



ORIGINAL RESEARCH PAPER

Marketing

HEALTHCARE SERVICE QUALITY- A REVIEW OF LITERATURE

KEY WORDS: Healthcare service quality, patient satisfaction, service quality dimension, behaviour intention

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ABSTRACT Healthcare is a service sector with unique characteristics. Across the world public and private healthcare institutions have been the matter of priority. There are so many studies done on the various factors of hospital like assessing competition in hospital care market, performance relationship, and environment uncertainty in hospital, patient loyalty in India and outside India. Healthcare Service quality is a broad concept. This paper examines the review of literature on Healthcare Service Quality. Review of healthcare service quality was done by analysing 25 articles. The study investigates the factor of quality affecting the value care and patient satisfaction. Patient satisfaction is an important parameter to measure healthcare service quality level. This study is based on secondary data literature review and it explores the important factors on Healthcare Service Quality.

1.0 INTRODUCTION

Healthcare services in India have improved and increased significantly during the recent years (Aluman. A, Almutawa. h 2020). For better healthcare services, patient care is the primary function of every hospital (Essiam. J. O. 2013). In India, healthcare system is one of the the massive sector in terms of revenue employment and the sector is expanding expeditiously. The immediate growth of India's economy and changing demographics and socio-economic has fusion of Indian economy. Population has been a giant alteration to healthcare requirement in the country. (Singh. p. 2018). In service industries, the service quality always remained one of the key factors manifesting the successful management of customer relationship and value creation in the market. However in developing countries, the healthcare services do not pay much attention to patients. Service seekers and their perceptions and expectation are generally being neglected (Javed. s. a., Ilayas. f. 2018). Service quality stems from a comparison of what customer wants (their expectation) and what seller's actual provides (Gronroos 1982). The present study aims to provide literature regarding in depth understanding of health service quality.

2.0 Literature review

Parasuraman et al. (Parasuraman, A. Zeithaml, VA. And Berry, LL., 1988) has defined service quality as the gap between customer's expectations of service and perception of service experience. A cross-sectional field study among 450 patients was conducted by Qadari et al. (2012) wherein various outdoor and indoor surveys conducted in MM institute of medical sciences in a tertiary care hospital situated in rural Haryana. The study indicated that most of the respondent patients were satisfied with services received. Public hospitals were making efficient efforts to deliver quality of services. Delayed reports and long appointments for ultrasound and other radiological investigations were a bit part of worry. Virk et al. (2013) also studied the patient satisfaction and its determinants, measurement issues and present medical practices among 422 respondents. This study was conducted in Out patients department (OPD). As a result it was found that quality of services was so effective that repeated visit of patient and it increased their level of satisfaction. Amin et al. (2013) examined the concept of hospital service quality, patient satisfaction and behavioural intention matter a lot for a patients. This study used five dimensions; Admission, medical services, overall services, discharge and social responsibility. The study also indicated that patient satisfaction was important; as high level services were worth if they were provided worthy services and

behavioural intention. Multi et al (2013) proposed the comprehensive scale for measuring service quality, patient satisfaction, and behavioural intentions in Health care sector. A study was conducted in Private hospitals in Bhopal city of Central India wherein multiple regressions was used to coordinate the relationships. Ray et al. found some unsatisfactory interactions among users. The study also suggested that effective communication techniques were used to improve the service levels and productivity for upgrading system support among personnel. Multi et al. (2013) also proposed to understand the types of relationship among healthcare service quality, customer satisfaction and behavioural intention. One more study was conducted by public and private hospitals to gain satisfaction in Varanasi District. Modified SERVQUAL instrument was used to measure the patients' perception about service quality. The study also showed that private hospitals were providing better services to their patients as compared to public hospital. Giovanis et al (2018) evaluated that hospital outpatient service quality at an overall level, is composed by four primary components: medical care nursing care, administrative service and staff and facilities conditions. The study also found that the facility provide free of cost treatment to below poverty line patients without administrative hassles. Garg et al. (2016) proposed that understanding of people towards service quality of public hospitals at different parameters like physical appearance of hospital, their staff, equipment used in treatment, error free records etc. Shabbir et al. (2017) proposed that the facility ensured the behavior of staff is dignified and respectful, while delivering the service. The study also suggested that Hospitals had standard procedures for preparation, handling, storage and distribution of diets, as per requirement of patients. Overall satisfaction levels of patient were high. Shafiq. et al (2017) found that services were delivered in a decent manner that it was sensitive to gender, religious, and cultural needs and there was no barrier on account of physical access, social, economic, cultural or social status and facilities maintained the privacy, confident and dignity of patient as well related information. Javed et al (2018) suggested that infrastructural services were as per need of norms. Yavas et al (2018) suggested that healthcare providers and govt. need to allocate best resources for improvement of service quality. Garg et al. (2016) proposed that understanding of people towards service quality of public hospitals in different parameters like physical appearance of hospital, their staff, equipment used in treatment, error free records etc, is need of the day. Karma et al. (2019) conducted that there was a significant difference in healthcare service quality between private hospital and public hospitals in Delhi-NCR. In this

study, 52 statements were used to collect the data which was related to tangibility, empathy, responsiveness, reliability and assurance. Factor analysis and independent t-test techniques were used to analysis the data. The study also found that tangibility was considered to be most needful factor which helps to determine the difference between private and public hospital. **Ali, al-Daoar et al (2019)** suggested doctor's quality and nurses' quality had an important role to realise a positive word of mouth of Arab patients. Structural equation modelling was used to analyze the collected data. The study also found the dimension of administrative staff's quality and interpreter's quality were not important factor to predict the satisfaction and word of mouth of Arab patient. **Princy et al.(2019)** examined that physician assistants were the assets to hospital which provided the extra care to their patients while being courteous and respectful and having good communication with patients. The study also indicated the shortage of physician assistants in hospitals. **Alumran et al (2019)** found that In Saudi Arabia, private hospitals provided higher quality service than public hospital, especially in regard to assurance. The study also quoted a lack of time and limited availability of research assistants. **Anabila et al. (2019)** found the significant positive relationship between customer satisfaction and customer loyalty. The study also released that private hospitals in Ghana performed better service than public hospitals on five dimensions of service quality. The higher service quality lead higher score in customer satisfaction and customer loyalty. **Juneja et al. (2020)** evaluated that there was no significant relationship of satisfaction level of patients with selected socio-demographic variable. The study was conducted in a three hundred bedded multi- specialty hospital in Ludhiana. The study focused on patient satisfaction, nursing care, clinical facilities which were concerned with patient and health personnel. The study also revealed that majority of patients was highly satisfied with the service provided by hospital.

3.0 RESEARCH METHODOLOGY

This qualitative study uses a review approach in achieving the research objectives. The review of healthcare service quality was conducted by reading and analysis 25 research paper and articles. These articles are summarised in table below, the table presents the journal articles information regarding the title, authors, publisher and year of publication, findings.

No	Article Name	Authors	Journal	Publisher	Year	Findings
1	'Patient's Knowledge and Satisfaction with Health Care of a Tertiary Care Hospital Situated in Rural area of Northern India (Haryana)'	Phougat et al.	Medico-legal update	Institute of medico-legal publication	2020	This study revealed that maximum patients were satisfied with Sample collection in Laboratory and more than half admission process was satisfactory. The Hospital food facility was satisfactory for Maximum patients.
2	'Patient satisfaction: pivotal evaluation tool of hospital services'	Juneja et al.	International journal of scientific & technology research	Galore Knowledge Publication Pvt. Ltd	2020	This study depicted that majority of patients were highly satisfied from the services given by hospitals. Apart from this, Nursing services, housekeeping, Food, Beverages and Administrative services which were good at the level of hospital. All over patient's satisfaction was up to the mark.
3	'Evaluation of patient Satisfaction in Outpatient Department of a General Hospital in	Jalem	International journal of health sciences and research	Galore Knowledge Publication Pvt. Ltd.	2020	This study analyzed the satisfaction of out-patient with respect to actions and care of medical Nursing and caring workers. This study

	Mexico - A Questionnaire Based Study'					indicated that cleanliness facilities, Nursing Services, Availability of Medicines should be increased and reduces the waiting time.
4	'An Empirical Study on Service Quality Comparison Between Private and Public Hospitals in Delhi-NCR'	Kamra et al.	International journal of marketing and business communication	Publishing india	2019	The data for the study was collected by means of Questionnaire comprising of 52 statement related to tangible, reliability, empathy, assurance and responsiveness. This study Highlighted that Tangibility, empathy, responsiveness reliability and assurance all were better in Private Hospital compared to public Hospital. Delivery system and administrative services are needed to be improved for future.
5	'Effect of Personnel Care Quality of Private Healthcare Providers on Arab Patients' Satisfaction and Word-of-Mouth Communication: An Empirical Research in India'	Mohammed Ali Al-Daoar et al.	International journal of engineering and advanced technology	Blue eyes intelligence engineering and science publication	2019	Structural equation Modeling were applied to analyze the collected data and to examine the proposed Model and Hypotheses. It was found that the dimensions of doctor quality and nurses' quality were significant, whereas the dimensions quality were not significant to predict the satisfaction and word of mouth of Arab patient.
6	'Assessment of Patient Satisfaction by Physician Assistants in Super Specialty Hospital'	Princy et al.	International journal of engineering and advance technology	Blue eyes intelligence engineering and science publication	2019	This study indicated that Physician assistants play an important role in health care services. With respect and sympathy, physician assistants help the patients. But the time spends between physician assistants and patients are less, the demand for physician assistants, hence is more. So the government should appoint more physician assistant to provide better services
7	'Comparing public and private hospitals' service quality	Alumran et al.	Journal of public health: from theory of practice	Springer	2019	Saudi Arabia to measure the quality of healthcare services from the patients' perspective and to compare the service quality of public and private hospital. It was found that private hospital were rated better than public This study was conducted in eastern region of hospitals, especially in term of assurance, patient's perception towards the private hospitals was more due to believe that they provide Qualitative health service. The limitation of study was indicated a lack of time and the limited

8	'Patients' perception s of healthcare quality in Ghana: a review of public and private Hospital'	Anabila et al.	International journal of healthcare quality assurance	Emerald	2019	This study revealed that there was positive relationship between customer satisfaction and customer loyalty. private hospitals in Ghana perform better service than public hospitals on all five dimensions of service quality.	measureme nt approach'	Giovani s et al.	Internation al Journal of Quality and Service Sciences	Emerald	2018	Satisfaction is also enhancing the effect of service quality acting as mediator, as they both affect behavioural intentions.	
9	'Service Quality and Satisfaction in Healthcare Sector of Pakistan – The Patients' Expectatio ns'	Javed et al.	Internation al Journal of Health Care Quality Assurance	Emerald	2018	The result revealed that the patient satisfaction was most strongly related to empathy in public sector and to responsiveness in private sector and the factor like tangibility and reliability on patient satisfaction was of little statistical significance.	14	'Equating the expected and perceived service quality: a comparison between public and private healthcare service providers'	Shabbir et al.	Internation al Journal of Quality & Reliability Managemen t	Emerald	2017	The study revealed that a big gaps between the expected and perceived service of public and private healthcare service sector. There are perceptible gap in mind of doctor and nursing staff and also on dimensions of service expected and received by patients on the environment created for achieving patient centre hospitals.
10	'Patient Satisfaction Survey: To Improve Quality of Care at Tertiary Care Center, South Gujarat'	Patel et al.	Healthline journal	Indian association of preventive and social medicine	2018	The study showed that maximum patient were satisfied with various services like quality of medical care, nursing care, diagnostic and referral service, admission process, discharge process and physician services. Obstacles in availing services were lack of human resources, patients overload, lack of materials, more waiting time for radiology facilities.	15	'Service Quality Assessment of Hospitals in Asian Context: An Empirical Evidence From Pakistan'	Shafiq et al	The Journal of Health Care Organization, Provision, and Financing	Sage	2017	The study showed that all five dimensions were valid in Asian hospitals such as Pakistan. The study also revealed that hospital service providers have to understand the need of both patients and attendants in order to gather a holistic view of their services.
11	'A study of patient satisfaction level in Out Patient Department (OPD) in a tertiary care hospital in Maharashtra'	Kulkarni	IOSR Journal of Dental and Medical Science	Emerald	2018	The study examined that most of respondents were satisfied with availability of services, waiting time OPD services, behaviour of consultant, nurses and paramedical staff. But they were unsatisfied with toilet and drinking water, approach to pharmacist, understanding illness after consultation with Doctor.	16	'An Investigation of Service Quality—Willingness to Recommend Relationship across Patient and Hospital Characteristic'	Yavas et al.	Journal of Health Managemen t	Sage	2016	The study examined that there was positive relationship between overall service quality and recommendation behaviour was also constant.
12	'From process flows to benchmark in an Accident and emergency hospital with PERT Approach'	Ahmed et al.	Kybernetes	Emerald	2018	The author conducted a study an accident emergency hospital (AEH) services in order to measure overall time period taken by public and private hospital from admission to discharges. The study found that patient is discharged in 13 days in private hospital, whereas public hospital discharged the same patient in less than 10 days. Thus AEH services of public sector hospital were better than the private sector hospitals. Project evaluation and review technique was used in this study.	17	'Measuring perceived service quality for public hospitals (PubHosQual) in the Indian context'	Garg et al.	Internation al Journal of Pharmaceu tical and Healthcare managemen t	Emerald	2016	The study showed that out of five dimension (admission process, medical service, overall services, discharge process and social responsibility) public hospitals perform better performs in four dimensions. Overall services were given negative impact.
13	'Assessing service quality and customer behavioral responses in hospital outpatient services: A formative	Giovanis et al.	Internation al Journal of Quality and Service Sciences	Emerald	2018	The study showed that service quality was the one of the important drivers in selection of hospital. The researcher would like to state that each demographic was associated with choice of hospitals.	18	'Quality of service managemen t in healthcare organization s: a case study'	Ray et al.	Symposium on computer based medical system	IEEE		This study revealed that helpdesk management staff and network support officers play a important role in the study. There were five problems raised in the study access, administrative, fault equipment, how to action to follow up, service request.
							19	'Patient Satisfaction and Consumer Behavioral Intentions: An Outcome of Service Quality in Health Care Services'	Murti et al	Journal of Health Managemen t	Sage	2013	The study suggested that service quality was evaluated based on customer perceived value. Service quality also impacts behavioural intentions in health care setting. If service provided be beyond customer expectations, it was considered great services. Multiple regression analysis was used to examine the proposed relationship. The result established direct influence of service quality on behaviour intentions.

20	'Service Quality, Customer (Patient) Satisfaction and Behavioural Intention in Health Care Services: Exploring the Indian Perspective'	Murti et al.	Journal of Health Management	Sage	2013	This study revealed that the important factor of patient satisfaction is quality. It further suggested that not only the patient satisfaction but also patient perception of overall service quality should be given due consideration which lead to behavioural intention in healthcare setting.
21	'Comparison of service quality between private and public hospitals: empirical evidences from Varanasi district in UP'	Singh et al.	Paradigm	Sage	2013	The study showed that private hospitals were supplying enhanced quality of services to their patients as compared to public hospital. The mean score of service dimensions (Tangibles, Reliability, Empathy Responsiveness and Assurance) for private hospitals was higher than public hospitals.
22	'Hospital service quality and its effects on patient satisfaction and behavioral intention'	Amin et al.	Clinical Governance: An International Journal	Emerald	2013	The study indicated that the establishment of higher levels of hospital service quality will guide customers to have a high level of satisfaction and behavioural intention. A convenience sampling technique was used in this study. This study also examined the concept of service quality, patient satisfaction and behaviour intention from perspective of patient.
23	'A comparative study of service quality between private and public hospitals: Empirical evidences from India'	Mahapatra et al.	Journal of Medical Marketing	Sage	2013	The paper focused on patient satisfaction by comparing the service quality of private and public hospitals. It was observed that SERVQUAL is a reliable scale to measure healthcare service quality and out of all factors empathy has a positive significant relationship with patient satisfaction.
24	'A study to evaluate patient expectation and satisfaction in a tertiary care teaching Hospital'	Virk et al.	Journal of Indian association of preventive and social medicine		2013	The parameter of success of a hospital is only and only satisfaction level of the patient, this has been depicted in this study. Increasing number of patients in any hospital give idea that this is the famous hospital. Delay in appointment, proper conduct of employees was specialty taken care by the hospital
25	'An Assessment of Patients Satisfaction with Services Obtained From a tertiary Care Hospital in Rural Haryana'	Qadari et al.	International Journal of Collaborative Research on Internal Medicine & Public Health	International Online Medical Council	2012	This paper submitted that contentment level of patient has decreased due to lacking in facilities. Health services as well facilities need to be improved for betterment.

between the patient and healthcare provider in a supportive environment. Healthcare service quality depends on personal factor of the healthcare service provider and the patient and factors pertaining to the healthcare organisation and broader environment. Effect of quality of care and patient outcomes are by collaboration and cooperation which are internal and external factors to measure. (Mosadeghrad et al 2014). After the reviews of twenty five research paper of service quality of healthcare sector literature revealed that the service quality is the major need to focus the area of improvement. These factors depend on the type of service sector, need, and type of respondent, socio demographics background of stakeholder, culture, and belief. Service quality of healthcare is also measured through the review of this paper and various research studies on measurement of service quality of healthcare in number of countries. It is also observed that most of the studies used SERQUAL scale to measure the service quality of healthcare service. Healthcare sector is quite different than other service sectors.

Limitations and scope for future studies

The fundamental objective for this paper was to the review the various health care service quality values. There are a few limitations observed for the review, Most of the studies on service quality of healthcare were conducted outside India. Therefore, it is required to go deeper into the subject matter and develop a service quality model in Indian context. To identify the various determinants of service quality of healthcare in India. In healthcare sector, there are number of service providers. Only few study mentions the type of respondent taken into consideration. There is a need to find out the determinants of Indian healthcare service quality concern with all stakeholder of healthcare service.

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4.0 Result and Conclusion

Quality in healthcare is a sensitive result of cooperation

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