

Consumer Awareness and Perception on Quality of Service in Hospitals

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ARTICLE DETAILS

Article History

Published Online: 03 Oct 2018

Keywords

Hospitals, Consumer Perception, Awareness, Problems

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ABSTRACT

In today's highly competitive healthcare environment, hospitals increasingly realize the need to focus on service quality as a means to improve their competitive position. Consumers' awareness and perception of health care service quality therefore play an important role when choosing a hospital. This study is to identify the consumer awareness, perception and the problems faced by the respondents in hospitals. The data has been collected from 50 consumers in Coimbatore by applying random sampling technique. Statistical tools such as percentage analysis and weighted score analysis have been used to analyze the data. Finding of the study reveals that there is no significant relationship between age, gender, educational level, occupation, family type, marital status and level of satisfaction of Hospitals. The main contribution of this study is that, it proposes a way to assess quality services in the hospitals.

1. Introduction

Good health is the basic need of any individual, and it is said prevention is better than cure. Most of us rarely like to go to hospital but the era has come where we are needed to visit the hospital at least to get the assurance about the health condition to have some diagnosis. Patient satisfaction is getting the highest priority for health services. The patient satisfaction survey is becoming the primary tool of assessing this aspect of health care. Health care organization purpose is to measure, analyze, and to report the degree to which they are meeting this goal within their organization. One of the primary concerns in Indian health care sector is the centralization of issues of patient/consumer satisfaction. Today individuals are having different options when deciding on a specific health care provider due to increasing number of service providers and varying options of quality of services provided by them. Services are being highly competitive and the health care industry in India is moving very rapidly to face this situation. Quality assurance has become the major concern in the delivery of medical care. Quality of the product or service is an important parameter of a service organization to evaluate its performance and is equally done for the hospitals which are accountable to country as well as to the provider of the resources.

The fastest growing sector of healthcare quality service is considered as an important one. The organizations have to be equipped and upgrading their services to the level of their customer perceptions so that they can run successfully and increases their market share. Healthcare service is an important one. To be successful in the organizations it must be equipped and upgraded their services to match the level of customer perceptions.

2. Review of literature

Natcha Thawesaengskulthai et.al.,(2015) in their study "Hospital service quality measurement models: patients from Asia, Europe, Australia and America" This study explores how

service quality in hospitals is perceived and measured among different groups of patients from four major continents (i.e. Asia, Europe, Australia and North America) who came to receive medical services in Thailand. Using stratified random sampling, data were collected from 2189 patients from 80 countries and four continents at six hospitals which provide healthcare services to international patients in Thailand. The findings also support that service quality has a significant impact on service satisfaction and the retention level of customers at the hospital. The concluded frameworks may guide healthcare providers to deliver better quality healthcare services and to sustain competitiveness.

Ahasanul Haque., et.al(2012) has analyzed a study on "The Impact of Customer Perceived Service Quality on Customer Satisfaction for Private Health Centre in Malaysia: A Structural Equation Modeling Approach". The main purpose of this paper is to develop and test the modified SERVQUAL model to measure Malaysian private healthcare quality. A total of 131 participants were selected randomly those visit private hospitals in Malaysia for healthcare facility. Then data were examined using means, correlations, principal component and exploratory factor analysis to establish the modified SERVQUAL scale's reliability, underlying dimensionality and convergent, discriminate validity. This paper than utilizes the structural equation modeling technique to do confirmatory factor analysis and test the hypothesized positive inter-relationships between customer's perception and customer satisfaction. The main contribution of this study is that, it proposes a way to assess quality services in the private hospitals. This study has proposed a conceptual model that need further investigation and opens a way for future research.

3. Objective

1. To analyze the awareness and perception on quality of service.

4. Research Methodology

The data has been collected from 50 Consumers in Coimbatore by applying Random sampling technique. Secondary data for the study have been collected from various publications in journals, magazines, website and books. Statistical tool Such as Percentage analysis and Weighted score analysis have been used to analyse the data.

5. Results and Discussions

Analysis and Interpretation

Table 1: shows the classification of the respondents based on their Age, Gender, Educational level, Occupation, Family type and Marital status.

Table : 1 Personal profile of Consumers

Particulars		No. of Respondents	Per cent
Age	20-30 Yrs	5	10
	30-40 Yrs	9	18
	40-50 Yrs	16	32
	Above 50 Yrs	20	40
Gender	Male	15	30
	Female	35	70
Educational level	Illiterate	9	18
	School level	11	22
	College level	5	10
	Professional	25	50
Occupation	Home maker	10	20
	Employed	8	16
	Business	20	40
	Professional	12	24
Family type	Joint family	35	70
	Nuclear family	15	30
Marital status	Married	28	56
	Un married	22	44
Total		300	100

It is inferred from above table that 40 percent of the respondent are in the age group of above 50 years, 70 percent of the respondents are female, 50 percent of the respondents are in Professionals, 40 percent of the respondents are doing business, 70 percent of the respondents are in Joint family and 56 percent of the respondents are married.

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Weighted score ranking analysis

Table 2 Shows Problem faced by customers while availing the service

S. No	Factors	Score	Rank
1	High cost	1050	I
2	Food facility	855	IV
3	Room facilities	800	V
4	Lack of Equipments	930	II
5	Lack of facilities	875	III
6	Staff behaviours	740	VI

Source: Computed

From the above table "High cost" has been ranked first with the score of 1050 points, "Lack of Equipments" has been ranked second with the score of 930 points, "Lack of facilities" has been ranked third with the score of 875 points, "Food facility" has been ranked fourth with the score of 855 points, "Room facilities" has been ranked fifth with the score of 800 points, "Staff behaviours" has been ranked six with the score of 740 points.

6. Suggestion

- The hospitals should implement suitable managerial and technological support and including good infrastructure facilities.

7. Conclusion

Today there are number of Hospitals are available in the health care sector which different in cost, quality of services, etc., In the present technological era it can be easily say that all people are going to the hospital for different purpose. By considering this situation, now a day hospitals are going promote their hospitals they also coming up with different brand names. But people preferred their loyal brands due to various reasons. To conclude those best quality services at reasonable cost could be preferred by the people. The present study reveals that majority of the respondents aware of Hospitals. The Brand building activities may create the awareness to the public and may increases the good will of the hospital comparing to our competitors.