



ORIGINAL RESEARCH PAPER

Engineering

SERVICE QUALITY OF REHABILITATION CENTERS FOR SUBSTANCE ABUSERS IN TAMILNADU STATE

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ABSTRACT

Protecting society from drug abuse is considered as the most essential and burning need of the society. Hence, analyzing the quality of service provided by the treatment providers of drug rehabilitation centres has become a real significance of many researchers of recent days. This study identifies the determinants of service quality of rehabilitation center for addiction people and measures the satisfaction level of service quality of Rehabilitation centers for substance abusers in Tamilnadu state. Service quality is reflected to be as one of the important factor to keep public safe and health from diseases. Questionnaire has been employed as a data collection tool for this study. 5 point Likert scale was designed with 44 variables. From 531 respondents, sample were collected. Counseling and communication was the most important factor to be considered for rehabilitation treatment process. 8 dimension of service quality of rehabilitation centres were framed. Following are variables for service quality of rehabilitation centers, Tangibility, Reliability, Response, Assurance, Counseling, and communication, Respect and care, Safety and Follow up. Respondents are satisfied with counseling and communication factor, and response factor, all remaining factors need improvement and attention.

INTRODUCTION

The problem of drug abuse in country has increased and received alarming effect in last three decades. It has emerged as an issue of vital public concern at various levels. According to the 'National Survey on Extent and Pattern of Substance Use in India' released recently by the Ministry of Social Justice and Empowerment, around 14.6% of all Indians in the 10-75 age group consume alcohol and over 5% are in need of medical help to address alcohol-dependence. Among those who are alcohol-dependent, just 2.6% received treatment and 0.5% were hospitalized for treatment.

It was the first step in history of Government of India, initiated to conduct a survey on substance abusers' details of 36 states and union territories. This survey was successfully organized and executed by the Government of India under the executive supervision of The National Drug Dependence Treatment Centre (NDDTC), All India Institute of Medical Sciences (AIIMS). From this survey report, it was found that "Alcohol is the most common psychoactive substance used by Indians (among those included in this survey). Nationally, about 14.6% of the population (between 10 and 75 year of age) uses alcohol. In terms of absolute numbers, there are about 16 crore persons who consume alcohol in the country. Use of alcohol is considerably higher among men (27.3%) compared to women (1.6%). For every woman who consumes alcohol, there are 17 alcohol using men. Among alcohol users, country liquor or 'desi sharab' (about 30%) and spirits or Indian Made Foreign Liquor (about 30%) is the predominantly consumed beverages". Tamilnadu hold third place in top ten alcohol consumption in the country.

De-addiction centers in Tamil nadu

Over 800 De-addiction Centers are available in India. Drug rehabilitation centers are prevailing in almost all states of India. In Tamil Nadu, 98 registered drug rehabilitation centers are available. Indian Mental Health is an authorized body for sanctioning license for this De-Addiction cum rehabilitation centers. In Tamil Nadu, substance use disorder is best conceptualized as a chronic, non-communicable disease. The disorder requires a comprehensive treatment, delivered by trained professionals, belonging to various disciplines, in a variety of settings. Consequently, there is always a scope for disagreement regarding what constitutes standard treatment for substance use disorder.

The Ministry of Health and Family Welfare, Government of

India (Drug-De-Addiction Program-DDAP) has been involved in drug demand reduction activities by providing treatment services in the country. For this purpose, till date, the ministry has supported 124 treatment centers (De-Addiction Centers, DACs) throughout the length and the breadth of the country in various settings like Community Health Centre, District Hospital and Departments of Psychiatry in Medical Colleges.

De-addiction cum Rehabilitation centers

All rehabilitation centers working for addicts in Tamilnadu are de-addiction cum rehabilitation centers. Centers functioning on licensed under Indian Mental health are not only concentration on rehabilitation of addict alone, these centers are concentrating on detoxification process too. Detoxification process considered to be the first step in all rehabilitation treatment process.

Service quality of Rehabilitation centers

From a bird's eye view, the treatment process of rehabilitation centers looks much similar to that of healthcare services. However, a detailed comparison of both the treatment process would show that rehabilitation treatment demands more variables, which are unique and mandatory, to analyze its service quality. An extensive literature review on service quality of healthcare was done and also a detailed discussion with service providers of rehabilitation centers as well as with the discharged patients was carried out. Through these processes, it has been understood that health care dimensions are not adequate to analyze the service quality of Rehabilitation centers for substance abusers. Although rehabilitation services include healthcare, the service extends to mental well-being from physical well-being. Henceforth, few more variables have to be framed to check the quality of service in De-addiction cum Rehabilitation centers.

The first point of contact for a rehabilitation center is patient's family members. So, educating patient's family members beforehand about addiction (as a disease) will set the tone for a smooth progress of treatment and hence its quality has to be checked. The quality of staff members, their dress code, their code of behavior, maintenance of official documents, quality of food, safety measures, disciplinary measures, counseling, therapy, recreational facilities, ambience are some of the other areas where the quality of service in De-addiction cum Rehabilitation centers should be assessed.

Nature of rehabilitation center's treatment process

Residential therapy separates you from the place and things that led you to use drugs. You'll go away to a special facility for a period of weeks to months. While there, you'll learn new habits or skills for sober living. During inpatient care, clients can be sure that their health and safety is a priority. Whether there are psychological concerns in the middle of the night or just discomfort in the evening, there is a medical professional who can help. Inpatient drug rehab centers provide clients with structure. Having a daily routine means that there are fewer decisions to make each day. When the path to recovery is highlighted with a regular daily schedule, clients find it much easier to stay on track. Some of the healthy habits that develop as a result of inpatient scheduling could come in handy months or years after rehab treatment process officially ends. While this approach works well for a short term, there's no proof that it helps you to stay away from drugs any longer than outpatient programs, which you'll attend from anywhere from a few hours to several hours a day while you live somewhere else.

It is being called structured program, because, rehabilitation programs for substance abusers addresses the problems of both physical and psychological factors, so that this program helps the person overcome any physical ailment due to addiction and changing of life style through CBT (Cognitive Behavior Therapy). It also offers them a new life style to face the society. Various treatment programs are also available for addiction people like psychiatric treatment or counseling techniques. But in these techniques, either physical or psychological factors are only being treated, but not both simultaneously. But in rehabilitation concept, it addresses both physical health and mental health.

Rehabilitation Centers are considered as one of the structured treatment programs in Tamilnadu to get away from addiction. As it is addressing both physical and psychological factors.

The concept of residential therapy takes away patients' physiological and psychological concerns because of 24/7 medical assistance. While the idea of rehabilitation centers' treatment process works well, it is not a foolproof concept. Many quality measures should be initiated to make it a holistic service package. It is being perceived as effective treatment program in Tamilnadu than any other treatment.

Residential rehabilitation program offers a long term treatment program. Rehabilitation programs follow strict routine with specific outcome of life style change. The main objective of drug rehab is to free the person from drug. Family or friends of an addict often seek rehabilitation program when substance become very compulsive to their loved ones. Hundreds of drug rehabilitations centers are available all over India. In Tamilnadu, there are 98 registered treatments available. These treatment centers tend to differ in their approaches. This type of rehabilitation programs offers treatment for a minimum of 28 days to 1 year depending on the treatment centers

Methodology

the descriptive as well as inferential research share common requirements and these two types of research studies may be needed to group together. In descriptive as well as in inferential research, the researcher must be able to define clearly what he/she wants to measure and must find adequate methods for measuring it along with a clear cut definition of 'population' he/she wishes to study.

The following dimensions has been defined after extensive research on literature reviews and brain storming session with administrative staff oh rehabilitation centers and with patients discharged from rehab treatment service. Service

quality variables defined by Parasuraman et all is the famous toll to evaluate the service quality of any service sector later so many service quality dimension has been defined by so many researchers like HEALTHSTART, But all this dimension are not exactly suitable to analyse the service quality of rehabilitation centers for substance abusers. So, more attentions are required for every single process of rehabilitation of substance addicts. Since, rehabilitation of addict involves both physical and mental wellness of the patient, equal importance has to be given for both physical and mental condition of the patient. Hence the following dimensions are considered for this fact after extensive research and pilot study.

Table No: 1.1 Result OfThe Pilot Study (sample Size = 50)

S.No	Name Of The Item	Number Of Items	Cronbach's Alpha Value	Result
1	Satisfactory level on Service Quality	50	0.975	Very Good

Dimensions of service quality of Rehabilitation centers (REHABQUAL)

- Tangibility
- Reliability
- Response
- Assurance
- Counseling and communication
- Respect and care
- Safety
- Followup

Sampling design

The sampling procedure adopted in the study is Stratified Random Sampling. The description of the Stratified Random Sampling. The entire population is this is divided into three strata called south north and central. Then from each strata sample has been collected on proportion. Totally 531 samples have been collected from respondents, those who availed treatment from rehabilitation treatment program.

Tools and Techniques used for Data Collection and Analysis

Questionnaire and Personal Interview techniques have been used to collect the Primary data related to the patient's satisfaction on service quality of Rehabilitation centers in TamilNadu. The duly filled in questionnaires were edited by the researcher and in accordance with the requirements of the objectives and hypotheses, bivariate tables were prepared.

Analysis has been done through various statistical tools to understand the outcomes with reference to the objectives and hypotheses.

Structural equation modeling is a general term that has been used to describe a large number of statistical models used to evaluate the validity of substantive theories with empirical data

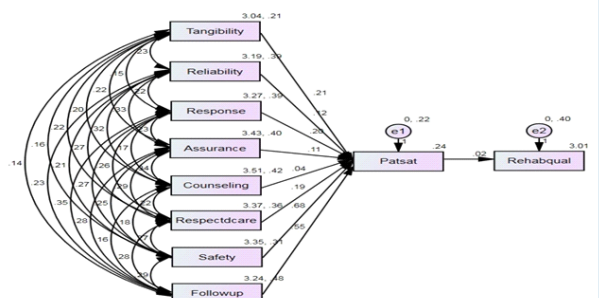


Figure 1.1 Structural Equation Model (SEM) based on Standardized Coefficient on Overall Service Quality

Table No:1.2 t-test for significant difference between recovered and not-recovered with respect to perceived satisfaction on Factors of REHABQUAL

Factors of REHABQUAL	Recovered		Not-recovered		t Value	p Value
	Mean	SD	Mean	SD		
Tangibility	3.0574	.47414	2.9951	.42191	1.848	.175
Reliability	3.2173	.61813	3.0921	.62660	.044	.835
Response	3.2480	.56884	2.3528	.76911	12.681	.000
Assurance	3.4569	.60408	3.3366	.72939	6.248	.013
Counseling	3.5731	.63556	3.3117	.65320	5.150	.024
Respect and care	3.3623	.58221	2.4065	.65985	.518	.472
Safety	3.3588	.51975	3.3350	.66209	6.933	.009
Follow up	3.2368	.64226	3.2537	.85548	18.649	.000

Source: Computed data

Since the p value is greater than 0.05, null hypothesis is getting accepted at 5% significance level for the factors Tangibility, Reliability, and Respect and care. Hence there is no significance difference between recovered and not recovered respondent satisfaction level with respect to factors Tangibility, Reliability, and Respect and care.

Since the p value is less than 0.05 for the factors Response, Assurance, Counseling, Safety and follow up. Hence the null hypothesis is getting rejected at 5% level of significance. Hence, it has been understood there is significance difference between recovered and not recovered respondents' satisfaction level with respect to factors Response, Assurance, Counseling, Safety and follow up. By looking at mean score, it is being understood recovered respondents are having high mean score for factors Response, Assurance, Counseling, Safety and follow up compare to non-recovered respondents. Hence, respondents who are sober after treatment has significantly high satisfaction level compare to respondents, still addicted to substance.

CONCLUSION

Customer satisfaction is the critical factor for success of every business. Since rehabs are pure service based, all rehabilitation centres are find very hard to prove themselves by offering different services to different needs of customers. But having common service determinants for rehabilitation service will enhance the service of de-addiction cum rehabilitation centres to the next level. This may satisfy all types of customer segments irrespective of their demographic differences. The respondents were satisfied with counseling & communication factor and Response factor, need attention and improvement for all remaining factors.

Rehabilitation centres in Tamilnadu has to concentrate on follow-up factor for discharged patient which could offer huge business potential from the satisfied and recovered clients. Reliability in service, Prompt response, having good and safety environment and Strengthening counseling factor, make the professionalism in services which are the key ingredients for the better service and it will enhance not only the better customer perception and satisfaction towards service quality but also good reputation and profit of the organization.

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