Patient's Perception regarding selected Dimensions of Service Quality (A Case Study of Fortis Escorts Hospital, Jaipur)

Abstract

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Service Quality is a key preferred standpoint for the associations to pick up achievement and to maintain in the business world. Like the other administration associations; human services segment has likewise turned into an exceptionally aggressive and quickly developing administration industry around the globe. The greatest test confronted by the wellbeing advertisers is to characterize and measure the service quality.

The paper displays an experimental examination to gauge distinctive measurements of desire of patients in regards to administration quality with the assistance of descriptive analysis and chi-square test. Data were collected through field research among 150 patients and the data were analyzed using descriptive analysis and chi-square test.

Keywords: Service Quality, Descriptive Analysis, chi-square test

Introduction

Service quality is a term which describes a comparison of expectations with performance. Receiving a high level of service is important to consumers but understanding how to evaluate the service quality received is more difficult. Service qualities include such items as color, style, fit, feel, smell, and price. Consumer goods such as shoes, jeans, refrigerators and lawn mowers are high in search qualities. Business goods such as raw materials, component parts and office supplies also tend to be high in search qualities. Because these goods are high in search qualities, consumers can easily evaluate the quality of goods prior to purchase.

Service quality is a combination of two words, service and quality where we find emphasis on the availability of quality services to the ultimate users. The term quality focuses on standard of specification that a service generating organization promises, scientific inventions and innovations makes the ways for generation of quality. The service quality satisfaction is the outcome of the resources and activities expanded to offer service against the expectations of users

from the same. The technical measures draw our attention on the inventions and innovations in the field of technologies that help to improve the quality of services. The functional measures gravitate our attention on improving the quality of services offered by the employees, which pave ways for style of functioning, work culture. The frequency in the process of technological innovation vis-à-vis the growing influences of high-performer employees develop technology-driven and user friendly service with a new quality. The functional quality of employees can be improved by strong emphasis on behavioral, inter- personal relations, appearance, commitment. It is right to say that poor quality of services or service failures are not designed into the system by the choice of senior management.

Quality is defined as the ability of service provider to satisfy customer needs. Customer perception, service quality and profitability are interdependent variables.

The five determinants on the basis of which service quality is measured are:-

· **Tangibility:** - it includes the service provider's physical facilities, their equipment and the appearance of employees.

· **Reliability:**-it is the ability of the service firm to perform the service promised dependably and accurately.

· **Empathy**: - it is the caring, individualized attention the service firm provides each customer.

· **Assurance:** - Assurance refers to the intelligence and behavior of the company's staff and their skills to instill faith and loyalty in the customer.

· **Responsiveness:** - it is the willingness of the firm's staff to help customers and to provide them with prompt service.

Literature Review:

Study Reference	Objective	Sampling Method/Sampling Size/ Data Source	Data Analysis Method	Findings
"T.Dheepa N.Gayathri P.Karthikeyan, (2015)"	• To know how to measure the patient's satisfaction and more critical of the quality of service they experience • To identify patient's satisfaction towards various dimensions that influence the quality of service in the government hospitals in the western districts of Tamil Nadu	• **SM:** Multistage sampling method • **SS:** 286 Respondents were chosen for the study • **DS:** Self completed questionnaire	• Percentage analysis • Factor analysis • Multiple regressions.	• It was noticed that patient's were disappointed and annoyed. And government hospitals need to improve on their performance.
"Zahra Khamda, Nazanin Pilevari (2013)"	• To measure service providers' perceptions and preferences towards quality of healthcare services • To present a model for ranking service quality among four Iranian hospital wards	• **SM:** Random sampling • **SS:** Health care service providers were chosen from different areas of Iran. • **DS:** 20-item scale questionnaire	• Preference Ranking Organization Method	Research findings conclude that a sharper way to demystify grades of service of any organization if done according to a ranking process would be more worth.

"S.SHARMILA, DR.JAYASREE KRISHNAN, (2013)"	• To present an analysis of the literature examine objective information concerning the subject of patient satisfaction, as it applies to the current medical practices.	• **SM:** Simple Random Sampling • **SS:** 320 respondents were chosen for the study • **DS:** Questionnaire	• Structural equation modeling (SEM)	Findings once again proved that in private hospitals doctors are sincerely concerned about the patients, doctors and nurses work more faithfully there, and private hospitals are leaving no stone unturned in order to provide comfort to their patients.
"Fethi Calisir, Cigdem Altin Gumussoy, Ayse Elvan Bayraktaroglu and Burcu Kaya, (2012)"	• To evaluate the effect of service quality dimensions on customer satisfaction. • To understand the usage of modified SERVQUAL model	• **SM:** Random Sampling method • **SS:** 292 Patients from different hospital types of turkey • **DS:** Survey item were adopted for questionnaire	• Regression analysis • Cronbach's alpha,"	"The effect of SERVQUAL dimensions on customer satisfaction and return intention" was undergone thoroughly for each type of hospital. Conclusions pointed out that empathy was the deciding ingredient regarding customer satisfaction for all hospital types showing that customers desire and welcome a customer-focused service concept.
"Johan de Jager and Therese du Plooy, (2011)"	To study the in-patients and out-patients expectations, perceptions and satisfaction related to services.	• **SM:** Random sampling method • **SS:** 448 Patients were chosen from provincial hospital in Gauteng, South Africa. • **DS:** Personal Interview method	• Kolmogorov-Smirnov Test method • Kruskall Wallis test"	The findings pointed out that patients from stem to stern wish ultimate level of response, but only birdfeed of it is being given, resulting in failure on hospital part and dissatisfaction on customer part.
"Dr. Mamta Brahmbhatt, Dr. Narayan Baser, Prof. Nisarg Joshi (2011)"	• To explore the concept of service quality in a health care setting	• **SM:** Convenient sampling method • **SS:** 246 patients were chosen for the study • **DS:** Structured Questionnaire	• Mean score • Comparative analysis	The results revealed that the customers' perceptions did not exceed their expectations, as they were dissatisfied with the level of healthcare services rendered by both Government and private sector hospitals.

Research Methodology

The current study is based on primary and secondary data both for the collection of primary data the questionnaire was developed. The universe of the study was the people who were the patients of Fortis Escorts Hospital of Jaipur, Rajasthan.

Data collection method: - Questionnaire

Sample size: - The size of respondents is 150

Research design: - Exploratory and Descriptive research design

The overall sample size for the study will include 150 patients as explained below:-

Name of the hospital	Size of the respondents
Fortis Escorts Hospital	150

Sampling Technique – Simple random Probability sampling technique has been used for identifying the respondents of the study. Simple random sampling type of probability sampling is been used for the survey.

Objectives

- To study the perception of patients on selected dimensions of service quality.
- To compare the preference of patients perception on service quality dimensions

Hypothesis

- **H0:** There is no significant difference in the perception of patients regarding selected dimensions of SERVQUAL model in Fortis Escorts hospital.
- **H1:** There is a significant difference in the expectation of patients regarding selected dimensions of SERVQUAL model in Fortis Escorts hospital.

Data Analysis and Interpretation

Table no. 1: Results of Cronbach's Alpha

Dimension	No. of items	Cronbach's Alpha
Tangibility	10	0.797
Reliability	10	0.874
Responsiveness	10	0.730
Assurance	10	0.729
Empathy	10	0.840

Interpretation: From the above table no.1, it can be seen that Cronbach's alpha is higher than 0.70 which indicates a high level of internal consistency for the scale in all the selected dimension of SERVQUAL model with this present study.

Table no. 2: Descriptive Analysis

Dimension	Factor	N	Mean		Std. Deviation	Dimension Mean	Dimension Std. Deviation	Rank
			Std mean	Std. error				
Tangibility	Helpful administration (T1)	150	4.4067	.04345	.53214	4.26267	0.580846	I
	Proper sign boards (T2)	150	4.3533	.04550	.55728			
	Availabilities of amenities (T3)	150	4.3867	.03990	.48862			
	Clean and modern looking infrastructure (T4)	150	4.3733	.04288	.52516			
	Specialized health care service are available (T5)	150	4.2733	.05426	.66450			
	Emergency trolley equipped with medicines. (T6)	150	4.3667	.03948	.48351			
	Pathology lab is in hospital premises (T7)	150	3.7800	.06747	.82633			
	Cleanliness at entry & exit (T8)	150	4.4200	.04153	.50858			
	Clean and comfortable beds (T9)	150	4.3000	.04512	.55260			
	Emergency exit is available (T10)	150	3.9667	.05468	.66974			
Reliability	Proper fire protection (R1)	150	4.0800	.05140	.62948	3.84602	0.915306	IV
	Treatment is affordable (R2)	150	3.0400	.11108	1.36042			
	Reports are understandable (R3)	150	3.2067	.10673	1.30716			
	Reports are accurate (R4)	150	3.5600	.09715	1.18989			
	Medicines are available at same price as outside (R5)	150	3.7200	.08980	1.09985			
	Patients are priority (R6)	150	3.7667	.08640	1.05815			
	Food is hygienic (R7)	150	4.3867	.04415	.54078			
	Nurses are available on a call (R8)	150	4.1467	.05466	.66943			
	Waiting system is same for all (R9)	150	4.4267	.04161	.50959			
	Recommendations are reliable (R10)	150	4.1267	.06437	.78831			

Responsiveness	Clear Treatment explanation (RS1)	150	4.1133	.06590	.80715	**4.00199**	**0.759284**	II
	Satisfactory hours of treatment (RS2)	150	4.0467	.06577	.80549			
	Proper ventilation (RS3)	150	3.9733	.07201	.88193			
	Proper air conditioning /room heating (RS4)	150	4.0200	.06237	.76387			
	Availability of drainage (RS5)	150	4.0533	.06401	.78396			
	Laundry services available (RS6)	150	4.1600	.04545	.55660			
	Accessible emergency trolleys (RS7)	150	3.9933	.05715	.69992			
	Every time staff is available (RS8)	150	4.3800	.03976	.48701			
	Different wards are available (RS9)	150	4.3467	.03899	.47750			
	Administration solves problem (RS10)	150	2.9333	.10855	1.32941			
Assurance	Fee charged information is provided (A1)	150	3.2533	.09748	1.19387	**3.19733**	**0.963017**	V
	Easy fee collection (A2)	150	2.8133	.10508	1.28693			
	Installation system available (A3)	150	3.8000	.07801	.95538			
	Basic information of disease provided (A4)	150	2.6400	.09234	1.13090			
	Documentation is understandable (A5)	150	3.4067	.09744	1.19336			
	Necessary test recommended (A6)	150	3.3933	.09780	1.19785			
	Life insurance offers available (A7)	150	2.3200	.05856	.71719			
	Pre and post treatment services available (A8)	150	4.2267	.04350	.53277			
	Life insurance available (A9)	150	2.3200	.05856	.71719			
	Proper security (A10)	150	3.8000	.05754	.70473			

Empathy	Good care received by nurses (E1)	150	3.7933	.05699	.69800	4.08734	0.732794	III
	Nurses are polite (E2)	150	3.7867	.05722	.70078			
	Good care received by doctors (E3)	150	4.2200	.04217	.51644			
	Doctors are polite (E4)	150	4.2867	.05036	.61673			
	Specialized professionals are polite (E5)	150	4.0733	.07022	.85997			
	Patients are informed about treatment (E6)	150	4.3267	.04585	.56160			
	Doctors and nurses are concern (E7)	150	4.0867	.06947	.85087			
	All patients are same for administration (E8)	150	4.0867	.06947	.85087			
	Doctors listens about the problem (E9)	150	4.1200	.06684	.81858			
	Administration is concerned about the comfort (E10)	150	4.0933	.06974	.85410			

Interpretation:

Above table no. 2 shows that patients of Fortis hospital are most satisfied with the tangibility dimension and it has the highest mean score (**4.26267**), Responsiveness is playing the second leading role with mean score (**3.84602**) in providing satisfaction to the patients. The Empathy, Reliability and Assurance with mean score of **3.84602, 3.19733** and **4.08734** holds third, fourth and fifth position respectively to make the patients feel satisfied.

Findings and Suggestions

1. **Findings of Tangibility Dimension:** The overall mean score of perception in tangibility dimension of Fortis hospitals is **4.26267**. The patients of Fortis hospitals were highly satisfied with the variables Cleanliness at entry & exit (T8) (4.4200), Helpful administration (T1) (4.4067) and Availabilities of amenities (T3) (4.3867) of tangibility dimension. Hence it scores the highest rank among all the dimensions.

2. **Findings of Reliability Dimension:** The overall mean score of perception in reliability dimension of Fortis hospitals is **3.84602**. The patients of Fortis hospitals were highly satisfied with the variables Waiting system is same for all (R9) (4.4267), Food is hygienic (R7) (4.3867) and Nurses are available on a call (R8) (4.1467) of reliability dimension. Hence it scores the fourth rank in rank analysis.

3. **Findings of Responsiveness Dimension:** The overall mean score of perception in responsiveness dimension of Fortis hospitals is **4.00199**. The patients of Fortis hospitals were highly satisfied with the variables Every time staff is available (RS8) (4.3800), Different wards are available (RS9) (4.3467) and Laundry

services available (RS6) (4.1600) of responsiveness dimension. Hence it scores the second rank in rank analysis.

4. **Findings of Assurance Dimension:** The overall mean score of perception in responsiveness dimension of Fortis hospitals is **3.19733**. The patients of Fortis hospitals were highly satisfied with the variables Pre and post treatment services available (A8) (4.2267), Installation system available (A3) (3.8000) and Proper security (A10) (3.8000) of assurance dimension. Hence it scores fifth rank in rank analysis.

5. **Findings of Empathy Dimension:** The overall mean score of perception in empathy dimension of Fortis hospitals is **4.08734**. The patients of Fortis hospitals were highly satisfied with the variables Patients are informed about treatment (E6) (4.3267), Doctors are polite (E4) (4.2867) and Good care received by doctors (E3) (4.2200) of empathy dimension. Hence it scores third rank in rank analysis.

Suggestions:

As a result from data collected and the analysis conducted following suggestions have been proposed which can prove to be constructive for the Fortis hospital.

· Life insurance proposals must be available in the hospital for the patients.

· Nurses must be polite so that patients feel more relaxed and satisfied.

· Treatment provided by the hospital should be affordable for all kind of patients.

· Pathology lab must be situated in the hospital premises for the convenience of the patients.

· Administration should properly solve the problems of the patients.

Limitations:

· Humans have tendency to behave artificially when they know that they are being observed. So, the patients upon whom the research is carried may behave artificially when they are aware that they are being observed.

· An inability to answer research questions by the patients of the hospital.

· The study may have some common limitations of a subjective research.

· The problem of imperfections of data and the intricacy involved in the statistical analysis are in a way inevitable in all such behavioral science research.

· The conclusions are only exploratory and suggestive in nature.

Conclusion:

· The results of the study shows that patients of Fortis are most satisfied with the Tangibility as it has maximum mean score (**4.26267**). responsiveness

with mean score (**4.00199**) is playing the second leading role in providing satisfaction to the patients. The Empathy, Reliability and Assurance with mean score of **3.84602, 3.19733** and **4.08734** holds third, fourth and fifth position respectively to make the patients feel satisfied.

· In table no.1, it can be seen that Cronbach's alpha is higher than 0.70 which indicates a high level of internal consistency for the scale in all the selected dimension of SERVQUAL model with this present study in Fortis hospital.

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