SERVICE GAP ANALYSIS WITH SPECIAL REFERENCE TO SANKARA EYE HOSPITAL, SHIVAMOGGA

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ABSTRACT
This study helped the researcher to gain practical exposure to the day to day activities of the organization and to know the patients Expectations and Perception of the Sankara Eye Hospital.A Study of this project would help the company to elicit information about its customers" expectations about their services. Marketing is vital to the survival of any organization including health care delivery organizations. Assessment of quality of services provided by the hospitals in these days has been a serious concern for hospitals and health care organizations owing to the excessive demands imposed on them by users, consumers, government and society at large The idea is to understand if there are any gap between customer expectations and the company"s perception about the customer expectation or Services offered by organization.In case if the gap exists, a suitable measure must be taken to bridge the gap and enhance the quality of the service performance.
KEYWORDS- *Service gap, Hospital, customer expectations, Shankara Eye, service performance*

INTRODUCTION

Hospital services (RS), is a public service which is needed and important in order to fulfill the demand of health. There are many elements that contribute and support the function of hospital operational. One of the main elements is the intensive and high quality Human Resources (HR), and the awareness of the appreciation of the devotion to the interest of society, especially in the fulfillment of the needs of the health services. The next process in the service is to make the customer satisfied. Customer satisfaction has become the key concept in any business activity services.(Mustafa Hermanto,2017). The study of this type would avail the company to elicit the information about its present customer expectation and management perception of customer expectation; it could work on improving it. If there are any gap exist alternative measures must be taken to bridge the gap and enhance the quality of accommodation performance as there exists many hospital in Shivamogga for patients for the ocular perceiver treatment, Sankara eye hospital must be competent to provide every need and differentiate itself in the accommodations distribution to enhance the patients wellb eing. This study will avail in understanding customer's expectation level and Management perception of Sankara eye hospital in Shivamogga.

INDUSTRY PROFILE

Health care is one of India"s most astronomically immense sectors both in terms of revenue and employment. There has been much done in the health care sector for bringing the amelioration like till date, approximately 12% of the scope offered by the industry has been tapped. Today the health care industry in India is worth $17 billion and there are anticipation and prospects of it grow by 13% every year. The revenue is expected to increment at a CAGR of 20% during 2012-2017.Indian government expenditure on health care is the highest amongst are the developing countries. There are even chances that the health care market could experience a hike and attain a figure ranging between $53 to $73 billion 5 years later which would in turn reflect an increase in the gross domestic product to 6.2%. The Indian health care industry earns revenue accounting for 5.2% of gross domestic product. The overall Indian health care market is worth around USS 100billion and is expected to grow to USS 280billion by 2020, a compound annual magnification rate(CAGR) of 22.9%. health care distribution, which includes hospital, nursing home, and diagnostic center, and pharmaceuticals, constitutes 65% of the overall market. Health care information technology (IT) market which is valued at USS 1 billion currently is expected to grow 1.5 times by 2020.Private players have made major investment in establishing the private hospitals in cities like new dheli Mumbai Chennai, Hyderabad. There is a emergence of latest medical technology and have created a competitive environment, the regime share in the health care industry is 20% while 80% in the private sector. **Major health care industry players in India are** Apollo. Forties. Max.Wockhardt. Manipal.nararyana hrudayalaya

Company profile

Name of the company	Sankara eye hospital
Founder of the company	Dr Ramani
Headquarter	Coimbatore ,Tamil nadu, India
Establishment	October 12 2008
Chief medical officer	Dr mahesha s
Land and building	5.5 acres
Initial investment	14 cores
Total institutions	12 eye hospitals comprise a team of 125 doctors
Paramedical professionals	600
Staff	275
Contact number	08182-222099 08182-222100
Location	Sankara eye hospital thirthahalli road, harakere, shivamogga -577202

Source: www.sankaraeye.com/service

THERTOTICAL BACKGROUND OF THE STUDY

- **Service:** Service has been defined as „A social act that occurs directly between the consumer and service provider or representatives of the service corporation".
- **Quality:** Quality is an occurrence based on perception by individuals with different perspective on the products and services. These perceptions have been built up based on the past experience of the individuals and consumption in various contexts.
- **Service Quality**: Service Quality is the customer's decision of overall excellence of the service provider in relation to the quality that was expected. Service quality is a key component of customer perceptions. In the case of pure service (e.g. Healthcare, Financial Services, Education). Service Quality will be the key factor in customer's evaluation.

The Dimensions of Service Quality: Researcher proposes that customer"s do not observe quality in a uni-dimensional way but fairly judged quality based on multiple factors relevant to the context. The proportions of the service quality have been identified through the Pioneering research of Parasuraman, ValarieZeithaml and Leonard Berry.As customer assess quality of a product or service, they consider several different aspects or dimensions of the product or service, those are:

- **Performance**: Primary product characteristics, such as brightness of the picture.
- **Features**: Secondary characteristics, additional features such as remote control.
- **Conformance:** Meeting specifications or industry standards, workmanship.
- **Reliability:** (Delivering on Promises) Ability to perform the promised service dependably and accurately.
- **Responsiveness:** (Being eager to help) Willingness to help customers and provide prompt service.
- **Assurance**: (Inspiring trust and Confidence) Employee"s knowledge and courtesy and their ability to inspire trust and confidence.
- **Empathy:** (Treating customers as individuals) Caring, personalized attention given to customers.
- **Tangibles:** (Representing the service physically) Appearance of physical facilities, equipment, personnel and written materials.

SERVICE QUALITY GAP MODEL

The GAPS model of service quality brings customer"s focus and service excellence together in a structured, practical way. The model focuses on strategies and processes that firm employ to drive services excellence while maintaining a focus on customers. It is a model that can drive a strategy as well as implementation decision.Customer gap is the difference between customer expectation and perceptions. The gap model position the key concepts, strategies and decisions in the service marketing in a manner that begins with the customer and builds the organization task around what is needed to close the gap between customer"s expectation and perceptions.
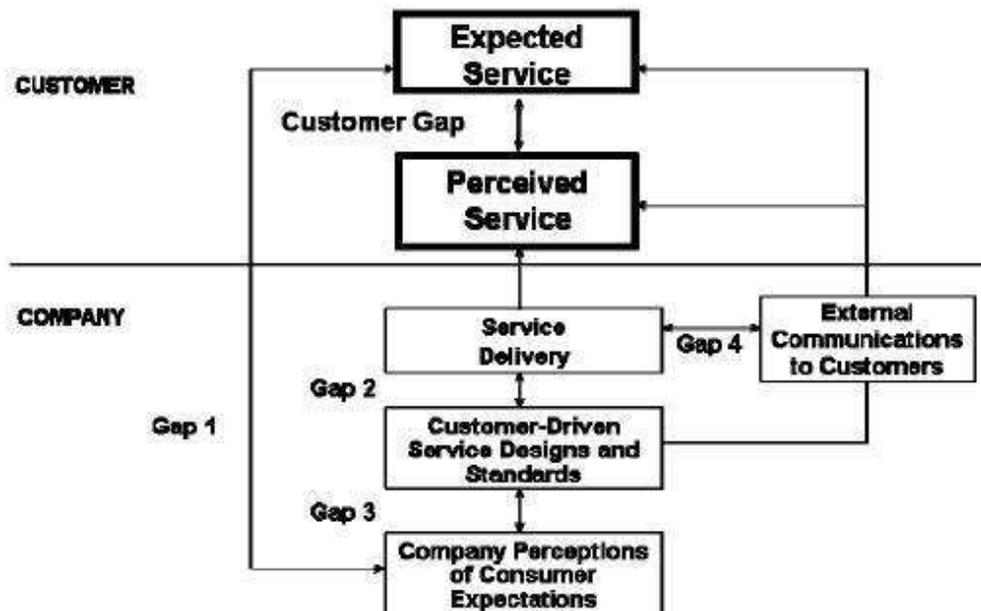
Source: Zeithaml et al.

The model by Zeithaml seeks to examine the amount and direction of the discrepancy between expected levels of services and the customer"s perception of a delivered service noted as Gap5. In order to eliminate the discrepancies between expectations of the service and the perception of the delivered service. The provider of the service must close the four gaps (Gaps 1-4).To close Gap 1, the management must know what the customers except and Zeithaml noted this is, in all likelihood, the most important gap to close. It was also noted that in service companies the absence of well defined „cues" may cause Gap 1 to be larger in service companies than in manufacturing firms.Additionally, a lack of adequate marketing research can cause Gap 1 to be more difficult to close. Translating the customer expectations into service quality can close Gap 2 specifications. An inadequate management commitment the largest cause for the widening Gap 2. From it can be noted that perception of infeasibility, inadequate task standardization and absence of goal setting are also major in widening Gap 2.

Customer Gap:Different between Customers expectations and Perceptions

Customer expectations are standards or reference points that customers bring into service experience. Often consists of what a consumer believes should or will happen. Customer perceptions are subjective assessments of actual service experiences.

Provider Gaps

a. The listening gap (Gap 1)
b. The service design and standards gap (Gap 2)
c. The service performance gap (Gap 3)
d. The communication gap (Gap 4)

- **PROVIDER GAP 1 (Listening Gap) Customer Expectations Verses Perceived Services-** Gap 1 is the difference between customer expectations of services and company understanding those expectations. It is the root cause of not delivering to the customer expectations.
- **PROVIDER GAP 2 (Quality Standard Gap)** Not knowing what customer expect
- **PROVIDER GAP 3 (Service Performance Gap)** Not delivering to service standards
- **PROVIDER GAP 4 (Promises vs Performance Gap)** Not
- matching performance to promise

Key Factors Leading to Provider Gap 1- THE LISTINIG GAP – TOPIC CHOSEN FOR RESEARCH

For Gap 1 to be closed, Zeithaml model described that it would be necessary as set out the key elements necessary to close Gap 1 are the elimination of the gap between consumer expectations and management perception. Arises when the management or service provider does not correctly perceive what customers wants or needs. This gap arises when the management does not correctly perceive what the customer wants.

1 Inadequate Marketing Research Orientation

- Insufficient marketing research.
- Research not focuses on service quality.
- Inadequate use of market research.

2 Lack of Upward Communication

- Lack of interaction between management and customers.
- Insufficient communication between contact employees and managers.
- Too many layers between contact personnel and top management.

3 Insufficient Relation Focus

- Lack of market segmentation.
- Focus more on transaction rather than relationships.
- Focus more on new customers rather than relationship customer.

4 Inadequate Service Recovery

- Lack of encouragement to listen to customer complaints.
- Failure to make compensations when things go wrong.
- No appropriate recovery mechanism in place to service failures.

Strategies for Managing Gap 1

- Conducting the service research.
- Relationship marketing.
- Target marketing (Segmentation, Target and Positioning).
- Communication with the customers.
- Encouraging upward communication in the organization.
- Decreasing the number of layers of management.

RESEARCH METHODOLOGY

The study of this type would avail the company to elicit the information about its present customer expectation and management perception of customer expectation; it could work on improving it. If there are any gap exist alternative measures must be taken to bridge the gap and enhance the quality of accommodation performance as there exists many hospital in Shivamogga for patients for the ocular perceiver treatment, Sankara eye hospital must be competent to provide every need and differentiate itself in the accommodations distribution to enhance the patients wellbeing. The study is only pertaining to hospital industry especially eye care. This study is

specific to Sankara eye hospital Shivamogga. This study is conducted to find out customer"s expectations and the hospital perception about the excitations of the patients to service delivery of Sankara eye hospital

Objectives of The Study

- To know patient's expectation about the services offered by sankara eye Hospital.
- To study the service provider"s perception towards the delivery of service.
- To analyze the gap between expectation and perception.

Research Design

1. Descriptive Method-It is utilized to describe the characteristics of population or phenomenon being studied it does not answer question about how / when//why the characteristics occurred. Rather it addresses the" what" question (what are the characteristics of the population or situation being studied?) the characteristics used to describe the situation of population are conventionally some kind categorical scheme is kenned as descriptive categories.

2. Source of the data collection

Primary Data collection: - The data is directly collected through personal interview and structured questionnaires. There are two basic ways they are as follow. By observation. by survey method.

Secondary Data collection: - The secondary data consist of readily whose data may be used by the researcher for his/her studies. The secondary is collected by the following sources.Company website, Boucher"s, Company magazines and Journals.

3. Sampling Design

- Sample frame: - The sample is taken in shimoga this includes those respondents who have taken treatment to be consideration.
- Sample size:- The sample size for the purpose of study was restricted to 100 respondents.
- Sample technique:- convenience sampling, under non-probability technique is used to

LIMITATIONS OF THE STUDY

- The study is limited to Sankara eye hospital, Shivamogga Branch only.
- Since the period of the study is limited, the research grieves from lack of in-depth study.
- The report is mainly based on data collected through survey data.
- The opinion given by respondents may change overtime.
- The respondents are contacted on the non-probability basis as per the convenience of the researcher using.

DATA ANALYSIS AND INTERPRETATION

1) Know about Sankara eye hospital?

Particular	No. of respondents	Percentage of respondents
Doctor reference	31	31
Family & friends	8	8
Advertisement	24	24
Word of mouth	37	37
Total	100	100

Source: primary survey data

Analysis & interpretation: 37% of the respondents were know about the hospital through doctor reference, 31% of the respondents came to know by word of mouth, 24% of the respondent through advertisement, 8% of the respondents through family & friends.

2) Purpose of Visit

Particular	No. of respondent	Percentage of respondents
Eye check up	80	80
Contact lens service	9	9
Cataract	3	3
Laser treatment	4	4
Diabetic retinopathy	2	2
Cornea	0	0
Optical	0	0
Glaucoma	1	1
Others	1	1
Total	100	100

Source: primary survey data

Analysis & interpretation: It is clear that 80% of the respondents have visited for eye checkup followed by 9% of the respondents have visited for contact lens service, 4% of the respondents have visited for laser treatment, 3% for cataract, 2% for diabetic retinopathy, 1% for Glaucoma service. This is clearly shows that the majority of the respondents have visited Sankara eye hospital for eye checkup than any other specialty service.

3) What is your expectation about the following product service in the hospital? Respondent expectations about the following service

1. Treatment

Particular		No. of respondents	Percentage of respondent
a.	Very important	53	53
b.	Important	43	43
c.	Moderately important	4	4
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: According to the surveyed patients the 53% of the patients stated that treatment is very important in the sankara eye hospital, 43% of the respondent"s expectation regarding treatment in the hospital is important, and 4% of the respondent"s expectation is moderately important. Hence majority of respondents opened treatment in Sankara eye hospital is very important.ation of the hospital

2. Respondent expectation towards consultation and registration charges

Particular		No. of respondents	Percentage of respondents
a.	High	42	42
b.	Reasonable	48	48
c.	average	8	8
d.	low	0	0
e.	very low	2	2

Source: primary survey data

Analysis & interpretation: It is clear that 48% of the patients expect charges as reasonable, 42% of the patients expect consultation charges as high, 8% of the patients expect consultation charges as average. It is clear that majority of patients except that consultation & registration charge in the Sankara eye hospital is reasonable

3. Respondent expectation towards behavior of the staff

Particular		No. of respondents	Percentage of respondents
a.	Very important	53	53
b.	Important	47	47
c.	Moderately Important	0	0
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation- It shows that 53% of the patients stated that behavior of the staff is very important factor when it comes to service. 47% of the respondents stated that behavior of the staff is important. This clearly shows that most of the patient"s expectations are high regarding behavior of the staff in Sankara eye hospital. Patients expect a good behavior from the staff of Sankara eye hospital.caring, responsiveness and courtesy towards individual patients

4. Caring Responsiveness

Particular		No. of respondents	Percentage of respondents
a.	Very important	84	84
b.	Important	16	16
c.	Moderately important	0	0
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation:It is clear that 84% of the respondents expect caring responsiveness and courtesy towards individual patients is very important. And 16% of the respondents stated important. It clearly shows that the majority of respondents expect good caring and courtesy towards to patients.

5.Communication

Particular		No. of respondents	Percentage of respondents
a.	Very important	58	58
b.	Important	41	41
c.	Moderately important	1	1
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: It shows that 58% of the patients expect communication as very important, 41% of the patients expect communication as important, and this clearly shows that the majority of the patients expect good communication in the hospital premises.

6.Infrastructure facility- Cleanliness and hygiene, good ambiance & seating arrangements of the hospital

Particular		No. of respondents	Percentage of respondents
a.	Very important	58	58
b.	Important	41	41
c.	Moderately important	1	1
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation:From the above information it is clear that 58% of the respondents expect that the cleanliness and hygiene of the hospital premises is very important, 41% of the respondent"s expectation is important, 1% of the respondent"s expectation is moderately important. It is clear that most of the respondents expect good, well maintained and clean premises of the hospital.

7. Canteen & drinking facility

Particular		No. of respondents	Percentage of respondents
a.	Very important	72	72
b.	Important	16	16
c.	Moderately important	12	12
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation:It is clear that 72% of the respondents gives very much importance to canteen facility in the hospital, 16% of the respondents expect that the canteen facility is important, 12% of the respondents expect that the canteen facility is moderately important, this clearly shows that the majority of the respondents expect very good food or canteen facility in the hospital.

8. Transportation & parking facility

Particular		No of respondents	Percentage of respondents
a.	Very important	60	60
b.	Important	35	35
c.	Moderately important	5	5
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: From the primary survey data it is clear that 60% of the respondents opened transportation facility is important, 35% of respondents opened transportation facility is important, 5% of the respondents expect transportation facility is moderately important. It is clear that the majority of the respondents expect that transportation facility is very important; hence it is clear that the respondents expect a very good transportation facility from the hospital.

9. Physical evidence & equipment facility

Particular		No of respondents	Percentage of respondents
a.	Very important	63	63
b.	Important	28	28
c.	Moderately important	8	8
d.	Least important	1	1
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation:From the above table it is clear that majority of respondents stated that physical evidence & equipment facility of the hospital premises is very important. 28% of the respondents have stated important, 8% have stated moderately important. Hence it is clear that majority of respondents expect physical evidence as very important.

10.Availability of patients rooms

Particular		No. of respondents	Percentage of respondents
a.	Very important	54	54
b.	Important	37	37
c.	Moderately important	9	9
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: It is clear that 54% of the patients expect availability of patients rooms as very important, 37% of the patients expect the availability of patients room as important, 9% of the patients expect moderately important. This is clearly shows that the majority of the respondents expect availability of patient's room is very important.

11. Timely service Table

Particular		No. of respondents	Percentage of respondents
a.	Very important	76	76
b.	Important	15	15
c.	Moderately important	9	9
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: According to the surveyed patients most of the patients expect thattimely service is more important factor, it is clear that majority of the respondent stated that timely service as very important.76% of the respondents expect that timely service is very important, 15% of the respondents expect that timely service is important, 9% of the respondents expect that timely service is moderately important.

13.Procedure of the service

Particular		No. of respondents	Percentage of respondents
a.	Very important	49	49
b.	Important	42	42
c.	Moderately important	9	9
d.	Least important	0	0
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: The majority of the respondents have stated that simple procedure is very important. 49% of the respondents expect timely service as very important, 42% of the respondents expect timely service as important, and 9% of the respondents expect that timely service as moderately important.

14. Promotions

Particular		No of respondents	Percentage of respondents
a.	Very important	45	45
b.	Important	38	38
c.	Moderately important	14	14
d.	Least important	3	3
e.	Not at all important	0	0

Source: primary survey data

Analysis & interpretation: Most of the respondents were stated that promotions are very important for the Sankara Eye Hospital.45% of the respondents expect promotion is very important, 38% of the respondents expect promotion is important, 14% of the respondents expect promotion is moderately important, and 3% of the respondents expect promotion is least important.

4. Opinion about service offered by sankara eye hospital

1. Eye check up

Particular		No of respondents	Percentage of respondents
a.	Very good	56	56
b.	Good	44	44
c.	Average	0	0
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:56% respondent opinion of treatment is very good, 44% of respondent opinion of treatment is good. It is clear that majority of respondent stated that treatment provided from Sankara eye hospital is very good.

2.Contact lens service

Particular		No of respondents	Percentage of respondents
a.	Very good	4	4
b.	Good	6	6
c.	Average	2	2
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:From the above information it is clear that 6% of respondent opinion is good, 4% of the respondent opinion is very good, 2% of respondent opinion is average. It is clear that only few respondents stated that contact lens service is good.

3. Cataract

Particular		No of respondent	Percentage of respondent
a.	Very good	3	3
b.	Good	5	5
c.	Average	0	0
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation: from the above information it is clear that only few members stated cataract service of sankara eye hospital good. 5% of the respondent"s opinion is good, 3% of the respondent"s opinion very good.

4. Lasertreatment

Particular		No of respondents	Percentage of respondents
a.	Very good	3	3
b.	Good	3	3
c.	Average	3	3
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:From the above information 3% of the respondent"s opinion is about laser treatment is very good, 3% of the respondents opinion is about laser treatment is good, 3% of respondents opinion is about laser treatment is average therefore only few members have visited Sankara eye hospital for laser treatment provided by hospital premises.5. Perception (Actual performance / present service) Respondent"s satisfaction level regarding the following service

5.Treatment

Particular		No of respondents	Percentage
a.	Very good	53	53
b.	Good	43	43
c.	Average	0	0
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:It is clear that 53% of the respondents are satisfied with the treatment, 43% of the respondents stated that treatment is good. This clearly shows that majority of the respondents are satisfied with treatment provided by sankara eye hospital.

6.Consultation charges

Particular		No of respondents	Percentage
a.	High	25	25
b.	Reasonable	57	57
c.	Average	16	16
d.	Low	1	1
e.	Very Low	0	0

Source: primary survey data

Analysis & interpretation:It is clear that 57% of the respondents are stated consultation charges is reasonable, 25% of the respondents are stated high, 16% of the respondents are stated average, 1% of the respondents are stated low.It is clear that majority of respondents are satisfied with consultation charges of Sankara eye hospital.

7. Waiting time

Particular		No of respondents	Percentage
a.	Very good	23	23
b.	Good	53	53
c.	Average	19	19
d.	Poor	3	3
e.	Very poor	2	2

Source: primary survey data

Analysis & interpretation:From the above table it is clear that majority of respondents were satisfied with waiting time of the hospital. Majority of respondents are stated that waiting time is good.53% of the respondents are stated that waiting time is good, 23% of the respondents are stated that waiting time is very good, 19% of the respondents are stated that waiting time is average, 3% of the respondents are stated that waiting time is poor,2% of the respondents are stated that waiting time is very poor.

8. Location of the hospital

Particular		No of respondents	Percentage
a.	Very good	15	15
b.	Good	74	74
c.	Average	10	10
d.	Poor	0	0
e.	Very poor	1	1

Source: primary survey data

Analysis & interpretation:It shows that 74% of the respondents were stated location of the hospital is good, 15% of the respondents were stated location of the hospital is very good, 10% of the respondents were stated location of the hospital is average.From the above information it is clear that most of the respondents were satisfied with location of the hospital hence it is clearly indicates that the location of the hospital is good.

9.Transportation facility

Particular		No of respondents	Percentage
a	Very good	20	20
b	Good	64	64
c	Average	16	16
d	Poor	0	0
e	Very poor	0	0

Analysis & interpretation:The above primary data shows that 64% of the respondents were stated transportation facility is good, 20% of the respondents were stated transportation facility is very good,16% of the respondents were stated transportation facility is average.From the above information it is clear that transportation of the hospital is good.

10.Infrastructure

Particular		No of respondents	Percentage
a.	Very good	32	32
b.	Good	53	53
c.	Average	14	14
d.	Poor	1	1
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:It is clear that 53% of the respondents opened infrastructure facility is good, 32% of the respondents were stated infrastructure facility is very good,14% of the respondents were stated infrastructure facility is average, 1 % of the respondents were stated infrastructure facility is poor. Therefore majority of respondents opened infrastructure facility of the hospital is good.

10.Timely service

Particular		No of respondents	Percentage
a.	Very good	28	28
b.	Good	49	49
c.	Average	22	22
d.	Poor	0	0
e.	Very poor	1	1

Source: primary survey data

Analysis & interpretation:It is clear that 49% of the respondents opened timely service is good, 28% of the respondents were stated timely service is very good,22% of the respondents were stated timely service is average,1 % of the respondents were stated timely service is very poor. It is clear that majority of respondents were stated timely service of the hospital is good.

11.Behavior of the staff

Particular		No of respondents	Percentage
a.	Very good	33	33
b.	Good	51	51
c.	Average	14	14
d.	Poor	2	2
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation: The above primary data shows that 51% of the respondents were stated behavior of the staff is good, 33% of the respondents were stated behavior of the staff is very good,14% of the respondents were stated behavior of the staff is average, 2% of the respondents were stated behavior of the staff if poor. It is clear that behavior of the staff in the hospital is good. Hence it indicates that staff of the hospital communicates well with the patients.

12.Communication of the staff

Particular		No of respondents	Percentage
a.	Very good	33	33
b.	Good	59	59
c.	Average	8	8
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:The above primary data shows that 59% of the respondents were stated that communication with the patients is good, 33% of the respondents were stated that communication with the patients is very good,8% of the respondents were stated communication with the patients is average. From the above information it is clear that communication with the patients in the hospital is goo hence it indicates that staff of the hospital communicates well with the patient.

13.Caring, courtesy, & responsiveness towards patients

Particular		No of respondents	Percentage
a.	Very good	30	30
b.	Good	64	64
c.	Average	6	6
d.	Poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:From the above information it is clear that 64% of the respondents were stated that caring courtesy & responsiveness towards patients is good, 30% of the respondents were stated that caring courtesy & responsiveness towards patients is very good, 6% of the respondents were stated that caring courtesy & responsiveness towards patients is average.Hence it is clear that caring courtesy & responsiveness towards patients in hospital premises is satisfied.

14.Performing what they promise

Particular		No of respondents	Percentage
a.	Very good	16	16
b.	Good	77	77
c.	Average	7	7
d.	poor	0	0
e.	Very poor	0	0

Source: primary survey data

Analysis & interpretation:The above primary data shows that 77% of the respondents were stated that performing what they promise is good, 16% of the respondents were stated that performing what they promise is very good,7% of the respondents were stated performing what they promise is average. From the above information it is clear that performing what they promise in the hospital is good.

15. Simple procedure

Particular		No of respondents	Percentage of respondent
a	Very good	16	16
b	Good	62	62
c	Average	20	20
d	Poor	2	2
e	Very poor	0	0

Analysis & interpretation: It is clear that 62% of the respondents were stated simple procedure of the hospital is good, 16% of the respondents were stated that simple procedure of the hospital is very good..20% of the respondents were stated that simple procedure of the hospital is average, 2% of the respondents were stated that poor. Hence it indicates that simple procedure of the hospital is good & satisfactory.

16.Promotion

	Particular	No of respondents	Percentage respondents
a	Very good	15	16
b	Good	63	62
c	Average	20	20
d	Poor	2	2
e	Very poor	0	0

Analysis & interpretation: It is clear that 63% of the respondents were stated promotions of the hospital is good, 15% of the respondents were stated that promotions of the hospital is very good, 20% of the respondents were stated that promotions of the hospital is average, 2% of the respondents were stated that poor. Hence it indicates that promotions of the hospital are good & satisfactory.

17.Will you continue to choose sankara hospital for your further health needs?

Particular		No of respondents	Percentage of respondents
a.	Yes	100	100
b.	No	0	0

Source: primary survey data

Analysis & interpretation: It is clear that 100% of the respondents were choosing the sankara eye hospital for further health needs

18.Would you recommend sankara eye hospital for your family/family?

Particular		No of respondents	Percentage of respondents
a.	Yes	100	100
b.	No	0	0

Source: primary survey data

Analysis & interpretation:It is clear that 100% of the respondents were recommending sankara eye hospital for their family & friends.

SUGGESTIONS/RECOMMENDATION
   a. Simple procedure: There is scope for improvement procedure while delivering the services
   b. promotions of sankara eye hospital. There is scope for improving promotional activity in the area hoarding / advertisements of sanakar eye hospital. Hence the organizations needs to work on promotional activities.
   c. Educate to the societies about the service offered by sankara eye hospital:
   Major respondents of unaware about the specialty service offered by sankara eye hospital. The researcher found during research majority of the respondents/patients is coming for eye check up rather than other specialty service. So organization needs to work on more promotional campaigns and put more number of hoardings at all the public places like railway station, bus stand, near private and government hospital, major circles, near banks and create awareness and educate the public about sankara eye care service.
   d. Infrastructure facility development(canteen facility), Majority of respondents are not satisfied with service offered in the sankara eye hospital. Hence the organization has to look upon the canteen facility of the hospital.

CONCLUSION
From the above study that, it is evident that the majority of the respondents /patients have visited sankara eye hospital for eye checkup than any other specialty services .the eye treatment in sankara eye hospital is excellent according to patients, and patients are very loyal to sankara services,patients are recommended byfamily and friends through word of mouth communication and the patients are highly satisfied with consultation chargers. Patients are satisfied with the location of hospital and hence they convenient to travel to sankara eye hospital for

services. The staff communicates well with the patients about the services providing to them and about the charges of a particular services. Patientare satisfied with response of staff in regard with their quarries in hospital and they are satisfied with the responses of staff in regard with the medical conditions of the patients in hospital as they give individualized attention to the patients and very responsive towards the patients as they are working on giving quality of services without any remarks .patients are satisfied with simple procedure of the hospital and the patients left that the procedure in the hospital is not much complicated ,it is easy to understand for any patients .Majority of the respondents/patients expressed their opinion that the infrastructure ofthe hospital is good and the patients are satisfied with the physical evidence such as seating arrangement ,direction board, parking facility, drinking water facility. Major patients are highly satisfied with the treatment given in sankara eye hospital and they are satisfied with the diagnosis of their problems by doctors and surgeries were perfectly done without any remarks . patients are satisfied with the consultation charges most of the respondents expressed their opinion that sankara eye hospital dose not charges high price for the services compared to their competitors and provide quality services in reasonable price.

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