Original Research Paper

Commerce

PATIENTS SATISFACTION TOWARDS SERVICES OFFERED BY THE SELECTED PRIVATE HOSPITALS IN ERODE

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ABSTRACT Health means the state of being well in body or mind. Wealth means riches or being rich only. A healthy person can work efficiently. When the body is diseased, the mind is also affected. This research is an endeavor towards knowing the more about hospitals. This research basically deals with the customer satisfaction towards services offered by the private hospitals in Erode. For this purpose, 100 respondents have been selected by using convenience sampling method. Simple percentage analysis, mean score analysis and correlation analysis have been used. From the analysis it is noted that maximum of the patients have perceived high level of satisfaction towards services offered by the private hospitals in Erode who belongs to 41-50 years aged, male, post graduates, business people, earn monthly from Rs.25001 to 35000 and using the services for 4-5 years. So, it is recommended to the hospital management that they should take necessary steps to increase the satisfaction level of the other counterparts in Erode.

KEYWORDS :

1. Introduction

The healthcare sector is facing unparalleled challenges in an increasingly customer oriented environment. A lot of health problems need intensive medical treatment and personal care. Treatment cannot be given in a patient's house or in the clinic. This is possible only in a hospital, for it consists of a large number of professionally and technically skilled people who apply their knowledge and skill with the help of world-class expertise, advanced sophisticated equipments and appliances. Hospital management performs its duties in the organizational setting of the hospital. It utilizes resources, people and technology to perform organizational goals, of which the most important is patient care. In the past, the hospitals were considered as alms houses. They were set up as charity institutions specially for the poor and weaker sections of the society. The healthcare industry in recent years has restructured its service system in order to survive in an unsuitable environment resulting from maturation of the industry, reduced funding and increased competition. The restructuring has focused on finding effective ways to satisfy the needs and desires of the patients. Consumer satisfaction is a basic requirement for healthcare providers because, the satisfaction related to quality healthcare is provided by hospitals.

2. Review of literature

According to Sirion Chaipoopirutana and Ye Thet Naing, (2017), it is analysed that the factors influencing patient loyalty of Myanmar patients who experienced out-patient services at a private hospital in Bangkok, Thailand. The data were collected through a questionnaire survey of 300 respondents who were Myanmar out-patients of Bangkok Hospital Headquarters. The sampling procedure used convenience sampling and the data were analyzed by Multiple and Simple Regression Line. The results indicated that perceived service quality in terms of doctor concern, staff concern, convenience of the care process and tangibles influenced on satisfaction and patient loyalty. Also, satisfaction, trust and perceived value influenced on patient loyalty and perceived value had the highest beta to influence patient loyalty. Shanmugapriya, et al., (2017) reported that in the competitive world number of Hospitals had been emerged and captured the market too. Almost everyone was using hospitals for their health care. Each hospital had been providing different Treatment methods with specialized doctors and introducing innovation equipment to retain the customers. In fact, it was a daunting task for each Hospital, to give quality treatment, clean and Hygiene environment to the patients. So, it was very complicate to decide about the hospitals had its role. Hence, this study was going to conclude the satisfaction, loyalty towards hospitals and understanding the customer's awareness among the hospitals in Coimbatore city. Providing high service quality was one of the main functions of health systems. Measuring service quality was the basic prerequisite for improving quality. Rula Al-Damen (2017) discussed in their analysis

that the impact of perceived health care service quality on patient satisfaction at a major government hospital in Jordan. For this purpose, the study developed an instrument based on modified 'SERVQUAL' using five service quality dimensions, namely: empathy, tangible, reliability, responsiveness and assurance. A survey was conducted to collect data with a total of 448 outpatient participants. Statistical techniques such as descriptive and inferential statistical techniques were employed to test the hypotheses. Results showed that there was an impact of perceived health care service quality on overall patient satisfaction. Reliability had the most influence, followed by empathy and assurance.

3. Objectives of the study

• To analyze the patients satisfaction towards services offered by the private hospitals in Erode.

4. Research Methodology

Descriptive research study has been used in this research. For examining the services offered by the private hospitals in Erode, the researcher has taken 100 patients who have experienced the services offered by the private hospitals in Erode. Percentage analysis and correlation analysis have been used for this study.

5. Results and Discussion

The profile of the sample patients and their satisfaction is discussed in the following tables.

Table 1 : Profile of the respondents

S.No.	Factors	No. of Respondents	%	Mean Score
	Age			
1.	Upto 30 years	6	6	3.8
2.	31 - 40 years	13	13	3.7
3.	41 - 50 years	63	63	4.3
4.	Above 50 years	18	18	4.0
	Total	**100**	**100**	
	Gender			
1	Male	66	66	4.2
2	Female	34	34	3.9
	Total	**100**	**100**	
	Educational Qualification			
1	Illiterate	27	27	3.6
2	School Level	35	35	3.8
3	Graduate	12	12	4.0
4	Post Graduate	14	14	4.2
5	Professional	12	12	3.9

		Total	100	100	
	Occupation				
1	Govt. employee		11	11	3.8
2	Private employee		24	24	4.1
3	Professional		9	9	3.9
4	Farmer		26	26	3.7
5	Business		11	11	4.3
6	Housewife		9	9	3.8
7	Others		10	10	3.5
	Total		100	100	
	Monthly income				
1	Upto Rs.15,000		18	18	3.7
2	Rs.15,001 - 25,000		23	23	3.9
3	Rs.25,001 - 35,000		18	18	4.2
4	Above Rs.35,000		41	41	3.9
	Total		100	100	
	Period of using the services				
1	Upto 3 years		48	48	3.9
2	4-5 years		24	24	4.2
3	Above 5 years		28	28	3.7
	Total		100	100	

It is noted from the above table that among the four categories of the age of the sample respondents, majority (63.0%) of the respondents with the age group of 41 - 50 years. While in gender based study, it is found that majority (66.0%) of the respondents are male. In the case of educational qualification, majority (35.0%) of the respondents are having school level education. Of the 7 category of occupational status of the respondents, majority (26.0%) of the respondents are farmer. It is noted from the analysis that majority (41%) of the respondents earn above Rs.35,000. It is noted from the above analysis that majority (48%) of the respondents taken treatment in the hospital for upto 3 years.

It could be found from the mean score analysis that maximum of the respondents have perceived high level of satisfaction towards services offered by the private hospitals in Erode who belongs to 41-50 years aged, male, post graduates, business people, earn monthly from Rs.25001 to 35000 and using the services for 4-5 years.

6. Satisfaction of the Patients towards Services offered by the Private Hospitals

An attempt was been made to find out what extent the satisfaction towards private hospitals among the selected sample respondents. Here, the level of satisfaction towards private hospital services were considered as a dependent variable and the factors like age, monthly family income and period of taking treatment were considered as independent variables. The result of the correlation analysis between the independent and dependent variable, level of satisfaction is discussed in the following table :

Table 2 : Relationship Between Selected Independent Variables and Level of Satisfaction

No.	Independent variables	'r' value	p value
1.	Age	0.384	0.000**
2.	Family monthly Income	0.495	0.000**
3.	Period of taking treatment	0.608	0.000**

Note : ** - Significant at 1% level;

It is observed that among the three selected independent factors, all the factors are having positive correlation with the level of satisfaction. It reveals that whenever the respondents' age, family monthly income and period of taking treatment increases their level of satisfaction towards private hospital services also positively increases with significantly.

7. Findings

- It is noted from the analysis that majority of the respondents with the age group of 41 - 50 years, majority of them are male having school level education and majority of them are farmer. Further, most of them are earned above Rs.35,000 and taking treatment in the hospital for upto 3 years.
- It is found from the mean score analysis that maximum of the respondents have perceived high level of satisfaction towards services offered by the private hospitals in Erode who belongs to 41-50 years aged, male, post graduates, business people, earn monthly from Rs.25001 to 35000 and using the services for 4-5 years.
- It is found from the correlation analysis that whenever the respondents' age, family monthly income and period of taking treatment increases their level of satisfaction towards hospital services also positively increases with significantly.

8. Suggestions and Conclusion

- The researcher recommends that the hospital management should improve their service quality by paying keen attention towards patients' health care. So, this leads to increase the patients' satisfaction at the maximum level.
- The researcher suggests that the hospital management should appoint a manager of each department and set a training programme for their staff in order to strengthen their kind communication and improve their in action with outpatients during service procedures. So, it makes the staff to become more individual concerns towards the outpatients.

9. References

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