



A STUDY ON LEVEL OF SERVICE QUALITY DIMENSIONS OF SELECT MULTISPECIALTY HOSPITALS WITH REFERENCE TO IN PATIENT AT TRICHY

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ABSTRACT

The service sectors are important in the society to provide service in various sectors. Service not like products, customers can feel the service at that place. The staff those are working in this sector are well educated about the service, they have clear definition about service and products. The service sector is not like manufacturing sector, the service sector need to the society to provide service in various areas.

Human Resource Department staff and Manager to take care of the patients and visitors, they are working 24 hours and 7 days service to give treatment to the patients. The management usually measure the service quality of their hospital to improve their service. They concluded that All the leading hospitals are thinking about to change to multi specialty hospitals to give best treatment. But the patients are worried about the hospitals' medical charges and medicine price. The hospitals should work as service motive and the hospitals fee should be reduce to nominal rate and the service should be good.

KEY WORD: *provide service , hospitals' medical charges and medicine price , Human Resource Department staff.*

INTRODUCTION

The service sectors are important in the society to provide service in various sectors. Service not like products, customers can feel the service at that place. The staff those are working in this sector are well educated about the service, they have clear definition about service and products. The service sector is not like manufacturing sector, the service sector need to the society to provide service in various areas. The hospitals are entirely different from the other service sectors, the public are coming to hospitals to save their life. The management is appointing adequate staff to do the same, more number of staff are need in this sector. The well trained doctors gives guidance to the nurse and supporting staff to give best service to the patients. The leading hospitals possess the important machine to provide best treatment to their patients. Many leading hospitals are function in this study area that is Trichy District. There is profound competition between the leading hospitals in Trichy District. The patients select the hospitals through their friends and relatives reference. The word of mouth is highly influence the patients. All age group peoples are comes to the hospitals, so that the hospitals take care of the patients. The patients know the fee difference between the hospitals, but they don't compare while go for treatment. They use to see the senior doctors availability and method of treatment. The hospital management should take care of the existing patients.



The MBBS degree with good practices were more enough some years before, but now a days the patients are looking for MD, because patients are expecting that doctors should know the details about tablets and treatments. In this regard patients are selecting multi specialty hospitals, the normal hospitals are also goes for multi specialty to retain their patients. Patients do not change their doctor while taking

treatment for heart problems, blood pressure, sugar and cancer. The doctors are also holding the patients in the same hospitals, so that the management use to consider the senior doctors guidance and ideas to develop the hospitals and give best treatment to their patients.

Human Resource Department staff and Manager to take care of the patients and visitors, they are working 24 hours and 7 days service to give treatment to the patients. The management usually measure the service quality of their hospital to improve their service. They would find out the discomfort faced by the patients to overcome the above in future. So, this study is important to measure the measure the service quality of multi specialty hospitals in Trichy District.

OBJECTIVES OF THE STUDY

The following are the objective of the present study ;

1. To find out the service quality dimensions of hospitals of in Patients in the study area.
2. To present the socio economic factors of the in patients in the study area.
3. To calculate the level of service quality dimensions in the study area.
4. To offer suggestions to the hospitals regarding service quality.

RESEARCH METHODOLOGY

One hundred and eighty patients are selected for this study to measure the service quality of inpatient of hospitals at Trichy. The convenient sampling method is used to collect data from 9 leading hospitals in Trichy. 200 Questionnaire were issued to the leading 9 hospitals. But the researcher collected back only 180 questionnaires. Some of the questioners are unfilled, the researcher understands the patient’s situation and their pain, so did not force them and let the dependents to complete the questioner. Finally 180 questioners were taken for analysis. The percentage analysis used to show the socio economic factors of the patients and mean and standard deviation were calculated to find out the level of service quality of in patients.

Analysis and Interpretation

Percentage Analysis

The below table has shows the socio economic factors of the respondents with 180 respondents. Eighty nine (49.44%) are male and the remaining ninety one (50.56%) respondents are female. Majority (50.56%) of the respondents are female.

Thirty six (20.00%) respondents are come under the age group of up to 30 years. Sixty seven (37.22%) respondents are come under the age group of 31 years to 45 years and the remaining seventy seven (42.78%) respondents are come under the age group of above 45 years. Majority (42.78%) of the respondents are come under the age group above 45 years.

Fourteen (7.78%) respondents studies up to school level. Eighty nine (49.44%) respondents are under graduates. Thirty four (18.89%) respondents are post graduates. Eight (4.44%) respondents are professionals and the remaining thirty five (19.44%) respondents educational qualification is others i.e. diploma and other qualifications. Majority (49.44%) of the respondents are under graduates.

Table No. 1 : Socio economic factors of the Respondents

| Variables | Category | Number of Respondents (%) | Variables | Category | Number of Respondents (%) |
|-----------|----------------|---------------------------|-----------------------|--------------------------|---------------------------|
| Gender | Male | 89 (49.44%) | Monthly Family Income | Up to Rs. 25,000 | 29 (16.11%) |
| | Female | 91 (50.56%) * | | Rs. 25,001 to Rs. 40,000 | 60 (33.33%) |
| Age Group | Up to 30 years | 36 (20.00%) | | Above Rs. 40,000 | 91 (50.56%) * |

| | | | | | |
|---------------------------|----------------------|--------------|--------------------------|-----------------|--------------|
| | 31 years to 45 years | 67 (37.22%) | Type of Family | Joint | 96 (53.33%)* |
| | Above 45 years | 77 (42.78%)* | | Nuclear | 84 (46.67%) |
| Educational Qualification | School level | 14 (7.78%) | Number of family members | Up to 3 members | 49 (27.22%) |
| | Under Graduate | 89 (49.44%)* | | 4 to 6 members | 97 (53.89%)* |
| | Post Graduate | 34 (18.89%) | | Above 6 members | 34 (18.89%) |
| | Professionals | 08 (4.44%) | Total Sample :180 | | |
| | Others | 35 (19.44%) | * Majority | | |

Source : Survey Data

Twenty nine (16.11%) respondents monthly family income is up to Rs. 25,000. Sixty (33.33%) respondents monthly family income is between Rs. 25,001 and Rs. 40,000 and the remaining ninety one (50.56%) respondents family monthly income is above Rs. 40,000. Majority (50.56%) of the respondent monthly family income is above Rs. 40,000.

Ninety six (53.33%) respondents family type is Joint and the remaining eighty four (46.67%) respondent family type is nuclear. Majority (53.33%) of the respondents are joint family.

Forty nine (27.22%) respondents have family members are up to 3. Ninety seven (53.89%) respondents have family members of 4 to 6 members and the remaining thirty four (18.89%) respondents have family members of above 6. Majority (53.89%) of the respondents have 4 to 6 family members.

DIMENSIONS

The researchers have designed six dimensions to measure the service quality of hospitals in the study area. (i) Tangibility ; (ii) Reliability ; (iii) Responsiveness ; (iv) Assurance ; (v) Courtesy and (vi) Empathy were designed with the help of previous studies. All the dimensions have five variables each to measure the service quality hospitals of in patients. The five point likert scale is used to measure the level of service quality of the sample respondents of 180. Mean and SD were calculated with the help of total score of service quality dimensions separately.

Table 2 : Level of service quality of Tangibility

| Sl. No. | Level of service quality of Tangibility | Number of Respondents | Percentage |
|----------------------------|---|-----------------------|------------|
| 1. | Low | 48 | 26.67 |
| 2. | Medium | 86 | 47.78 |
| 3. | High | 46 | 25.55 |
| | Total | 180 | 100 |
| Mean : 18.670 ; SD : 2.966 | | | |

Source : Computed data

The above table shows the level of service quality of tangibility of the sample respondents. Forty eight (26.67%) respondents felt low level of service quality of tangibility. Eighty six (47.78%) respondents felt medium level of service quality of tangibility and the remaining forty six (25.55%) respondents felt high level of service quality of tangibility. Majority (47.78%) of the respondents felt medium level of service quality of tangibility.

Table 3 : Level of service quality of Reliability

| Sl. No. | Level of service quality of Reliability | Number of Respondents | Percentage |
|----------------------------|---|-----------------------|------------|
| 1. | Low | 32 | 17.78 |
| 2. | Medium | 67 | 37.22 |
| 3. | High | 81 | 45.00 |
| | Total | 180 | 100 |
| Mean : 16.017 ; SD : 2.124 | | | |

Source : Computed data

The above table shows the level of service quality of reliability of the sample respondents. Thirty two (17.78%) respondents felt low level of service quality of reliability. Sixty seven (37.22%) respondents felt medium level of service quality of reliability and the remaining eighty one (45.00%) respondents felt high level of service quality of reliability. Majority (37.22%) of the respondents felt medium level of service quality of reliability.

Table 4 : Level of service quality of Responsiveness

| Sl. No. | Level of service quality of Responsiveness | Number of Respondents | Percentage |
|----------------------------|--|-----------------------|------------|
| 1. | Low | 88 | 48.89 |
| 2. | Medium | 54 | 30.00 |
| 3. | High | 38 | 21.11 |
| | Total | 180 | 100 |
| Mean : 14.108 ; SD : 1.218 | | | |

Source : Computed data

The above table shows the level of service quality of responsiveness of the sample respondents. Eighty eight (48.89%) respondents felt low level of service quality of responsiveness. Fifty four (30.00%) respondents felt medium level of service quality of responsiveness and the remaining thirty eight (21.11%) respondents felt high level of service quality of responsiveness. Majority (48.89%) of the respondents felt medium level of service quality of responsiveness.

Table 5 : Level of service quality of Assurance

| Sl. No. | Level of service quality of Assurance | Number of Respondents | Percentage |
|----------------------------|---------------------------------------|-----------------------|------------|
| 1. | Low | 21 | 11.67 |
| 2. | Medium | 47 | 26.11 |
| 3. | High | 112 | 62.22 |
| | Total | 180 | 100 |
| Mean : 11.247 ; SD : 1.496 | | | |

Source : Computed data

The above table shows the level of service quality of assurance of the sample respondents. Twenty one (11.67%) respondents felt low level of service quality of assurance. Fifty seven (26.11%) respondents felt medium level of service quality of assurance and the remaining one hundred and twelve (62.22%) respondents felt high level of service quality of assurance. Majority (62.22%) of the respondents felt high level of service quality of assurance.

Table 6 : Level of service quality of Courtesy

| Sl. No. | Level of service quality of Courtesy | Number of Respondents | Percentage |
|----------------------------|--------------------------------------|-----------------------|------------|
| 1. | Low | 28 | 15.56 |
| 2. | Medium | 57 | 31.67 |
| 3. | High | 95 | 52.78 |
| | Total | 180 | 100 |
| Mean : 15.678 ; SD : 2.037 | | | |

Source : Computed data

The above table shows the level of service quality of courtesy of the sample respondents. Twenty eight (15.56%) respondents felt low level of service quality of courtesy. Fifty seven (31.67%) respondents felt medium level of service quality of courtesy and the remaining ninety five (52.78%) respondents felt high level of service quality of courtesy. Majority (52.78%) of the respondents felt high level of service quality of courtesy.

Table 7 : Level of service quality of Empathy

| Sl. No. | Level of service quality of Empathy | Number of Respondents | Percentage |
|----------------------------|-------------------------------------|-----------------------|------------|
| 1. | Low | 26 | 14.44 |
| 2. | Medium | 70 | 38.89 |
| 3. | High | 84 | 46.67 |
| | Total | 180 | 100 |
| Mean : 14.661 ; SD : 1.908 | | | |

Source : Computed data

The above table shows the level of service quality of empathy of the sample respondents. Twenty six (14.44%) respondents felt low level of service quality of empathy. Seventy (38.89%) respondents felt medium level of service quality of empathy and the remaining eighty four (46.67%) respondents felt high level of service quality of empathy. Majority (46.67%) of the respondents felt high level of service quality of empathy.

FINDINGS

1. Majority (50.56%) of the respondents are female.
2. Majority (42.78%) of the respondents are come under the age group above 45 years.
3. Majority (49.44%) of the respondents are under graduates.
4. Majority (50.56%) of the respondent monthly family income is above Rs. 40,000.
5. Majority (53.33%) of the respondents are joint family.
6. Majority (53.89%) of the respondents have 4 to 6 family members.
7. Majority (47.78%) of the respondents felt medium level of service quality of tangibility.
8. Majority (37.22%) of the respondents felt medium level of service quality of reliability.
9. Majority (48.89%) of the respondents felt medium level of service quality of responsiveness.
10. Majority (62.22%) of the respondents felt high level of service quality of assurance.
11. Majority (52.78%) of the respondents felt high level of service quality of courtesy.
12. Majority (46.67%) of the respondents felt high level of service quality of empathy.

SUGGESTIONS

The following are the suggestion to the patients through this study at Trichy.

1. The patients should be taken care right from the admission to discharge from the hospitals. the patients are in need of proper directions and clear explanation of treatment and test. The staff should guide the patients and clear their doubt about treatment then and there.
2. While admitting the new patients may questions are raising by the staff to collect the complete details about the patients to give treatment, that questions and formalities may iterate the patients; so these type of formalities should be reduce, the questions should make simple.
3. Every section should be properly numbered and named because all the patients may be highly educated to understand the medical terms and may not have adequate knowledge about hospitals terms and directions.
4. Staff should answer the queries of the patients in a polite manner whenever they ask. The patients may ask the questions repeatedly for more clarity in the hospitals. Patient's doubts should be cleared by the practitioner in understandable manner.

CONCLUSIONS

World has become a place of competition where even service sectors also in the stream of competition in providing service in a different way to attract and maintain customers in their premises. This study conducted to measure the level of service quality of various dimensions of inpatient in multispecialty hospitals at Trichy. The management, doctors and staff nurse are working to satisfy the patients in hospitals. But many cases are there that the patients have some issues with the doctors and staff nurse. The human resource manager and their staff has to clarify the things took place. The inpatients and existing patients are assets of the hospitals, the management should take care of the patients. All the leading hospitals are thinking about to change to multi specialty hospitals to give best treatment. But the patients are worried about the hospitals' medical charges and medicine price. The hospitals should work as service motive and the hospitals fee should be reduce to nominal rate and the service should be good.

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