



A Study on the satisfaction level of customers in Government and Private hospitals in Gulbarga District

Dr.A.P.Hosamani

Dean & Chairman, Department of Commerce, Gulbarga University ,Kalaburagi –Karnataka-India-585106.

Mr.Chandrakanth B.Jewargi

Research Scholar, Vijayanagara Srikrishna Devaraya University, Bellary.

ABSTRACT

The prime objective of any servicing organization like hospitals is the creation of felling of satisfaction among its customers. In hospitals patients are enumerated as the customers. The concept of patients' satisfaction is converted into patients' delight in the present healthcare industry which means patient should not only be cured during his stay in hospital but also should be delighted with the quality of services provided to him by the hospital and its staff members. It is an old saying that customers are the real evaluator of any organization. Evaluation of any organization may be judged through the perception of its customers. The effects of attitude of hospitals' administrator and organizational environment over satisfaction level of patients in a scientific manner. Here the researcher made an effort to present a comparative study of level of patients' satisfaction in government and private sector hospitals in Gulbarga district with a belief that the results of the study would represent the true status of patients' satisfaction level in government and private sector hospitals of the state. For the purpose of analyzing patients' satisfaction, researcher personally interviewed 200 patients (100 each from the both categories of hospitals) admitted in the government and private sector hospitals of district Gulbarga.

KEYWORDS : Service Health, satisfaction, Private, Government, Patient.

Introduction:

The health sector in India is characterized by a government sector that provides publicly financed and managed curative, preventive and primitive health services from primary to tertiary level throughout the country free of cost to the people and a fee-levying private sector that plays a dominant role in the provisioning of curative care. The provision of healthcare by the public sector is a responsibility shared by the state government, central government and local governments in India¹.

Quality has become an icon for customers while selecting a service or product and at the same time organizations are making efforts for providing quality products or services as per customer's needs and wants. Quality has been considered as a strategic advantage for the organizations to gain success and to sustain in the business world.²

REVIEW OF LITERATURE

Lim and Tang (2003)³ revealed the patient's expectation and satisfaction in the public and the private hospitals at Singapore. They revealed that the level of perception on service quality is not up to the level of expectation on service quality in both hospitals.

Syed (2012)⁴ identified that the incentive structure in the private and public hospitals would explain differences in the quality of services provided by these organizations. This contention was largely supported since the private hospitals obtained better ratings than the public hospitals on most of the measures of responsiveness, communication and discipline

Taner and Antony (2013)⁵ compared the hospital care service quality in public and private hospital at Turkey. They found that the service quality is far better in the private hospitals than in the public hospitals.

STATEMENT OF THE PROBLEM

Hospitals play an integral part in health care system of a country. They perform Various functions like in-patient, outpatient services, research and development, training and a host of other services in India, the health care services are provided by both private and public hospitals. Public hospitals consumed more investment on the infrastructural facilities and provision of free medical services.

The service quality at public hospital is declining whereas the service quality in private hospital is increasing. But the problem is whether these are at the expected level of the patients or not. It was

felt that the services of public sector hospitals have not given any regard for the quality of services. Therefore, the present study has made an attempt to evaluate the service quality in private and public hospitals as per the expectations and perceptions of the patients.

OBJECTIVE OF THE STUDY

- To study the satisfaction level of customers in Government and private hospitals in Gulbarga District.

RESEARCH METHODOLOGY

Primary data has been collected through Questionnaire Method. The data collection tool is structured questionnaire.

Secondary Data: Secondary data has been collected through books, Journals, Websites etc.

Sample size: A sample of 200 respondents has been selected on the basis of randomly in the study area.

ANALYSIS OF SATISFACTION LEVEL

The analysis of satisfaction level of patients is being analyzed with the help of following headings:

I. Satisfaction of Patients from the Point of View of Organizational Environment

The status of organizational environment affects the behaviour of employees, quality of services provided, management staff relationship etc. Healthy organizational environment is first thing which depicts the positive image of hospital in the mind of patients and builds the foundation of patients' satisfaction. The following table presents the Status of Patients' Satisfaction in respect of organizational environment of hospitals

Table no. 01
Patients' Satisfaction in respect of organizational environment of hospitals

	Particular	No. of Respondents	Government Hospitals		Private Hospitals	
			Satisfied	Dissatisfied	Satisfied	Dissatisfied
01	Do you find the approach of hospital convenient?	100 from Govt. Hospital & 100 form Private Hospitals	78	22	90	10

02	Do you find the environment of hospital free from the different types of pollution?	54	66	85	15
03	Do you find all the required departments in the hospital?	72	28	75	25
04	Do you think the departmentation of hospital is well planned?	68	22	92	08
05	Do you feel proper coordination among different departments of the hospital?	32	68	90	10
06	Do you find the dealing employees in a position to take decisions freely according to the situation?	24	76	75	25
07	Do you find the organizational culture of hospital patients' friendly?	20	80	76	24

Source: Field study

The table no. 01, shows that majority of the respondents of both government and private hospitals were found satisfied with the approach of their hospitals. All the government hospitals of the area of study are located at the prime areas of the city and private hospitals are established by their promoters at the best suitable place having considered the commercial aspect of location. 54 percent of patients of government hospitals complained about the noise, bad smell and so many other types of pollution in these hospitals while majority of patients of private hospitals found their hospital free from different types of pollutions.

II.Satisfaction of patients from the point of view of attitude of hospital administrator The table no.02 exhibit the Status of Patients' Satisfaction in respect of attitude of administrators of hospital. The study of the above table shows the facts that almost all the patients of private hospitals felt the hardcore commercial attitude of administrators of these hospitals directly. Only few educated and resourceful patients of government hospitals opined that the administrative authorities of these hospitals were easily approachable while in private sector hospitals two third of patients were remained successful in having a personal meeting with the administrator of the hospital.

The patients of both the hospitals unanimously uttered that most of the terms and conditions of hospital were not explained to them at the time of entry of hospital. When researcher queried its reason with the managerial personnel of the hospitals, they said that patients approached the hospital in the stage of emergency and at that time the emergency treatment of patient was on priority and it was not possible to discuss detailed terms and conditions of the hospital.

Table no. 02 Status of Patients' Satisfaction regarding attitude of administrators of hospital

	Particular	No. of Respondents	Government Hospitals		Private Hospitals	
			Satisfied	Dissatisfied	Satisfied	Dissatisfied
01	Do you find the approach of hospital convenient?	100 from Govt.	85	15	90	10
02	Do you find the environment of hospital free from the different types of pollution	Hospital & 100 form Private Hospitals	45	55	86	14
03	Do you find all the required departments in the hospital?		81	19	74	26
04	Do you think the departmentation of hospital is well planned?		74	26	95	05

05	Do you feel proper coordination among different departments of the hospital?	10	90	75	25
06	Do you find the dealing employees in a position to take decisions freely according to the situation?	80	20	95	05
07	Do you find the organizational culture of hospital patients' friendly	10	90	95	05

Source: Field study

III. Satisfaction of Patients from the Point of View of Quality of Services Provided by the Hospital

It is a well-known fact that during last few decades a large number of developments have taken place in the medical science which change the nature and character of services provided by the modern hospitals.

Table no.3.Status of Patients' Satisfaction regarding Quality of Services Provided by the Hospital

	Particular	No. of Respondents	Government Hospitals		Private Hospitals	
			Satisfied	Dissatisfied	Satisfied	Dissatisfied
01	Did you feel satisfied with the emergency Medicare services provided by the hospital?	100 from Govt.	37	63	89	11
02	Did you feel satisfied with the facilities available in the ICU of the hospital	Hospital & 100 form Private Hospitals	22	88	94	06
03	Did you feel satisfied with the regular Medicare services provided by the hospital?		30	70	97	03
04	Did you feel satisfied with the nursing services provided by the hospital		40	60	99	01
05	Did you feel satisfied with the laboratory services provided by the hospital		34	66	68	32
06	Did you feel satisfied with the dietary services provided by the hospital		18	82	73	27
07	Did you feel satisfied with the laundry services provided by the hospital?		18	82	95	05
08	Did you feel satisfied with the other in house services provided by the hospital		Nil	100	75	25

Source: Field study

The quality of nursing services was observed far better in private hospitals in comparison to government hospitals. Here it is important to note that the nursing services of government hospitals were praised by the maximum number of patients in comparison to other services provided by these healthcare units. Only one third patients of government hospitals felt satisfaction with the laboratory services available in the healthcare unit 95while one third patients of private hospitals were found dissatisfied with the laboratory services of their hospitals.

Dietary services of government hospitals could not attract their patients while maximum number of patients of private hospitals were found satisfied with the quality and hygiene of food provided to them.

The status of satisfaction of patients in respect of laundry services provided by government hospitals and private hospitals remained almost same.

IV. Satisfaction of Patients from the Point of View of Quality of Facilities Provided by the Hospital

The following table presents the Status of Patients' Satisfaction in respect of quality of facilities provided by the hospital

Table no. 04 Status of Patients' Satisfaction regarding Quality of facilities Provided by the Hospital

	Particular	No. of Respondents	Government Hospitals		Private Hospitals	
			Satisfied	Dissatisfied	Satisfied	Dissatisfied
01	Did the water supply of the hospital regular and hygienic	100 from Govt. Hospital	65	35	96	04
02	Did you feel the canteen facility available in the hospital economic	& 100 form Private Hospitals	74	26	52	48
03	Did you find a well-equipped pathology lab in the hospital		12	88	35	65
04	Did you observe blood bank facility in the hospital		59	41	13	87
05	Was the internal medical store of hospital perfect and economic		NA	NA	58	42
06	Did you find banking or postal services facilities in the hospital		NA	NA	NA	NA
07	Did hospital occupy proper parking place?		100	NIL	65	35

Source: Field study

The above table reveals the facts that two third patients of government hospitals were satisfied with the purified water supply provided by the hospitals while almost all the patients of private hospitals appreciated the drinking water facility provide by their healthcare unit. 74 percent patients of the government hospitals found the canteen facility available in the hospital economic but they also complained about the cleanliness. 48 percent visitors of private hospitals felt the charges of canteen of the hospital high. Pathology labs of government hospitals could not qualify the expectations of patients due to their limited resources and unfriendly behaviour of working staff. On the other hand, most of the private hospitals are observed to be tied up with any pathology labs for providing the regular services of medical tests to their patients. The representative of contracted lab is available in the hospital most of the time and collects the required sample for medical test on payment basis. After that samples are sent to pathology labs for testing and test reports are delivered to patient within 24 hours or at the time of need. Government hospitals maintain the facility of blood bank in their prime unit of the district while private hospitals avail this facility through outsourcing too. More than 40 percent of patients of private hospitals complained that internal medical stores of the hospital charge more in comparison to medical stores of outer side. Moreover, the most of the medicines prescribed by the private hospitals were available to these medical stores only.

CONCLUSION

At last it may be concluded that government hospitals of Gulbarga district are not satisfying the expectations of their patients due to scarcity of resources, unfriendly attitude of employees and corruption prevailed their in. On the other hand, private hospitals are providing the standard healthcare services with smile but only those patients who have a capacity to bear their charges. Here, sufferer is only the common man of the society who hardly manages the two times meal for his family and entirely depends on the government hospitals for his healthcare problem.

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