



## A Study on customer perception towards multi speciality hospital in krishnagiri district

### KEYWORDS

Healthcare, perception, patients, hospitals

### F. Infant Burna Maxcila

MBA, second year, Department of Management studies, Er.Perumal Manimekalai, College of engineering, Koneripalli, Hosur-635 117 TN

### Prof.A.Ravi

Head, Department of management studies, Er.Perumal manimekalai College of engineering, Koneripalli, Hosur-635 117 TN

### Dr.V.Balachandran

Professional school of business Alagappa university, Koraijadi. TN

### ABSTRACT

*With the rapid expansion of population and shortages of healthcare facilities in government hospitals, & private hospitals, the society is playing a vital role in promoting healthcare sectors in india. The demand of health services in private hospitals is increasing because of the certain amenities and facilities that are provided by these institutions. Patient's can choose a hospital according to what matters most to them, whether it's location, cost consideration, infrastructure availability, suggestion from friends, referred by doctors, etc.*

*The present paper intends to find out customers perception for the selection of private hospital for their treatment. The paper aims to test the proportion of patients willing to seek a particular hospital (medical provider) is same across all the attributes for treatment. It also explores the factors playing significant role in customer preference for a private hospital. Data have been collected through schedule in krishnagiri district.*

*Q test is used to test whether the proportion of patients willing to seek a particular hospital (medical provider) is same across all the attributes for treatment. The findings of the present study would be important aid for hospital administrators.*

### INTRODUCTION:

Astoundingly growing population and shortage of healthcare service providers are the important bottlenecks for the growth of the human society.

As such with the rapid expansion of population and shortages of healthcare facilities in government hospitals, private hospitals in the society have been playing a vital role.

Even though there are many Government hospitals which are providing health services to the populace of the region, the services rendered is inadequate in terms of quantity and quality.

The demand of health services in private hospitals is increasing day-by-day because of the certain factors like better amenities and facilities provided to the patients.

Visiting a private hospital will speak itself the difference one can find from the government help. No doubt, it is markedly different from a public one. Preference of the patients for the selection of a hospital for treatment varies from patient to patient and varies from time to time.

The variation may be due to several reasons. Perception of hospitals may be because of locations of the hospitals, cost involvement in the treatment, infrastructure available with the hospitals, peer suggestion, & doctors' reference etc.

### PROBLEM OF THE STUDY:

- Patient's perception about the quality level of health services provided in the hospital seems to have been largely ignored by researchers and practitioners.
- Patients' voice has to guide the design of healthcare services delivery processes in order to foster confidence and promote the usage of the healthcare facilities.

### OBJECTIVES OF THE STUDY:

- The study intends to find out customers priority to a selection of private hospitals for treatment.
- The study aims to test the proportion of patients willing

to seek a particular hospital (medical provider) is same across all the attributes for treatment.

- It also explores the factors playing significant role in customer's perception on private hospital.

### NEED FOR THE STUDY:

- In the recent past, studies on patient satisfaction gained popularity and usefulness as it provided a chance to healthcare providers and managers to improve the inpatient services.
- Patient's feedback is necessary to identify the problems and to resolve them.
- The proposed study will help to find out the faults which lead to patient dissatisfaction and to rectify them to increase their satisfaction.

### LIMITATION OF THE STUDY:

- Period of study is restricted to three months.
- The study will be conducted on patients admitted in different wards, whose length of stay exceeds three days.
- The study will depend upon the accuracy of information given by the patients.

The patients' perception differs; the result obtained would not be generalized.

### RESEARCH METHODOLOGY:

An exhaustive questioner was structured to gather as much primary information as possible and hence, the most common form of research, descriptive research was used. A preliminary study used in the form of scheduling technique with 50 respondents was conducted. The primary data and secondary data are collected. Primary data was collected from the customers with reference to the Krishnagiri district. The secondary data are collected from the articles, newspapers and books. Multi-scaling techniques were used in measuring the customer perception towards multi-specialty hospital in krishnagiri district.

### DATA COLLECTION:

Survey method was adopted for data collection. Questionnaire has been confined with closed ended questions.

**PRIMARY DATA:**

Primary data was collected from customers of multi-specialty hospital with reference towards krishnagiri district at different regions based on the convenience sampling to know their perception.

**SECONDARY DATA:**

Secondary data was obtained from the articles, newspapers, journals etc to support the present study.

**SAMPLE SIZE:**

The sample size chosen for this study is 50 respondents which includes the general demographic profiles of the respondents.

**SAMPLING TECHNIQUE:**

This study preferred non-probability sampling.

**METHOD OF DATA COLLECTION:**

Data has been collected from customers of multi-specialty hospital by personal interview with the help of designed questionnaire.

**STATISTICAL TOOL:**

The study includes simple percentage calculation table, and pie-chart.

Number of respondent

$$\text{Simple percentage} = \frac{\text{Number of respondent}}{\text{Total number of respondent}} * 100$$

Total number of respondent

**DATA ANALYSIS:**

TABLE:1 AGE GROUP OF THE RESPONDENTS

SI.NO	AGE GROUP	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	20-30	05	10
2	30-40	10	20
3	40-50	15	30
4	ABOVE 50	20	40
	TOTAL	50	100

INTERPRETATION: About 70% if the respondents belonging to the age group of 40 and above who contributed their views on multi speciality hospital.

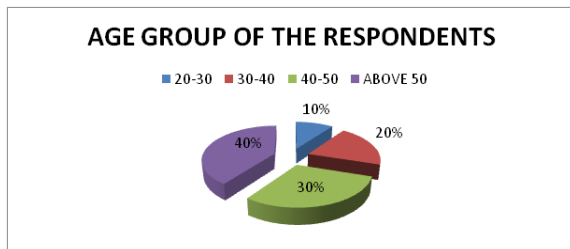


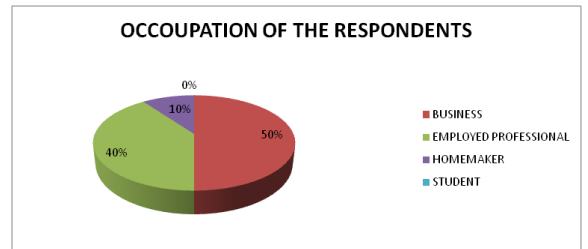
TABLE:2 GENDER OF THE RESPONDENTS

SL.NO	GENDER	RESPONDENTS IN NUMBER	RESPONDENTS IN %
1	MALE	35	70
2	FEMALE	15	30
	TOTAL	50	100

INTERPRETATION: The above table shows that 30% of the respondents are females and 70% of the respondents are male.

TABLE: 3 OCCUPATION OF THE RESPONDENTS

SL.NO	OCCUPATION	RESPONDENT IN NUMBER	RESPONDENT IN %
1	BUSINESS	25	50
2	EMPLOYED PROFESSIONAL	20	40
3	HOMEMAKER	05	10
4	STUDENT	00	00
	TOTAL	50	100



INTERPRETATION: The above table indicates that 0% of the respondents are student, 10% of the respondents are doing business, 40% of the respondents are employed, and 50% of the respondents are business.

TABLE: 4 AWARE OF MULTI SPECIALITY HOSPITALS

SL.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	YES	38	76
2	NO	12	24
	TOTAL	50	100

INTERPRETATION: 76% of the rural customers are aware about the service rendered by multi speciality hospitals.

TABLE: 5 DIFFERENT HOSPITALS KNOWN BY THE RESPONDENTS.

SL.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	LAKSHMI HOSPITAL	42	84
2	ASHOK HOSPITAL	34	68
3	VIJAY HOSPITAL	24	48
4	ST.LOUIS HOSPITAL	18	36
5	TCR HOSPITAL	12	24

INTERPRETATION: From the table it is evident that 84% to the respondents knowing about lakshmi hospital and its service in krishnagiri district, which can be highly rated by the customers.

TABLE: 6 PERCEPTION OF THE RESPONDENTS ON THE REASONS TO VISIT HOSPITALS.

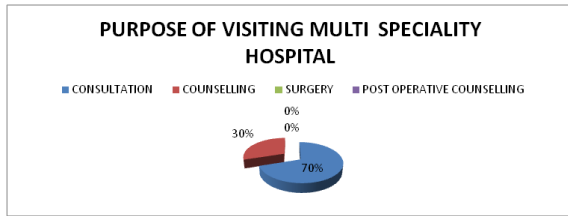
SL.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	ACCESSIBILITY	30	60
2	REFERRAL	15	30
3	MEDIA	00	00
4	HOSPITAL IMAGE	05	10
	TOTAL	50	100

INTERPRETATION: About 60% of the respondents' per-

ceived optimum that accessibility is the major reason for selecting the multi speciality hospital in this area.

**TABLE: 7**  
**PURPOSE OF VISITING MULTISPECIALITY HOSPITALS.**

SL. NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	CONSULTATION	35	70
2	COUNSELLING	15	30
3	SURGERY	00	00
4	POST OPERATIVE COUNSELLING	00	00
	TOTAL	50	100



INTERPRETATION: About 70% of the respondents expressed their opinion that they are visiting multi speciality hospital for only consultation and 30% for counseling.

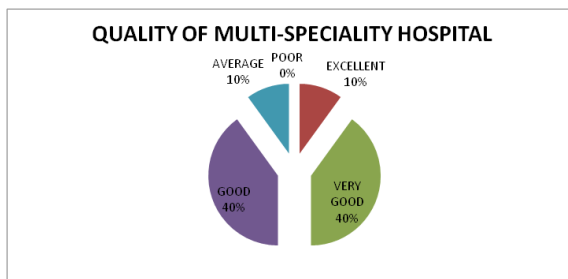
**TABLE: 8**  
**RATING THE COST FOR SERVICES IN HOSPITAL**

SL.NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	HIGH	40	80
2	NORMAL	10	20
3	LOW	00	00
4	DON'T KNOW	00	00
	TOTAL	50	100

INTERPRETATION: Generally the cost for service rendered by this hospital are high and nearly 80% respondents' fact that the hospitals are choosing more.

**TABLE: 9**  
**QUALITY OF MULTI SPECIALITY HOSPITAL**

SL. NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENTS IN %
1	EXCELLENT	05	10
2	VERY GOOD	20	40
3	GOOD	20	40
4	AVERAGE	05	10
5	POOR	00	00
	TOTAL	50	100



INTERPRETATION: About 80% of the respondents replied that the quality of the multi speciality hospital in health care service is good and very good.

**TABLE: 10**  
**PERCEPTION ON THE SATISFACTION LEVEL OF QUALITY IN THE HOSPITAL.**

SL. NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	EXCELLENT	05	10
2	VERY GOOD	25	50
3	GOOD	20	40
4	AVERAGE	00	00
5	POOR	00	00
	TOTAL	50	100



INTERPRETATION: About 50% of the respondents felt that the quality in all aspect is very good and 40% said that the quality to the services good. Only 10% expressed as excellent.

**TABLE: 11**  
**FACTORS INFLUENCING YOU TO SELECT MULTI SPECIALITY HOSPITAL FOR YOUR TREATMENT**

SL. NO	VARIABLES	RESPONDENTS IN NUMBER	RESPONDENT IN %
1	TIMELY ATTENDING THE CASE	20	40
2	HOSPITALITY & INFRA-STRUCTURE	00	00
3	TRANSPORT FACILITY	00	00
4	QUALITY OF TREATMENT	20	40
5	COST OF THE SERVICE IS MODERATE	00	00
6	EXPERIENCE OF THE DOCTORS	10	20
7	FREE MEDICAL CAMP.	00	00
8	OTHERS	00	00
	TOTAL	50	100

INTERPRETATION: If is learn from the table that 76% of respondents have been influenced for the quality of the service for their selection and 64% said because of infrastructure.

**FINDINGS:**

- Patients are highly satisfied with the Lakshmi hospital and the perception they have towards the hospital is due to the behavior of doctors and staff.
- Patients feel that they have been proper taken care by the doctors; they get proper concern whenever it is required, and this is the reason being expensive still they prefer to come to lakshmi hospital.
- Family doctors also play crucial role.
- There is only one problem which patients face i.e. food, which they want that it should be free of cost.
- Both infrastructure and quality of the service are influencing the patients to select a particular hospital.

**SUGGESTION AND RECOMMENDATIONS:**

Dietary services should be improved in terms of quality, taste and time of serving and counseling should be given to all patients. This study suggests avoiding noise pollution and disturbance in general wards. Housekeeping services like cleaning toilets, floor etc. should be considered as a priority to improve the satisfaction. Adequate spacing should be given between the beds in general wards and in the rest room. Change the screens in general and special general wards every three days and reduce the time lagging between sample collection and report delivery. Patients should be provided with adequate information regarding their condition and treatment and bed charges and cost of treatment can be reduced to a considerable extent. Patient feedback should be collected without fail so as to know the areas to be improved to maximize the customer satisfaction. Patient's rights and responsibilities chart can be displayed in wards even in local language also.

**CONCLUSION:**

Assessing satisfaction of patients is simple and cost effective way for evaluation of hospital services. The findings of the present study carried out for assessing satisfaction of patients admitted in Lakshmi Hospitals and patients were more satisfied with attentiveness of doctors, response to complaints by the Doctors and Nurses. Most of the patients were satisfied regarding medical and nursing services in the hospital and most of the patients in General wards were dissatisfied regarding cleanliness in wards and toilets. Half of the patients were dissatisfied with quality of food and few patients with billing counseling in the hospital. 3/4th of admitted patients during the study period were satisfied with services available in the hospital.

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