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Patient's Satisfaction Towards the Quality of Services Offered in Basaweshwara Hospital in Gulbarga Districts of Karnataka

Management

KEYWORDS: Perception, Service, Care, Quality, Economy.

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ABSTRACT

The health care sector of any country depends on socio economic development and the government's priority for the same. Since India has followed the mixed economy the health care sector also has mixed participation. The house hold spending on private healthcare is more than on public spending. Karnataka is also growing fast in economic development. Due to increased competition, service quality is becoming very important. The research study has been conducted to find effect of service quality on patients' satisfaction and customer loyalty in Basaweshwara Hospital Kalaburagi.

Introduction

The Hospital industry is one of the world's largest and fastest growing industries, consuming over 10% of GDP of most developed nations. Health care can form an enormous part of a country's economy. The Health care industry is an aggregation of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. Indian Hospital industries run by the central and state governments, has provided the facilities freely or at subsidized rates to lower income families in rural and urban areas. However, further the Indian Health care is going through a growth phase due to its healthy economy. As the country's middle class continues to grow, this industry's growth will increase. Indian government expenditure on Health care is the highest amongst all the developing countries. The expenses of this industry comprise 5.25% of the GDP. Private players have made significant investment in setting up of the private hospitals in cities like Mumbai, New Delhi, Chennai, & Hyderabad. There is emergence of latest medical technology and have created a competitive environment. The government's share in the health care delivery industry is 20% while 80% is by the private sector. Indian hospital industry provides employment opportunities to as 4 million people in the health care segment . The Healthcare industry in India is currently valued at more than US$ 70 billion and is projected to grow further to reach US$ 280 billion by 2020[5] . With a healthy CAGR (Compound Annual Growth Rate) of 21% (for the period 2010-20), healthcare as an industry in India has emerged to become one of the most promising and progressive sectors in recent times

Health care has two connotations (a) health care programs and (b) medical care organizations. Medical care organizations are mainly providing curative care. They are attractive and high-tech oriented and they should be cost effective. In recent years, quality assurance has emerged as an internationally important aspect in the provision of health care services. The health care system depends on availability, affordability, efficiency, feasibility, and other factors. Consumer satisfaction is recognized as an important parameter for assessing the quality of patient care services. Satisfaction regarding the attitude of providers toward these services is expected to affect treatment outcome and prognosis. There is a need to analyze the health care system as often as possible.

Consumer satisfaction regarding medical care organizations like our tertiary care hospital is important in the provision of services to patients. So, we have designed a study to assess consumer satisfaction with regard to clinical care such as the approach of the doctor, examination, education on taking medication, availability of services, waiting time, and cost provided in the outpatient department of our medical college hospital The key issues driving growth in the healthcare industry The key issues driving growth in the healthcare industry have been identified as follows: 1) Population Growth- this is the prime driver of growth in the healthcare sector.With the population currently at 1.1 billion and increasing at the rate of 2% p.a., it is estimated that by 2050 the population will reach 1.6 billion[15]. This massive population is due in part to a decrease in infant mortality (in turn a result of better medical facilities and government emphasis on eradicating diseases such as hepatitis and polio among infants), a general increase in life expectancy, greater affluence among people and better hygiene. This way a growing elderly population will soon place an enormous burden on India's healthcare infrastructure. 2) Expanding Middle Class-Parallel to India's thriving economy is rapid urbanization and creation of an expanding middle class with more disposable income to spend on healthcare. With women entering workforce, purchasing power and thus affordability has increased and people can buy western medicines. 3) Rise of Disease-Two kinds of diseases are largely prominent among people these days-one is communicable diseases and the other chronic degenerative diseases.While infectious/communicable diseases such as polio, hepatitis, tuberculosis, pneumonia were thought to have been brought under control via the extensive government programmes however now they seem to have resurfaced or have developed a rather stubborn resistance to drugs. Another problem that seems to be on the rise these days is AIDS. Among the urban population there have been a significant number of health problems which may be called lifestyle diseases.Unhealthy diets, sedentary work and affluent lifestyle has given rise to hypertension, cancer, diabetes, obesity etc. Lifestyle disorders are expected to grow in the future at a faster rate than infectious diseases in India and to result in an increase in cost per treatment. 4) Medical Tourism-With specialty and super specialty hospitals equipped with the latest equipment and the best surgical procedures at relatively inexpensive charges on the rise has made India a hub for people from the west to get treatment here-giving birth to a concept called Medical Tourism.

Review of leteretures

.Jothi Jayakrishnan ,Sethu Velmani (2011) investigated the perception and expectation of patients regarding hospital services by using service quality gap model with 300 in-patients. It is found that there is a huge gap in the hospital services like physical appearance, lack of interest in solving problems and personal care. Dr Markanday Ahuja Vipin Mitta, Dr. Seema Mehlawat (2011), empirically explored the relationship between hospital quality management and service quality performance for a sample of patients of eye care hospitals in Haryana. It was interesting note that the service being provided were perceived to be better than expectation for the dimensions like reliability, assurance and empathy. Rajinder Singh (2010) found that consumer satisfaction is important to the hospital because it is generally assumed to have a significant determinant of repeat visit, positive word-of-mouth, and patients' loyalty. Patients' perceptions about health services seem to have been largely ignored by health care providers in developing countries. The important reasons to visit government hospitals are fewer charges, geographical proximity, recommended by their friends or relatives. Patients are found to be dissatisfied with the doctors' checkup.

Statement of the Problem

he hospitals have been established to provide a healthy well-being and alleviate the health issues of the people which are faced today due to several reasons. The hospitals play a vital role in providing prompt services on time being. But contrary to the above statements, the government hospitals are not adhering to the patient's expected service quality the government hospitals today, do not having adequate facilities and infrastructure to provide timely medical treatment to patients lack (or) poor infrastructure, non-availability of advanced medical facilities, inadequate competent doctors, nurses and employees, poor service quality lack of efficient and effective service are some of the common issues they are mostly talked among the public. All the study emphasis that service quality measurement can be done on the dimensions like tangibility, assurance, empathy, responsiveness and reliability. The study so far done pertains either to hospitals in aboard or private hospitals where the service quality is perceived to be higher. The researcher has made an attempt to measure the service quality with the existing dimensions in the general hospital among the in-patients.

Objectives of the study

1. To analyze factors affecting selection of hospital by consumers. ·
2. To examine impact of perceived service quality on consumer satisfaction. ·
3. To establish relationship between satisfaction and patients loyalty.

Respondents of the study

The population considered for present study is all persons of Kalaburagi who was admitted in the private hospital or those who had taken treatment from private hospital. The sample was drawn from Kalaburagi, chosen carefully for their widely accepted characteristics.

Sample size

From the city of Kalaburagi one hundred (100) respondents were selected using "non probability convenience sampling and their interviews were taken

Tools and Procedure for Analysis:-

A service quality measurement model that has been extensively applied, is the SERVQUAL model developed by Parasuraman. The collected data (response of the selected respondents) were finally entered in Micro Soft Excel and data sheet (master chart) was made in SPSS. Statistical tests / techniques applied for the study are Uni – Variate Analysisin form of frequency tables, Bi – Variate analysis using Cross – tabulation with Chi-Square test, Paired t-test, and ANOVA one way classification.

Data analysis and findings:

Consumer's perception is the main indicator of quality in health care service. Quality of health care is the most optimal degree of health outcomes by delivery of cost effective and efficient professional health services to people. The basic objective of the present study is to focus the service quality perception of consumers from health care service provider. The primary data are collected from selected private hospital of Kalaburagi city. As far as gender proportion is concerned, it was 78 per cent male and 22 per cent female. From the selected respondents, 76 per cent were married and 24 per cent were unmarried respondents. During the data collection, the respondents were asked for their educational qualification. In the study 39 per cent were graduates, 20 per cent were post graduates, 40 per cent were higher secondary passed, and 1 per cent had professional degree. Out of the total sample 21 per cent of respondents were employees of private firm / company, 18 per cent were farmers, 14 per cent were business men, and remaining 13 per cent female respondents were house wives. It is important to find the decision makers for hospital services. Respondents were asked who influences much on hospital selection decision. It is found that 47 per cent respondents said that family as important decision maker followed by self 23 per cent. Whereas 20 per cent said it was their joint decision for hospital selection. To find major source of information for healthcare service providers, respondents were asked on sources of information about hospital. Family is found as major source of information (48 per cent) followed by friends (27 per cent) and 25 per cent respondents said that they came to know about hospital through advertisement.

Conclusions and Recommendations

In order to understand the needs and satisfaction of consumers of healthcare services an empirical study was undertaken by the researcher. The study on service quality and customer satisfaction is based on primary data which are collected from indoor and outdoor patients of private hospitals of Kalaburagi city of Karnataka. Various patients from various disciplines i.e. general medicine, pediatrics, general surgery, gynecology and orthopedics etc. were surveyed with the help of a structured questionnaire. In case of health care services still word of mouth i.e. information regarding hospitals and services from family play an important role. It was found that respondents had given more preference to doctors' qualification and experience of doctors. It was also found that reputation of hospitals is influencing factor along with extra facilities, available in the hospital. Respondents believed that hospitals should be situated in nearby area /location. There was significant influence of education and income of the respondents on patients' loyalty. Health care service providers should disseminate correct information from time to time as more quality information leads to patient awareness and satisfaction. The hospitals should have convenient operating hours and nurses should give individual attention to patients. Especially this problem is found in private and trust run hospitals. The study revealed that to improve patient satisfaction, healthcare service providers must focus on quality improvement strategies.

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