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## Research Paper

## QUALITY SERVICE AND FACILITY EXCELLENCE IN HEALTHCARE SECTOR

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### ABSTRACT

**H**ospitals are the health care centers whereby people come in order to get rid of their health issues through the services and facilities provided by the hospital. Quality is considered as one of the essential figures in differentiation and excellence of services also, it is a premise of upper hand. So, its understanding, measuring, and creating it are imperative challenges for all wellbeing administrations associations. The objective of the study is to inspect the administration quality and facility excellence impact on patient dependability in Health Care Sector. Hospital administration, quality measures depends on a portion of the measurements of the SERVQUAL. In this review four measurements in particular responsiveness, compassion, dependability and unmistakable were considered. The information has been gathered by 100 respondents of various hospitals in Bangalore by utilizing structured questionnaire. The data has been analyzed by utilizing one way ANOVA. The results revealed that all the four dimensions were positively related to patient's loyalty and customer satisfaction.

**KEYWORDS:** Facility Excellence, Customer Loyalty, Service quality, Health care

### INTRODUCTION

During the past few years, the number of private health care services has been increasing, and the private health care service market is turning to be a competitive environment. Each health care provide different type of facility and service in order to have a competitive edge over its rival. The noble competitions have made the hospitals to provide superior services in order to retain in the competitive environment. Hospitals provide various types of services but with different quality. Therefore quality can be considered as one of the important strategy to create competitive advantage.

Service Quality can be defined as an outcome whereby the consumer compares his or her expectation towards the service with the service received by them. Quality can be defined as a standard in highlighting the excellence of the service. It also gives competitive advantage in health care services. The dimensions which patients perceive in health care services are: infrastructure, image, trust worthy, support, administrative procedure, clinical care, communication, relationship. These are the areas where private sectors are working. The study is conducted to find out and analyse various facilities provided in selected Health Care Sector and to know whether customers are satisfied or dissatisfied with the facilities. The study will also help in providing suggestion which will further help in improving customer satisfaction.

### NEED OF THE STUDY

The study is needed to know about the facilities provided by the hospital in order to expose the good service quality and good facilities. With regard to this there is a need to understand how hospitals are playing their role in providing excellent service and facilities to meet their customer operation and customer perception.

### REVIEW OF LITERATURE

The fundamental impact of managerial quality and hospital performance results in higher management quality (Nicholas Bloom (2015). Building a health care system that delivers better care for the money spent by the people and makes people healthier, majority should be linked to quality or value (Burwell (2015). Improvement of administration quality hypothesis and exchange sizes of measuring administration quality, its part in consumer loyalty and significance of SERVEQUAL instrument (Sachin Borgave (2014).

Yogesh P. Pai, Satyanarayana T. Chary (2013) The survey administered quality measurements set up in different reviews directed over the world particularly connected to human services. The writing offers measurements utilized as a part of surveying patient saw benefit quality. Vashist and Jain (2013), In born variables like enhanced productivity, better quality, more noteworthy unwavering quality and straightforwardness has additionally helped in the



development of private division in human services. Arjun Murti, Aashish Deshpande, Namita Srivastava:- (2013), As this study states about social insurance part in India gets more aggressive, human services specialists and scholastic analysts are progressively intrigued by investigating how patients see the quality before working up their fulfillment levels and creating behavioral aims.

Asghar Zaheri(2012), SERVQUAL is a substantial, solid, and adaptable instrument to watch and measure the standard nature of the administrations in private healing facility. It is vital of making a solid connection amongst patients and furthermore the healing facility work force and furthermore the doctor's facility staff to be responsive, trustworthy, and compassionate while managing patients. Mququ (2005) He endeavored to investigate the consumer loyalty, desires and discernments as a measure of administration quality. He demonstrates that the clients are not happy with the administration they get, both on a zone(geographical) point of view and furthermore on a client aggregate viewpoint. Desires of private healing facilities and provincial state doctor's facilities have higher evaluations than those of urban state doctor's facilities.

C. Boshoff and B. Gray (2004) He established that prevalent administration quality and predominant gathering activity particular consumer loyalty will improve unwaveringness among patients in the private social insurance business. The relative effect of particular measurements of administration quality and exchange particular consumer loyalty on 2 subordinate factors, specifically unwaveringness and consumer loyalty is measured as total fulfillment. The administration quality measurements compassion of nursing laborers and confirmation affect totally on both dedication and aggregate fulfillment. Fulfillment with nursing staff and fulfillment with expenses all effect completely on both steadfastness and combined fulfillment. Rameshan (2004) He expected to concentrate the nature of administration of essential wellbeing focuses. He uncovers that the administrations rendered by PHCs are insufficient in many regards in the impression of clients and group individuals from the towns and the specialists and the staff can't change enough the grievances raised by villagers. Villagers don't care for the panchayat coming into the photo for enhancing the administrations of PHC's, local authorities thoroughly rebate privatization as means for giving compelling essential human services in provincial ranges.

Sadiq Sohail(2003) He stated that his paper was primarily to measure the quality of services provided by private hospitals. Empirical research is useful in defining patient's expectations and perceptions of the quality of services. The main differences between expectations and perception indicate that patients perceived importance of the services exceed expectations for all the variables measured.

### GAP

From the reviews, the following are the gaps of the study.

- Present studies explained about customer's satisfaction but very few studies described about facility excellence. Even though there are many studies which explained about customer satisfaction in different hospitals but, still the level of satisfaction is non-measurable as it varies from organization to organization, area to area. Therefore there is need to study particularly about level of satisfaction of customers in selected hospitals.

### OBJECTIVES OF THE STUDY

The main objectives of the study are:

- ◆ To analyze the relationship between patients (customer) expectation and perceived services provided at selected Hospitals.
- ◆ To evaluate the facility excellence provided in the selected hospitals.
- ◆ To understand the level of customer satisfaction at hospitals.

### SAMPLING

- ✧ The study was conducted in Bangalore city. The patients of GM hospitals and Raja Rajeswari hospitals have been chosen for the study. A sample size of 100 respondents were considered for the study
- ✧ The sample unit is businessman, employed, housewife, students, and people belonging to other profession.
- ✧ Convenience sampling method is used and research design used is descriptive research

### DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The table below shows the demographic characteristics of the respondents which is collected through the structured questionnaire respondents taken into consideration on the basis of people who have visited hospitals.

**Table -1- Demographic Profile of the respondents**

S.No	Particulars		Frequency of the respondents	Percentage of the respondents (%)
1.	Gender	Male	48	48%
		Female	52	52
	<b>Total</b>		<b>100</b>	<b>100</b>
2.	Age	Less than 20	11	11
		20-30	4	4
		30-40	15	15
		40-50	24	24
		Above 50	46	46
	<b>Total</b>		<b>100</b>	<b>100</b>
3.	Marital Status	Married	54	54
		Unmarried	46	46
	<b>Total</b>		<b>100</b>	<b>100</b>
4.	Income	Less than 200000	21	21
		200000-400000	33	33
		400000-600000	27	27
		Above 600000	19	19
	<b>Total</b>		<b>100</b>	<b>100</b>
5.	Occupation	Student	32	32
		Private Employees	24	24
		Government employees	14	14
		Business	12	12
		Other	18	18
	<b>Total</b>		<b>100</b>	<b>100</b>

(Source – Data Collected through Questionnaire)

**Table 2:- Quality facility services provided by the hospitals**

S.No	Particulars	No. Of respondents (out of 100 )	Percentage of the respondents (100%)
1.	Water Supply	72	72
2.	Ventilation	11	11
3.	Lightening	74	74
4.	Waiting hall	91	91
5.	Hygienic food	44	44
6.	Rest room	29	29
7.	Lift service	83	83
8.	Help desk	98	98
9.	Blood Bank	68	68
10.	Telephone Booth	59	59

The above table 2 shows the quality facility services provided by the selected hospitals of the study. Among the respondents it is observed that the respondents were not

happy with the rest rooms and hygienic food provided by the hospitals. Ventilation is very poor. So, there is a need to focus on these services among the hospitals.

**Table: 3- Customers opinion on service quality provided by the private hospitals**

S.no	Type of service	HS	S	N	DS	H DS	Total	Mean score
1.	Availability of ambulance	33	55	10	02	00	100	83.8
2.	Maternity services	12	61	21	06	00	100	75.8
3.	Ventilation	14	45	34	07	00	100	73.2
4.	Critical care	13	68	19	00	00	100	78.8
5.	Diagnostic and Testing	19	51	28	02	00	100	77.4
6.	Trauma	07	43	39	08	03	100	68.6
7.	Employee Service	12	25	39	13	11	100	62.8
8.	Emergence call service	07	69	16	05	03	100	74.4
9.	Doctors availability	08	51	17	10	14	100	65.8
10.	Quality of medical treatment	18	43	31	05	03	100	73.6
11.	Availability of high quality equipment	20	54	18	05	03	100	76.6
12.	Security prevalent for the patient	13	57	19	08	03	100	73.8
13.	Doctors response during the treatment	11	32	44	08	05	100	67.2
14.	Night time response towards patients	14	26	44	10	06	100	66.4
15.	Skill of Nurses	12	37	43	08	00	100	70.6
16.	Best Specialized doctors	17	53	18	11	01	100	74.8
17.	Reliability of services	12	85	03	00	00	100	81.8
18.	Preference to revisit the hospital	12	62	22	04	00	100	76.4
19.	Good Infrastructure	20	60	20	00	00	100	80.0

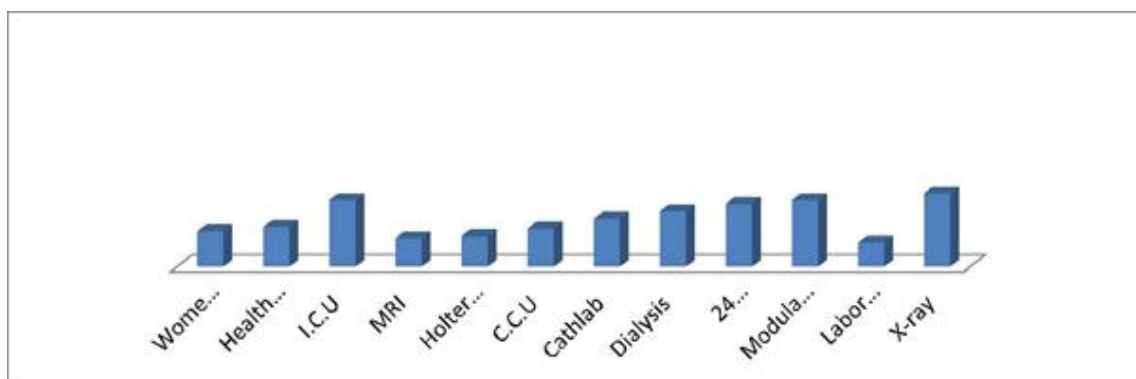
HS-Highly Satisfied, S-Satisfied, N-Neutral, DS-dissatisfied, HDS-Highly Dissatisfied

Table 3 projects on customer's opinion on service quality among the selected hospitals. Based on the results of Mean Score is calculated. It is observed that respondents are not satisfied with employee service (62.8), night time

response towards patients (66.4) and doctor's response during the treatment (67.2). The study reveals that ambulance service in case of emergence is the best service provided in health care sector.

**Table: 4- Facilities awareness among the customers**

S.No	Facilities	No. of Respondents	Percentage of respondents (%)
1.	Women care centre	47	47
2.	Health care package	53	53
3.	ICU	89	89
4.	MRI	38	38
5.	Holter Monitoring	41	41
6.	CCU	51	51
7.	Cath lab	64	64
8.	Dialysis	74	74
9.	24 Hours Lab services	84	84
10.	Modular Operation	89	89
11.	Labor chair	32	32
12.	X-ray	98	98

**Graph- 1: Facilities awareness among the customers**

From the above table 4 and graph 1 shows the respondents response towards hospitals offering a set of facilities to serve the customers needs, where as 98% X- ray

facilities, 89% Modular operation and I.C.U, 84% 24 Hours lab services etc, provided to customers.

**Table: 5- Customers opinion on service quality and Facility Excellence at hospitals**

S.no	Type of service	Ex	G	N	B	VB	Total	Mean score
1.	Satisfaction of the customers towards service quality	17	48	35	0	0	100	76.4
2.	Facility Excellence and Ambience	28	49	21	02	00	100	80.6
3.	Customers expectation and perceived services	20	57	19	02	02	100	78.2

## HYPOTHESIS

**Ho:** There is no significance in level of customer satisfaction among the facilities and quality services

**H1:** There is significance in level of customer satisfaction among the facilities and quality services

**Table: 6 ANOVA**

	Sum of Squares	Df	Mean Square	F	Sig
Between Groups	31.466	2	10.489	133.831	.000
Within Groups	7.524	96	.078		
Total	38.990	99			

The above table 6 shows the significance, using a p-value at 0.05 percent level of significance, by one-way ANOVA to examine the hypothesis, Since the significance value of ANOVA test is .000 which is less than 5% level of significance so Null hypothesis is rejected means there is significance in level of customer satisfaction.

## FINDINGS

- ☞ The respondents were not happy with the rest rooms and hygienic food provided by the hospitals. Ventilation is very poor. So, there is a need to focus on these services among the hospitals.
- ☞ Based on the analysis and application of ANOVA it is observed that there is significance difference in level of customer satisfaction
- ☞ It's been found that private Hospitals provide Good Multi - specialty services to the customers. Like Rest room, Waiting hall, Water supply, Ventilation and Help desk etc.
- ☞ Respondents are not satisfied with employee service, night time response towards patients. Majority of the respondents are satisfied by the Ambulance services, respondents are satisfied by Maternity Services, respondents satisfied by ventilation services, respondents are satisfied by Critical care services, respondents satisfied by Test and Diagnostic services and respondents response satisfied for Trauma services.

## CONCLUSION

For any business to be successful, it has to provide top notch benefits that satisfy the needs and wants of the customer that is of good quality and facility excellence services. The services should meet the expectations of the customers. Various models have been proposed for the estimation of service quality the SERVEQUAL scale has been largely utilized as a part of the examination to understand and analyze the quality inside the organization. According to the study the need of the customers are known by providing the quality of services and facility excellence to them. Most of the customers were satisfied with the services provided by the hospital and few had the dissatisfaction and collected

valuable suggestions from the dissatisfied customers. The overall response from the customers is very satisfied with the quality of services and facility excellence provided by the gm hospital.

## IMPROVEMENTS

As per the study the following improvement in facilities and service quality can be made in health care sector, that is

- Improve the food canteen facility given to the customers
- Increase number of doctors availability for taking of patients at night
- Improve hygienic facilities in general ward.

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