

# Evaluating Factors influencing Patient satisfaction towards Siddha Sedate

<sup>1</sup>N.Lavanya & <sup>2</sup>Dr.K.Gomathi Shankar

<sup>1</sup>Head, Dept. of Business Administration, Sri Sarada College for Women, Tirunelveli, Doctoral Research Scholar, Annamalai University, Chidambaram (India)

<sup>2</sup>Asst. Prof. Dept. of Business Administration, Doctoral Research Guide, Annamalai University, Chidambaram (India)

## ARTICLE DETAILS

### Article History

Published Online: 03 Oct 2018

### Keywords

Service quality (SERVQUAL) dimensions model, Customer satisfaction, Siddha health care providers. Consumer satisfaction

### Corresponding Author

Email: [balamurugan.aditya\[at\]gmail.com](mailto:balamurugan.aditya[at]gmail.com)

## ABSTRACT

The research paper reveals in a research frame work where customer satisfaction is the dependent variable and reliability, no side effect, service quality are considered as independent variable have been considered for this empirical research. Curable rate is act as moderate variable. The research methodology was carried out in a survey cross sectional applied to 286 respondents. The collected data analyzed by using reliability method, factor analysis, correlation and regression. The empirical research gives that immediate cure is the major factor to affect the customer satisfaction. In addition to that no side effect has a significant positive influence on trust of siddha health care providers.

## 1. Introduction

With the development of medication is developing rapidly in all over world. Present scenario traditional medicine plays a vital role. Therefore, it is important to evaluate the factors of consumer satisfaction towards siddha sedate. The findings revealed that caring, empathy, reliability and responsiveness, physician conduct, service availability, continuity, confidence, efficiency and outcomes correlated to patient satisfaction towards siddha sedate.

## 2. Review of literature

### Patient satisfaction:

1. Patient satisfaction is defined as an evaluation of distinct healthcare dimensions (Linder-Pelz, 1982).
2. Patient satisfaction information should be indispensable to quality assessments for designing and managing healthcare (Turner and Pol, 1995).
3. Patient satisfaction enhances hospital image, which in turn translates into increased service use and market share (Andaleeb, 1988).
4. Patient satisfaction is predicted by factors relating to caring, empathy, reliability and responsiveness (Tucker and Adams, 2001).
5. Ware et al. (1978) identified dimensions affecting patient evaluations, including physician conduct, service availability, continuity, confidence, efficiency and outcomes.
6. Patient satisfaction enhances hospital image, which in turn translates into increased service use and market share (Andaleeb, 1988).

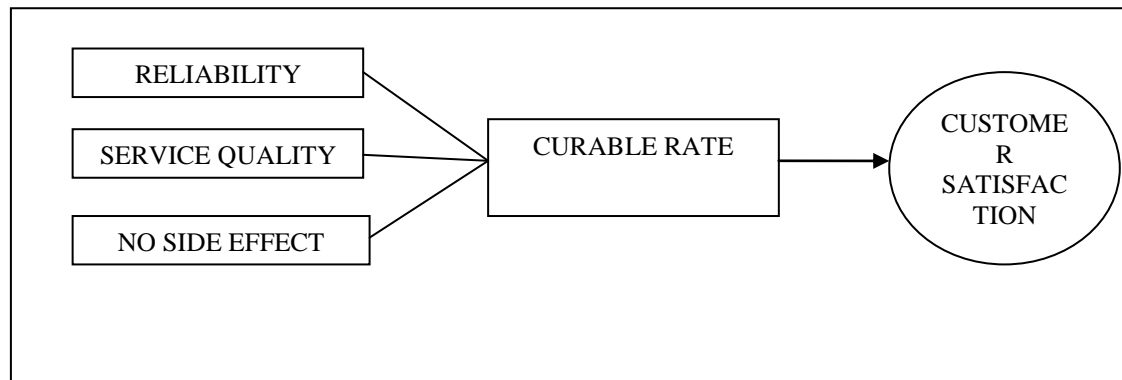
7. Service quality can be clear by customer and that it occurs when service institutes provide service that satisfy the customer's need (Mettters et al). so we can say that , service quality is defined as the fulfillment of customer's hope. Service quality defined as a customer's belief or attitude concerning the rate of service superiority in environment (Ward et al).
8. Consumer satisfaction is defined as meeting one's criteria or satisfying one's hopes or we can say that if customer is satisfied with product and services it has a different emotion or manners towards a particular brand it has used Maiyaki *et al.* (2011).

## 3. Objectives

- To find out demographic profile about the customers using siddha medicine
- To evaluate the factors to drive the customer satisfaction towards siddha health care providers
- To analysis the curable rate in the siddha medicine

## 4. Research Methodology

The current research was descriptive in nature. The main aim of research are describes that reflect the current situation. Questionnaire method is used to collect the data to pertaining about the customer satisfaction in a sample of 286 respondents. Convenience sampling method is used to collect the relevant information from the sample. We collect the sample data from customers those who are follow the siddha medicine. The survey Instrument of the current study was done in the SPSS.

**Conceptual frame work****Demographics Profile of overall sample**

Demographic Profile	Frequency	Percentage
<b>Age</b>		
21-30	50	33
31-40	80	54
41-50	20	13
Total	286	100
<b>Gender</b>		
Male	168	59
Female	118	41
Total	286	100
<b>Marital Status</b>		
Married	179	63
Unmarried	107	37
Total	286	100
<b>Education</b>		
Upto 12 <sup>th</sup>	98	34
UG	85	30
PG	46	16
PG & above	57	20
Total	286	100
<b>Occupation</b>		
Govt.Sector	117	41
Private sector	93	33
Self employed	76	27
Total	286	100
<b>Income</b>		
10,000-15,000	89	31
15,000-20,000	83	29
20,000-25,000	46	16
25,000-30,000	68	24
Total	286	100

**Table 1 reveals that the demographic profile of the respondents.**

- Out of 286 respondents 59 % were male where as 41% were female.
- Age wise,
- Majority of people were in between 31-40 years where as 54% and in the age group between 21-30 years in 33 and 13 % people in the group of between age group of 41-50.

- The majority of literacy rate in the group of PG in 16% and 30% in the UG where as 20% of people had above PG.
- Almost 63% of the respondents were married followed with 37% of respondents were unmarried.
- The highly earned income in this group is 10,000-15,000 with 31% and 15,000-20,000 in this group 29 %, and the group 20,000-35,000 with 16% and others in 24%
- The majority of respondents are working in the government sector in the percentage of 41% and private sectors with the 33%

#### H1: curable rate has significant association with customer satisfaction.

There is no significant relationship between age group and buying behaviour in siddha sedate.	Calculated value	Table value
	4.448	9.488

Result: Significance level at 5%

The above table shows that chi-square value is lower than that of the table value at 5% level. So the null hypothesis is accepted. The test shows that there is no significant relationship between the age group and buying behavior towards the siddha sedate.

#### H2: There is no significant relationship between gender and cure rate in siddha health care providers.

	Gender	Cure rate
Pearson Correlation	1	0.081
Sig. (2-tailed)		0.598
N	45	45
Pearson Correlation	0.081	1
Sig. (2-tailed)	0.598	
N	45	45

The above table shows that the positive relationship between the gender and cure rate in health care providers the value is + 0.598.

#### 5. Conclusion

The study revealed that reliability and , physician conduct, service availability correlated to patient satisfaction towards siddha sedate. In addition to that no side effect has a significant positive influence on trust of siddha health care providers.

#### References

1. Andaleeb, S. (1988), "Determinants of customer satisfaction with hospitals: a managerial model", International Journal of Health Care Quality Assurance, Vol. 11 No. 6, pp. 181-7.
2. Babakus, E. and Mangold, W.G. (1992), "Adapting the SERVQUAL scale to hospital services: an empirical investigation", Health Sciences Research, Vol. 26 No. 2, pp. 767-86.
3. Bitner, M.J. (1990), "Evaluating service encounters: the effects of physical surroundings and employee responses", Journal of Marketing, Vol. 54 No. 2, pp. 69-82.
4. Bitner, M.J. (1992), "Servicescapes: the impact of physical surroundings on customers and employees", Journal of Marketing, Vol. 56 No. 2, pp. 57-71.
5. Bitner, M.J. and Hubbert, A.R. (1994), "Encounter satisfaction versus overall satisfaction versus quality: the customer's voice", in Rust, R.T. and Oliver, R.L. (Eds), Service Quality: New Directions in Theory and Practice, Sage Publications, Thousand Oaks, CA.
6. Boshoff, C. and Gray, B. (2004), "The relationships between service quality, customer satisfaction and buying intentions in the private hospital industry", South African Journal of Business Management, Vol. 35 No. 4, pp. 27-37.
7. Bowers, M.R., Swan, J.E. and Koehler, W.F. (1994), "What attributes determine quality and satisfaction with health care delivery?", Health Care Management Review, Vol. 19 No. 4, pp. 49-55.
8. Butler, D., Oswald, S. and Turner, D. (1996), "The effects of demographics on determinants of perceived health care service quality", Journal of Management in Medicine, Vol. 10 No. 5, pp. 8-20.