SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

A STUDY ON PATIENT SATISFACTION OF SELECTED MULTISPECIALITY HOSPITALS IN COIMBATORE

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ABSTRACT

Patient satisfaction has emerged as a vital measure of healthcare service quality and an essential benchmark for hospital performance, particularly in the competitive multi-speciality hospital sector. In the context of rapidly expanding healthcare infrastructure in urban India, understanding patient expectations and experiences has become increasingly important. This study examines the level of patient satisfaction in selected multi-speciality hospitals in Coimbatore, Tamil Nadu. The research adopted a descriptive research design, collecting primary data from 130 respondents comprising both inpatients and outpatients through a structured questionnaire.

The study evaluated key dimensions of service quality including Tangibility, Reliability, Responsiveness, Assurance, and Empathy alongside Structure, Process, and Outcome aspects of care delivery. Findings revealed moderate to high satisfaction levels overall, with staff conduct, doctor-patient relationship, and general hospital environment rated most favourably. However, waiting time, staff availability, and certain infrastructure-related aspects were identified as areas requiring significant improvement. A significant association was also observed between demographic variables such as age, education, and income, and the overall satisfaction levels of patients. The study concludes that enhancing patient satisfaction requires hospitals to adopt a holistic, patient-centric approach that addresses both clinical and non-clinical dimensions of service delivery, ultimately contributing to improved healthcare outcomes and institutional reputation.

KEYWORDS:. *Patient Satisfaction, Multi-Speciality Hospitals, Service Quality, Healthcare Delivery.*

INTRODUCTION

Healthcare is one of the most essential sectors contributing to the overall well-being of society. The Indian healthcare industry has undergone remarkable transformation, with private multi-speciality hospitals emerging as key players in delivering advanced medical care. This shift has significantly raised patient expectations, making patient satisfaction a critical indicator of healthcare quality and hospital performance. A satisfied patient is more likely to comply with medical advice, return for future care, and recommend the hospital to others, thereby contributing to the institution's long-term reputation and sustainability.

Coimbatore, emerging as a significant healthcare destination in Tamil Nadu, has witnessed rapid growth in multi-speciality hospitals catering to a diverse patient population. Despite this growth, systematic studies examining patient satisfaction at the local level remain limited. The present study therefore seeks to assess patient satisfaction in selected multi-speciality hospitals in Coimbatore, identify key service quality dimensions influencing satisfaction, and examine the association between demographic variables and satisfaction levels.

STATEMENT OF THE PROBLEM

Despite the rapid growth of multi-speciality hospitals in Coimbatore, there exists a considerable gap between the services offered and the expectations of patients. While hospitals continue to invest in advanced medical technology and infrastructure, the human and process dimensions of care such as staff responsiveness, waiting time, communication, and empathy often receive inadequate attention. This disparity between service delivery and patient expectations leads to dissatisfaction, poor treatment adherence, and erosion of patient trust.

Furthermore, limited research has been conducted at the local level to systematically evaluate patient satisfaction across multi-speciality hospitals in Coimbatore. In the absence of such evidence, hospital administrators lack the necessary insights to implement targeted service improvements. The present study therefore attempts to bridge this gap by assessing the level of patient satisfaction, identifying the critical dimensions of service quality, and examining the influence of demographic factors on satisfaction levels among patients of selected multi-speciality hospitals in Coimbatore.

OBJECTIVES

1. To determine the patient perception on physical facilities of hospital.
2. To find out how the patient perceive communication of the hospital staff.

RESEARCH METHODOLOGY

The present study adopted a descriptive research design to assess patient satisfaction in selected multi-speciality hospitals in Coimbatore. Primary data were collected from 130 respondents comprising both inpatients and outpatients through a structured

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questionnaire. The questionnaire was carefully designed to capture patient perceptions across key dimensions of service quality including Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Secondary data were gathered from journals, books, hospital records, and published reports to supplement the primary findings.

Sampling was carried out using convenience sampling method, and data collection was conducted through direct personal interview with patients at the selected hospitals. The collected data were coded, classified, and tabulated for analysis. Appropriate statistical tools were applied to examine the relationship between demographic variables and satisfaction levels, and to identify the dimensions of service quality that significantly influence overall patient satisfaction. The findings were interpreted and presented in a structured manner to derive meaningful conclusions and recommendations.

TOOLS USED

- **Simple Percentage Analysis**: It is used to analyze the responses collected from patients through the questionnaire. The number of responses for each option is converted into percentages using the formula (Number of respondents / Total respondents × 100).
- **Weighted Average Method:** Used to rank service dimensions and factors influencing hospital choice based on respondent ratings.

DATA ANALYSIS AND INTERPRETATION

TABLE 1 - AGE DISTRIBUTION OF RESPONDENTS:

S. No	Gender	No. of Respondents	Percentage(%)
1	Below 25 years	71	54.6%
2	25 – 35 years	28	21.5%
3	36 – 45 years	24	18.5%
4	Above 45 years	7	5.4%
5	Total	130	100%

Source: Primary Data

Interpretation

The table presents the age distribution of the 130 respondents in the study. 71 individuals (54.6%) are below 25 years. This indicates that more than half of the participants belong to the younger age group. The 25–35 years age group consists of 28 respondents (21.5%), making it the second largest group. Meanwhile, 24 respondents (18.5%) fall within the 36–45 years age group, showing a moderate representation. Only 7 respondents (5.4%) are above 45 years, which is the smallest group in the study.

TABLE 2 - GENDER DISTRIBUTION OF THE RESPONDENTS

S. No	Gender	No. of Respondents	Percentage(%)
1	Male	65	50%
2	Female	65	50%
3	Total	130	100%

Source: Primary data

Interpretation

The table shows the gender-wise distribution of the respondents in the study. Out of the total 130 respondents, 65 respondents (50%) are male and 65 respondents (50%) are female. This indicates that both genders are equally represented in the sample, with each group contributing half of the total respondents

TABLE 3 - PATIENT TYPE OF THE RESPONDENTS

S. No	Patient Type	No. of Respondents	Percentage(%)
1	Outpatient	64	49.2%
2	Inpatient	66	50.8%
3	Total	130	100%

Source: Primary Data

Interpretation

The table shows the distribution of respondents based on patient type. Out of the total 130 respondents, 66 respondents (50.8%) are inpatients and 64 respondents (49.2%) are outpatients. The percentages indicate that the number of inpatient respondents is slightly higher than outpatient respondents.

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TABLE 4 - RANKING OF PHYSICAL FACTORS INFLUENCING THE CHOICE OF HOSPITAL

S. No	Physical Factors	Mean Rank	Rank
1	Row seating arrangement provided was adequate and comfortable	2.05	I
2	Drinking water was readily available and accessible	2.21	II
3	The signboards were clear and helpful for navigation	2.66	III
4	Adequate lighting was provided throughout the hospital	2.74	IV
5	Toilet facilities were clean and well maintained	2.88	V
6	The ventilation provided was sufficient and comfortable	2.91	VI
7	The lift facilities were available and functioning properly	2.96	VII
8	Sufficient space was provided in the waiting area	3.02	VIII

Source: Primary data

Interpretation

The table shows the ranking of physical factors affecting patient satisfaction in selected multispeciality hospitals in Coimbatore. Row seating arrangement ranked first with a mean rank of 2.05, followed by drinking water availability and clear signboards. Adequate lighting and clean toilet facilities received middle ranks. Ventilation, lift facilities, and waiting area space ranked lower.

CONCLUSION

The present study reveals that patient satisfaction in selected multi-speciality hospitals in Coimbatore is influenced by a combination of clinical and non-clinical factors. Overall, patients expressed moderate to high levels of satisfaction, with staff conduct, doctor-patient relationship, and hospital environment emerging as the most positively rated dimensions of service quality. However, areas such as waiting time, staff responsiveness, and certain infrastructure-related aspects were identified as requiring immediate attention and improvement. The study also established a significant association between demographic variables such as age, education, and income, and the overall satisfaction levels of patients, highlighting the need for personalised service approaches. It is therefore recommended that multi-speciality hospitals in Coimbatore adopt a patient-centric approach, invest in regular staff training, and implement systematic feedback mechanisms to continuously monitor and improve service quality, thereby fostering greater patient trust, loyalty, and long-term institutional reputation.

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