



# A STUDY ON CUSTOMER'S SATISFACTION ON HEALTHCARE SERVICES WITH SPECIAL REFERENCE TO THE SENIOR CITIZEN'S OPINION ON PRIVATE HOSPITALS, CHENNAI

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## ABSTRACT

*Due to the changes in life style, the life expectancy of an individual got increased. The individual's average life span is around 70 years, which was 60 earlier. This causes the old age patients more in number. The health care sector is in the position to keep them as a separate segment and serve. The nuclear family culture in many families made these old age people to take care of themselves. Hence an attempt is been made to understand about this age group customer's satisfaction on health care services. The descriptive research design was adopted and 120 respondents were selected based on the judgemental sampling technique. Simple percentage analysis and one way ANOVA tools were utilised to analyse and interpret the data. Based on the findings of the study the suitable recommendations were made.*

**KEY WORDS:** *Old age, Judgemental, satisfaction, patients and hospitals.*

## INTRODUCTION

In a life span of an individual, the old age phase is toughest as it demands the hospitalisation of elders frequently. This old age people are tired and helpless both physically and mentally. In recent days, we could see a lot of societal changes like elders are alone at home and their children are in abroad due to their career and personal demands, both men and women are working etc.,. The dependency of these aged population on health care sector is very high and it need a special attention in coming days.

## REVIEW OF LITERATURE

Gulcin Buyukozkan and Gizem cifci (2012) says that service sector is in the position of delivering continuous performance and improving its quality while being customer focused. The web based or electronic service quality improvement creates a further demand in higher quality. Now it has become important to be able to monitor and enhance electronic service quality too. Therefore, the research examined the electronic service quality concept and determine the key components of electronic service quality and provides few valid recommendations too.

Md. Muslem Uddin Chowdhury(2009) focused in customer expectations on socio economic factors that affect the health care sector. They took 1900 samples and they selected respondents randomly from the group of patients and management personnel. They adopted the service

quality measurement scale SERVQUAL to identify the customer expectations on healthcare sector. This study was carried out in Bangladesh. The researchers recommended the strategies to fill the service quality gaps in health care sector.

Dr. Ranajit Chakraborty, Anirban Majumdar(2011), focused on the measurement of patient satisfaction of service quality provided by hospitals. In this regard, a review of literature on the application of SERVQUAL model has been considered to investigate the relevance of the same in measuring patient satisfaction in health care sector in today's competitive environment.

Scotti, Dennis J.; Driscoll, Alfred E.; Harmon, Joel; Behson, Scott J.(2007) focused on a high-involvement approach to the work environment of healthcare employees may lead to exceptional service quality, satisfied patients, and ultimately to loyal customers. They studied the high performance work system's event with the sample of 113 Veterans Health Administration ambulatory care centres. They found that high performance work system's event is able to deliver the high quality service delivery and employee perceptions of customer service are linked to customer perceptions of high-quality service and perceived service quality is linked with customer satisfaction.

Muhammad Butt, M. and Cyril de Run, E. (2010), studies about the Malaysian private health care sector with the help of service quality measuring



instrument SERVQUAL. This study consists of 340 randomly selected participants visiting a private healthcare and the collected data were analyzed using means, correlations, principal component and confirmatory factor analysis to establish the modified SERVQUAL scale's reliability, underlying dimensionality and convergent, discriminant validity. Results indicate a moderate negative quality gap for overall Malaysian private healthcare service quality. Results also indicate a moderate negative quality gap on each service quality scale dimension. However, scale development analysis yielded excellent results, which can be used in wider healthcare policy and practice.

This research work adopted descriptive research design with 120 respondents as samples. The judgemental sampling technique was adopted and the respondents got selected carefully by the researcher. Both primary and secondary data were utilised and to collect the primary data, the structured questionnaire was used. The pilot study was conducted and the questionnaire was reframed accordingly. The collected data were analysed with simple percentage analysis and one way ANOVA. The major aspects considered for the study are ease to fix appointment, courtesy of the hospital staff, communication, professional efficiency of service providers and the facilities availability in hospitals.

## METHODOLOGY

### ANALYSIS AND INFERENCES

The major considered aspects were analysed here by using simple percentage analysis and one way ANOVA.

**Table 1- Age group of the respondents**

Age group	Frequency	Percentage
60-70	72	60
71 and above	48	40
	120	100

The above table shows the age group of the respondents. It shows that 60% of the respondents are in the age group of 60 to 70 and others are 71 and above aged.

**Table 2 – Respondents opinion on ease of fixing appointments with doctors**

Opinion	Frequency	Percentage
Highly Dissatisfied	2	1.6
Dis satisfied	6	5
Neutral	20	16.6
satisfied	50	43.3
Highly satisfied	40	33.3
	120	100

For the aged patients fixing the appointment with the doctors is a challenge as many of them not much familiar with recent technologies. So this was considered as a main criteria while assessing their satisfaction. Majority opined as satisfied about ease of fixing appointments.

**Table 3- Respondents opinion on Courtesy of Hospital staff**

Opinion	Frequency	percentage
Highly Dissatisfied	1	1
Dis satisfied	11	9
Neutral	24	20
Satisfied	44	37
Highly satisfied	40	33
	120	100

The service providers' interpersonal relationship and their approach and attitude on service receivers is considered as very important in-service sector. Health sector falls under service sector. Hence the courtesy of doctors, nurses, technicians, lab assistants and others are considered as an important aspect and majority of them expressed their positive opinion on the statement.

**Table no 4- Respondents opinion on comfort on communication**

Opinion	Frequency	percentage
Highly Dissatisfied	2	2
Dis satisfied	8	7
Neutral	42	35
Satisfied	38	32
Highly satisfied	30	28
	120	100

While communicating with the hospital staff, majority of the old aged people felt satisfied. They found quite comfortable while communicating with the staff members.

**Table no 5- Respondents opinion on Professional efficiency of the staff members**

Opinion	Frequency	Percentage
Highly Dissatisfied	1	1
Dis satisfied	4	3
Neutral	7	6
Satisfied	89	74
Highly satisfied	19	16
	120	100

Around 80 percentage of the respondents found the professional efficiency of the doctors as satisfactory.

**Table no 6 - Respondents opinion on overall facilities provided by the hospital**

Opinion	Frequency	percentage
Highly Dissatisfied	0	0
Dis satisfied	0	0
Neutral	12	10
Satisfied	31	26
Highly satisfied	77	64
	120	100

Only 10 percentage of the respondents felt that the overall facilities as neutral. Remaining 90 percentage of the old aged customers found the overall facilities as satisfactory and highly satisfactory.

To assess further the association between the age group of the respondents and the dimensions above discussed, the one way ANOVA analysis was carried out.

**Table no 7- Table shows the difference between customer's age group and their satisfaction with ease to fix appointment with doctors, courtesy of hospital staff, communication, professional efficiency and overall facility of the hospital.**

Ho: There is no significance difference between the age group of the respondents and their satisfaction with the dimensions of health care sector

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Factors		Sum of squares	df	Mean square	F value	sig
Ease of fixing Appointment	Between groups	1.031	1	1.031	3.800	.054
	With in groups	32.026	118	0.271		
	Total	33.058	119			
Courtesy of staff	Between groups	0.612		0.612	2.095	.150
	With in groups	34.498	118	0.292		
	Total	35.116	119			
Comfort of	Between	0.015	1	0.015	0.074	0786



communication	groups					
	With in groups	23.352	118	0.198		
	Total	23.367	119			
Professional efficiency	Between groups	0.327	1	0.327	1.007	.000
	With in groups	32.281	118	0.324		
	Total	38.607	119			
Overall facilities	Between groups	0.719	1	0.719	1.557	.275
	With in groups	54.487	118	0.462		
	Total	55.206				

The above table indicates that the significance value for customer satisfaction with respect to ease of fixing an appointment is 0.054 which is greater than 0.05. The null Hypothesis is accepted. Hence there is no Significant Difference between the age group and customer satisfaction towards ease of fixing an appointment. The Significance Value for Customer satisfaction with respect to courtesy of Hospital staff is 0.150 which is greater than 0.05. The Null Hypothesis is accepted. There is no significant difference between the age group and customer satisfaction towards the hospital staffs.

The Significance Value for Customer satisfaction with respect to comfort of Communication is 0.786 which is greater than 0.05. The Null Hypothesis is accepted. There is no Significant Difference between the age group and customer satisfaction towards the Professional efficiency of the medical staffs. The Significance Value for Customer satisfaction with respect to Facility is 0.215 which is greater than 0.05. The Null Hypothesis is accepted. There is no Significant Difference between the age group and customer satisfaction towards the overall facility of the hospital. The Significance Value for Customer satisfaction with respect to professional efficiency is 0.000 which is less than 0.05. The alternative Hypothesis is accepted. There is a Significant Difference between the age group and customer satisfaction towards the Professional efficiency of the medical staffs. They felt that few technical staff are lacking with their efficiency level.

## FINDINGS AND RECOMMENDATIONS

Majority of the respondents are in the age group of 60 to 70 and they felt ease to fix appointment in hospitals and they are satisfied with the courtesy of hospital staff and they found comfortable in communication with the hospital staff. The old age patients are satisfied with the overall facilities of the hospitals and the professional efficiency of the staff. The further analysis revealed

that the 71 and above age group of the people are not very highly appreciated the professional efficiency of the staff members, which need some immediate action of the health care sector.

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