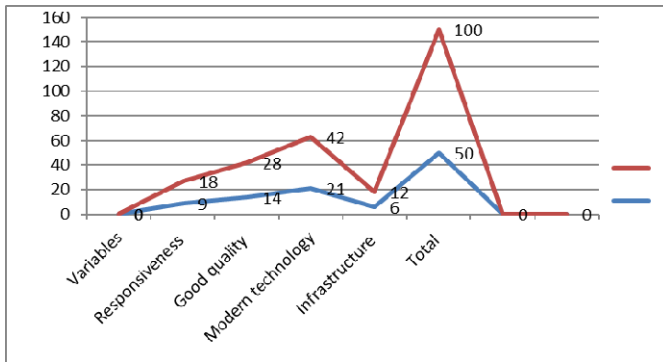
From the above table reveals the status of occupations level respondents 80% of the people are being employed in professional and 6% of respondents in both the Business and Other areas, 4% in agricultural and daily wages.



Perception of the Respondents on the Reasons to visit Corporate Hospital

S.No	Variables	Respondents in Number	Respondents in %
1	Responsiveness	9	18
2	Good quality	14	28
3	Modern technology equipment	21	42
4	Infrastructure	6	12
	Total	50	100

Interview: schedule:



Interpretation: About 42 percentages of the respondents reveals major reason to visit on corporate hospital for modern technology equipment.

The SERVQUAL scale.

The SERVQUAL scale includes five dimensions: Tangibles, reliability, responsiveness, assurance, and empathy. Within each dimension several items are measured on a 7- point scale, from strongly agree to strongly disagree, for a total of 21 items.

SERVQUAL Questions.

Note: For actual survey respondents instructions are also included, and each statement is accompanied By a seven – point scale ranging from” Strongly agree = 7 – to – strongly disagree = 1’ only the end Points of the scale are labeled; there are no words the numbers 2 through 6.

SERVQUAL DIMENSION

Valarie Zeithmal, Leonard Berry and A. Parasuraman identified 10 criteria used by patients evaluating. In subsequent research they found a high degree of correlation between several of these variables and so consolidated them into five board dimensions.

- **Tangibles:** Appearances of physical elements
- **Reliability :** Dependable, accurate performance
- **Responsiveness :** Promptness and helpfulness
- **Assurance :** Competence, courtesy, credibility, and security
- **Empathy:** Easy access, good communications, and customers understanding.

Suggestion and recommendations:

Today’s hospitals are played on integral part of human society. As well as private hospitals perform on significant role in present consumer environment both the minor and major health cares problems.

And private hospitals play on magnificent role in modern economic environment and they are carrying out functions like Inpatients, out patients, Research and Development and Training, Providing Quality of treatment and quality of services.

The improvements of health care systems go through two fairly distinct phases. The first phase

Is the development of the infrastructure and it has to ensure reasonable access for individuals, Families and communities on the continuous basis.

- Countries should be scanty resources have to developing their infrastructures and at the same Time improve their delivery of programmes. The way of improving the operation of the Health infrastructure include integrated approaches emphasis on outreach programmes, health Promotions and making better use of resources.
- The underutilized staff should become further involved in outreach work at little – or – no Additional cost and thus achieving greater impact with their skills.

There is an very important need for an alternative view of private health care. We should encourage a balance between most important human needs and sensible technology development which can be usefully and economically applied according to the community’s needs.

- Technology should be properly selected as suitable to the local conditions, and it should be made in cost Effective and spread widely to serve the society’s requirements
- Affordable and advancement of technologies do exist for dealing with the major problems of Developing countries.

The main obstacles to the implementation of these technologies, However are not technical but political and Organizational. There is a need of a political commitment and society participation in the hospitals environments.

Non – communicable diseases (NCDs) are the numbers are cause of death and disability in the world. The term of NCDs refers to a group of conditions that are not mainly caused by an acute infection, result in long term health consequences and often create a need for long term treatment and care.

- The hospitals should be provide for public awareness about Non – communicable diseases (NCDs)
- Developing countries should be concentrate advancement education and increasing the literacy Level and hospitals are introducing the more modern technological equipments.

Communicable diseases spread from one person to another or from an animal to a person. The spread often happens via airborne viruses, bacteria but also through blood, other bodily fluid.

- Hospitals should provide some awareness programmes about Communicable diseases.
- The hospitals are focused on rural populations and given them aware about Communicable Diseases,

Conclusion

India is one of the most second largest populous countries in the world after that china. Although there have been major improvement in public health since 1950s. The country is passing through demographic and environmental transition which is adding to burden of diseases. And present study focused on a study on patient’s perception towards service quality of private hospitals in Coimbatore city. Today’s modern global environment private and large Scale hospitals played on very important role and they have provide on quality of service and good treatment and they are carrying out functions like Inpatients, out patients, Research and Development and Training. And the study suggest technology and infrastructure will be a game changer in the manner in which is health care services will be delivered in health care environment. The private sector will be the major driving force behind technology adoption in the healthcare environment this revolution can improve the patient experience and function more professionally.

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