

# Service Quality of Multispecialty Hospitals – Patients’ Perspective

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## ABSTRACT

India’s healthcare industry is growing at a tremendous pace on the back of a growing population and urbanization. Both the Government and the private sector have responded with significant investments in hard infrastructure, capabilities and institutional mechanisms resulting in healthcare becoming one of the largest sectors - both in terms of revenue and employment. Healthcare is one of the largest sectors in this country in terms of both revenues as well as employment. The present study aimed to know the service quality of multi-specialty hospitals in Tirupur district. Convenience sampling was used to collect data from 120 sample patients. A questionnaire method was used to collect the information. The study revealed that measuring and improving service quality can increase an organization’s profits and reputation. Regardless of the industry, service quality can have a direct impact on hospital’s ability to satisfy patient needs while remaining competitive. Learning how to measure and improve service quality is a valuable skill, but it requires research and expertise.

**Keywords:** Healthcare, Infrastructure, Service quality, Reputation, Patient.

limited which in turn, provides an opportunity to private healthcare service providers. However, the very advanced and efficient healthcare services remain concentrated particularly in urban areas where people have a higher spending capacity. This enables the healthcare service providers to generate revenues and get returns on their investments. Hospitals that offer a variety of medical services and treatments in one place are known as multispecialty hospitals. A team of experts from a variety of medical specialties, including cardiology, neurology, gastroenterology, orthopedics, and many more, work at these hospitals. Modern medical technology found in multispecialty hospitals facilitates more effective and efficient diagnosis and treatment of complicated medical conditions. The way a business provides its services in relation to the expectations of its clients is referred to as its service quality. Clients make service purchases in response to particular requirements. People have standards and expectations for how an organization’s service delivery meets those needs, whether they are aware of them or not. A business that provides high-quality services aims to meet or surpass the expectations of its clientele.

## I. INTRODUCTION

The healthcare services industry in India has grown over the years on account of an increase in demand for modern healthcare facilities, rise in awareness about diseases, health consciousness among people, increase in per capita income, changing lifestyle, transition in disease profile etc. However, the demand for healthcare services is led by households that have a spending capacity as the poor and vulnerable sections of society have restricted demand for such services. On the supply side, availability and advancement of modern healthcare facilities has also contributed towards the betterment of healthcare services industry in India. Regardless of this, the supply side constraint remains as public expenditure on healthcare is

## Need for the study

Patients are more likely to take treatment with a hospital they believe offers high-quality services. Additionally, patients who take treatment from hospitals that provide excellent customer service are more likely to do so on a regular basis. Patients can take advantage of numerous advantages from multispecialty hospitals, such as cost savings, comprehensive medical care, accessibility, convenience, and shorter wait times. Better patient outcomes are the ultimate goal of any healthcare facility, and these benefits contribute to that goal. Because patients do not have to pay separate fees for multiple specialists or medical procedures, multispecialty hospitals are more affordable for them. This can lead to a decrease in the price of medical care. Multi-specialty hospitals

offer a broad range of medical services and specialists, in contrast to general hospitals. Multispecialty hospitals are also a center of excellence for a number of medical specialties, including orthopedics, diabetes, ENT, cardiology, obstetrics and gynecology. This makes it possible for patients to receive care for a variety of illnesses in the same location.

### **Problem of the Study**

Service quality management is the process of controlling the caliber of services that are provided to a client in accordance with his expectations. In essence, it evaluates the effectiveness of a service in order to raise client happiness by identifying issues and fixing them to improve quality in the future. Service quality is the evaluation of how well a given service meets the needs and expectations of the client. Operators of service-related businesses frequently evaluate the quality of services they offer to clients in an effort to enhance client satisfaction and promptly detect issues. Improving an organization's service requires understanding how to proceed on several fronts, including technology, the service system, employee selection, training and education, and the reward system. It entails understanding how to put these plans into practice and convert activity into sustainable development. Service quality is primarily determined by comparing the performance of the service to the expectations of the patients, whereas service quality is determined by the feature and characteristic value as well as the services ability to meet the user's requirements. When it comes to service quality management, it's crucial to understand the areas of improvement that will have the biggest impact on raising patient satisfaction levels, even though the concepts of improving product quality also apply to services.

### **Aim of the study**

To know the patients' opinion towards the service quality of multispecialty hospitals in Tirupur District of Tamil Nadu.

## **II. REVIEWS AND METHODOLOGY**

Banu and Regina(2022) analyzed patient satisfaction and attitudes towards the quality of services at multi-specialty hospitals. Healthcare

providers should prioritize quality in all aspects of patient care, including medical and non-medical services. Due to the low operating costs in India, multinational healthcare segments have made the country's healthcare services sector a key engine of economic growth. Words like medical back-office support, health tourism, and health care outsourcing are all of a sudden becoming popular in India. Significant transformations in the Indian healthcare sector have also been brought about by globalization, privatization, and liberalization. Over the past 50 years, hospital facilities in India have expanded quickly. Expertise is now expected, as the times have changed. Nonetheless, hospitals of all sizes have come to understand that effective patient care is essential to their survival. Furthermore, the level of competition within the private healthcare sector has been rising over time. The difficult areas that the private hospital in India faces. In her study, Anusuya (2006) examined patient satisfaction levels and hospital service quality standards. It was said that every aspect of patient care should prioritize quality more. Patient satisfaction is seen as the most important and valuable resource, and healthcare professionals recognize and feel that success depends on treating patients with respect. According to Boyt and Brosky (2000), doctors should always treat their patients fairly, amiably, sympathetically, and with grace. Workshops, therapy, and human psychology training programs can all significantly improve practitioners' ability to provide high-quality care.

The geographical area selected for the study is Tirupur District, purely based on convenience sampling. This study is purely based on primary data collected from a sample of 120 patients of multi-specialty hospitals in Tirupur District. The questionnaire method was used to collect data from the sample respondents. One sample t test was used to know the results of the study.

## **III. RESULTS AND DISCUSSIONS**

The size of the sample is considered when relating the value of t to probabilities in the table because it affects the value of t. The complete t tables of the study are given below. "Degrees of Freedom" (d.f.) is the heading in the left-hand column. The standard deviation calculation made note of their usage.

Table 1				
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Age	120	1.50	.698	.064

The table shows the age value and provides information on whether the sample is from a population with a mean of 3 (i.e., are the

means statistically significantly different), as highlighted below:

Table 2						
One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age	-23.536	119	.000	-1.500	-1.63	-1.37

The one-sample t-test's observed t-value, degrees of freedom, and statistical significance (p-value) are displayed in the above table. The study found that  $p < .05$  (0.000). Consequently, it can be said that there is a statistically significant

difference between the population means. The difference between the population mean estimated from the sample and the population mean used for comparison would not be statistically significant if  $p > .05$ .

Table 3				
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Marital status	120	1.46	.500	.046

The table shows the marital status value and provides information on whether the sample is from a population with a mean of 2 (i.e., are the

means statistically significantly different), as highlighted below:

Table 4						
One-Sample Test						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Marital status	-11.859	119	.000	-.542	-.63	-.45

The one-sample t-test's observed t-value, degrees of freedom, and statistical significance (p-value) are displayed in the above table. The study found that  $p < .05$  (0.000). Consequently, it can be said that there is a statistically significant

difference between the population means. The difference between the population mean estimated from the sample and the population mean used for comparison would not be statistically significant if  $p > .05$ .

Table 5				
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Educational qualification	120	2.47	.995	.091

The table shows the educational qualification value and provides information on whether the sample is from a population with a

mean of 4 (i.e., are the means statistically significantly different), as highlighted below:

Table 6						
One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Educational qualification	-16.877	119	.000	-1.533	-1.71	-1.35

The one-sample t-test's observed t-value, degrees of freedom, and statistical significance (p-value) are displayed in the above table. The study found that  $p < .05$  (0.000). Consequently, it can be said that there is a statistically significant

difference between the population means. The difference between the population mean estimated from the sample and the population mean used for comparison would not be statistically significant if  $p > .05$ .

Table 7				
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Visiting period	120	1.61	.490	.045

The table shows the visiting period value and provides information on whether the sample is from a population with a mean of 2 (i.e., are the

means statistically significantly different), as highlighted below:

Table 8						
One-Sample Test						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Visiting period	-8.753	119	.000	-.392	-.48	-.30

The one-sample t-test's observed t-value, degrees of freedom, and statistical significance (p-value) are displayed in the above table. The study found that  $p < .05$  (0.000). Consequently, it can be said that there is a statistically significant

difference between the population means. The difference between the population mean estimated from the sample and the population mean used for comparison would not be statistically significant if  $p > .05$ .

Table 9				
One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Income per month	120	2.36	.906	.083

The table shows the income value and provides information on whether the sample is from a population with a mean of 4 (i.e., are the

means statistically significantly different), as highlighted below:

**Table 10**

One-Sample Test						
Test Value = 2						
					95% Confidence Interval of the Difference	
					Lower	Upper
t	df	Sig. (2-tailed)	Mean Difference			
income per month	-19.858	119	.000	-1.642	-1.81	-1.48

The one-sample t-test's observed t-value, degrees of freedom, and statistical significance (p-value) are displayed in the above table. The study found that  $p < .05$  (0.000). Consequently, it can be said that there is a statistically significant difference between the population means. The difference between the population mean estimated from the sample and the population mean used for comparison would not be statistically significant if  $p > .05$ .

#### IV. RECOMMENDATIONS AND CONCLUSION

It is undeniable that new health issues have emerged in the current environment, that innovative treatments are constantly being developed, and that surgical techniques are continually improving. At a multispecialty hospital, doctors can be available around-the-clock to meet the changing needs of a team comprising various specialists. All kinds of critical care facilities can be found in hospitals as well. Despite this, the multispecialty hospital was crucial in addressing health issues. Half of the patients in government hospitals were not happy because there were not enough doctors, facilities, or technological improvements. Everyone must be aware of the quality of care and concerned about it. Health care organizations, health plans, and clinicians should be held accountable to patients and society. On the other hand, individuals can assume appropriate responsibility for their own health. The quality of care can be measured and improved. One of the more dynamically decisive issues in the marketing concept now is service quality. Multispecialty hospitals need to provide better patient care in order to grow and remain a viable business. This can help the hospitals build friendly relationships with their patients.

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