

A STUDY ON IMPACT OF CUSTOMER SATISFACTION TOWARDS THE SERVICE OF HOSPITAL SECTOR

Submitted in partial fulfilment of the requirements for the award of

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by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MANIGANDAN T 42410032** who carried out the Project Training “**A STUDY ON IMPACT OF CUSTOMER SATISFACTION TOWARDS THE SERVICE OF HOSPITAL SECTOR**” under my supervision from January 2023 to March 2023.

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ABSTRACT

Employees who are actively engaged in their job and committed to their organizations provide significant competitive advantages to their organizations, such as increased productivity and fewer employee turnover. The research focused on the practices used in the organization to engage employees. The objective of this research was to determine the amount of dedication, employee perception of their job, and top management support in the business. In order to investigate employee engagement, this study used a descriptive survey approach. The sample was drawn from the organization using a random sampling procedure. Primary and secondary data were used in the course of the study. According to the findings of the study, employer assistance and recognition would contribute to the development of trust between employees and management. The organization promoted information sharing. The organization supported the exchange of information, knowledge, and resources, as well as chances for employees to develop and grow, influencing employee engagement. Employee commitment is proven by good reward programs and techniques that show an interest in employee++ career development. It can be concluded that allowing people to make their own work decisions, control their work, and attain their goals may help employees become more involved in their careers. Furthermore, it is suggested that managers inside organizations include employees more in goal setting. In order to increase commitment levels, organizations must also develop methods for recognizing employee contributions that help clarify what it means to be an employee engagement.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

In the ever-evolving landscape of healthcare, the concept of patient-centered care has gained paramount significance. As hospitals and healthcare providers continue to adapt to the changing needs and expectations of their patients, understanding and enhancing customer satisfaction has become a focal point. This study delves into the dynamic relationship between customer satisfaction and the quality of services in the hospital sector, seeking to illuminate the implications, challenges, and potential solutions for healthcare organizations striving to improve patient experiences.

1.2 Background and Rationale:

Hospitals are no longer viewed merely as institutions for medical treatment; they are increasingly seen as service providers in the healthcare industry. Patient satisfaction, as a key performance indicator, is directly linked to the quality of healthcare services. Satisfied patients are more likely to adhere to treatment plans, recommend the hospital to others, and return for future care. Consequently, understanding the factors that contribute to patient satisfaction is vital for the sustainability and growth of healthcare organizations.

1.3 Customer Satisfaction:

1. Assess Overall Customer Satisfaction: Determine the overall level of customer satisfaction in the hospital sector by collecting and analyzing feedback from patients, their families, and caregivers.

2. Identify Key Determinants of Satisfaction: Identify the critical factors that contribute to or detract from customer satisfaction in healthcare settings, such as wait times, staff behavior, communication, cleanliness, and the quality of medical care.

3. Analyze the Impact on Patient Loyalty: Investigate how customer satisfaction levels influence patient loyalty and the likelihood of returning to the same hospital for future healthcare needs.

4. Examine the Relationship with Patient Outcomes: Explore whether there is a correlation between patient satisfaction and health outcomes, such as recovery rates,

readmission rates, and adherence to treatment plans.

5.Assess the Role of Employee Satisfaction: Investigate how the job satisfaction of healthcare staff, including doctors, nurses, and administrative personnel, affects customer satisfaction and service quality.

6.Evaluate the Effect on Hospital Reputation: Study how patient satisfaction impacts the reputation of the hospital, including its ratings, reviews, and referrals.

7.Analyze the Financial Impact: Examine the financial implications of customer satisfaction, such as the potential for increased revenue due to positive word-of-mouth and the reduced costs associated with lower patient dissatisfaction.

8.Compare Different Types of Hospitals: Compare customer satisfaction levels across different types of hospitals, including public and private institutions, teaching hospitals, and specialty hospitals.

9.Investigate Regional Variations: Explore whether there are regional variations in customer satisfaction within the hospital sector, and identify any factors that might be specific to certain geographic areas.

10.Recommend Improvement Strategies: Based on the findings, provide recommendations for hospitals to improve customer satisfaction and enhance the quality of healthcare services

11.Examine the Impact of Technology: Investigate how the use of technology, such as electronic health records, telemedicine, and patient portals, impacts customer satisfaction in the hospital sector.

12.Understand the Role of Cultural Sensitivity: Assess the role of cultural competence and sensitivity in healthcare service delivery and its impact on customer satisfaction, especially in diverse patient populations.

13.Explore the Effect of Information Sharing: Study how effectively communicating information about treatment options, diagnosis, and discharge instructions impacts patient satisfaction.

14.Investigate the Role of Service Recovery: Analyze how hospitals handle service failures and customer complaints, and whether effective service recovery strategies can mitigate the negative impact on satisfaction.

15.Examine the Impact of Healthcare Policies: Investigate how government regulations and healthcare policies influence customer satisfaction in the hospital sector.

1.4. Statement of the problem :

In recent years, the healthcare industry has witnessed a growing emphasis on patient-centered care and the quality of healthcare services. Despite these efforts, there remains a critical gap in our understanding of the factors influencing customer satisfaction within the hospital sector. The importance of patient satisfaction as a key metric for evaluating healthcare delivery cannot be overstated, yet a comprehensive examination of its impact on various dimensions of hospital services is lacking. This study seeks to address this gap by investigating the multifaceted relationships between customer satisfaction and the quality of services provided by hospitals.

- **Service Quality Dimensions:** The hospital sector is characterized by numerous service quality dimensions, including medical care, staff behavior, waiting times, facility conditions, and communication. The extent to which these dimensions collectively contribute to or detract from customer satisfaction requires in-depth exploration.
- **Demographic Variations:** Patient demographics, including age, gender, educational level, and cultural background, may influence the perception of and satisfaction with hospital services. Understanding these variations is crucial for tailoring healthcare services to diverse patient populations.
- **Impact on Health Outcomes:** The connection between customer satisfaction and health outcomes is an area that warrants thorough investigation. Examining whether higher levels of satisfaction are associated with improved recovery rates, treatment adherence, and overall health outcomes is essential for shaping effective healthcare strategies.
- **Technological Influences:** With the increasing integration of technology in healthcare, including electronic health records and telemedicine, it is imperative to assess how these technological advancements impact customer satisfaction in the hospital sector.
- **Employee and Staffing Factors:** The job satisfaction of healthcare staff and the

adequacy of staffing levels are critical aspects that may influence the overall patient experience. This study aims to understand the interplay between employee satisfaction, staffing levels, and customer satisfaction.

- **Financial Implications:** The financial ramifications of customer satisfaction within the hospital sector remain underexplored. This study will investigate whether high levels of customer satisfaction correlate with increased hospital revenue and potential cost savings.

1.5. Need of the study

1. Quality Improvement in Healthcare Services:

- Identify specific areas of healthcare services that require improvement based on customer feedback.
- Implement evidence-based interventions to enhance the quality of medical care, communication, facilities, and overall patient experience.

2. Enhanced Patient-Centered Care:

- Promote patient-centered care by understanding and prioritizing factors that contribute to customer satisfaction.
- Tailor healthcare services to meet the preferences, expectations, and needs of diverse patient populations.

3. Strategic Decision-Making for Healthcare Providers:

- Provide healthcare providers with actionable insights to make informed decisions in resource allocation, staff training, and service delivery.
- Support strategic planning by aligning hospital services with patient satisfaction priorities.

4. Optimization of Resource Allocation:

- Assist hospitals in optimizing resource allocation by focusing on areas that have the most significant impact on customer satisfaction.
- Streamline processes to improve efficiency and effectiveness in service delivery.

5. Development of Patient-Centric Policies:

- Contribute to the development of patient-centric policies at the organizational and regulatory levels.

- Inform healthcare policymakers about the factors that influence customer satisfaction and how these factors can be addressed through policy initiatives.

6. Identification of Demographic Disparities:

- Highlight potential disparities in customer satisfaction based on demographic factors such as age, gender, education, and cultural background.
- Develop targeted interventions to address these disparities and ensure equitable healthcare services.

7. Financial Implications for Healthcare Providers:

- Explore the financial implications of customer satisfaction, including its impact on hospital revenue, patient retention, and cost savings.
- Assist hospitals in understanding the return on investment associated with improving customer satisfaction.

8. Employee Engagement and Satisfaction:

- Investigate the link between employee job satisfaction, staffing levels, and customer satisfaction.
- Provide insights for hospitals to enhance employee engagement, leading to improved patient experiences.

9. Evidence-Based Practice in Healthcare Management:

- Contribute to evidence-based practice in healthcare management by generating empirical data on the relationships between customer satisfaction and various aspects of hospital services.
- Inform healthcare leaders about best practices for delivering patient-centered care.

10. Improved Healthcare Reputation and Competitiveness:

- Enhance the reputation of healthcare institutions by prioritizing and addressing factors that contribute to customer satisfaction.
- Improve competitiveness in the healthcare market by attracting and retaining patients through positive experiences.

11. Long-Term Patient Relationships and Loyalty:

- Foster long-term relationships with patients by understanding and meeting their needs and expectations.
- Increase patient loyalty through consistently positive healthcare

experiences.

12. Healthcare Policy and Regulation Compliance:

- Ensure that healthcare providers comply with existing healthcare policies and regulations related to patient satisfaction metrics, such as those measured by surveys like HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems).

13. Contribution to Academic Knowledge:

- Contribute to the academic knowledge base by addressing gaps in the literature related to the impact of customer satisfaction on hospital services.
- Provide a foundation for future research and scholarly inquiry in healthcare management and patient-centered care.

1.6 Types of satisfaction



1.7. Objectives for the study:

- a. To examine the factors influencing customer satisfaction in the hospital sector.
- b. To analyze the impact of customer satisfaction on patient loyalty, word-of-mouth recommendations, and hospital reputation.
- c. To identify potential areas for improvement in the delivery of healthcare services

based on patient feedback.

d. To propose recommendations for hospital administrators and policymakers to enhance patient satisfaction and service quality.

1.8 Scope of the study

1. **Service Quality Dimensions:** Explore various dimensions of service quality within the hospital sector, including but not limited to, medical care, staff behavior, waiting times, cleanliness, communication, and facilities. Assess how these dimensions relate to customer satisfaction.
2. **Patient Demographics:** Investigate how patient demographics, such as age, gender, education level, and medical condition, influence their perceptions of and satisfaction with hospital services.
3. **Hospital Types:** Compare different types of hospitals (public, private, teaching, specialty) to understand how the type of institution affects customer satisfaction.
4. **Geographic Variations:** Examine regional variations in customer satisfaction within the hospital sector. Consider how location and cultural factors impact satisfaction levels.
5. **Employee Job Satisfaction:** Analyze the relationship between employee job satisfaction, including doctors, nurses, and support staff, and customer satisfaction. Explore how a motivated and satisfied workforce influences the patient experience.
6. **Service Recovery:** Investigate how hospitals handle service failures, complaints, and patient dissatisfaction. Assess the effectiveness of service recovery strategies in mitigating negative impacts on satisfaction.
7. **Health Outcomes:** Explore the connection between patient satisfaction and health outcomes, such as recovery rates, readmission rates, adherence to treatment plans, and overall patient well-being.
8. **Technology and Innovation:** Evaluate how the adoption of technology, such as electronic health records, telemedicine, and patient portals, impacts customer satisfaction in the hospital sector.
9. **Healthcare Policies and Regulations:** Examine how government regulations,

healthcare policies, and insurance-related factors influence customer satisfaction in healthcare settings.

10. **Financial Impact:** Assess the financial implications of customer satisfaction, including the potential for increased revenue due to positive word-of-mouth, reduced costs from lower patient dissatisfaction, and implications for healthcare reimbursement models.
11. **Reputation and Branding:** Investigate how patient satisfaction contributes to a hospital's reputation, brand image, and the likelihood of patients referring others to the hospital.
12. **Cultural Sensitivity and Diversity:** Analyze the role of cultural competence and sensitivity in healthcare service delivery and its impact on customer satisfaction, especially in diverse patient populations.
13. **Information Sharing:** Study the effect of effectively communicating information about treatment options, diagnoses, and discharge instructions on patient satisfaction.
14. **Patient Expectations:** Investigate how patient expectations and perceptions shape their satisfaction with hospital services. Understand what patients consider as essential aspects of a positive healthcare experience.
15. **Benchmarking and Best Practices:** Compare the customer satisfaction levels of different hospitals and identify best practices that lead to higher satisfaction scores.
16. **Longitudinal Analysis:** Consider conducting longitudinal studies to assess changes in customer satisfaction over time and their correlation with various factors.

1.9 Limitation of the study

1. Sampling Bias:

- The study's findings may be influenced by the composition of the sample, as participants who choose to respond to surveys or interviews may have distinct perspectives compared to those who opt not to participate. This potential bias could impact the generalizability of the results.

2. Response Bias:

- The accuracy of the study relies on participants providing honest and accurate responses. Response bias, where participants may provide socially desirable answers or not accurately represent their experiences, could compromise the validity of the results.

3. Cross-Sectional Nature:

- The study adopts a cross-sectional design, capturing a snapshot of patient satisfaction at a specific point in time. This limits the ability to observe changes or trends in satisfaction levels over an extended period, potentially overlooking fluctuations in service quality.

4. Single-Source Data:

- The study relies primarily on self-reported data from patients. While valuable, this single-source approach may lack the comprehensive perspective gained from incorporating feedback from healthcare professionals and hospital staff, which could provide a more holistic understanding of service quality.

5. Causation vs. Correlation:

- Establishing a direct causal relationship between customer satisfaction and service quality is challenging. While the study aims to explore these dynamics, it may be limited in definitively attributing changes in satisfaction to specific aspects of service delivery.

6. Contextual Factors:

- The study may not fully account for external factors influencing patient satisfaction, such as socio-economic status, cultural differences, or the severity of the patients' health conditions. Failing to consider these contextual factors might lead to an oversimplified understanding of the relationship between satisfaction and service quality.

7. Generalizability:

- Findings from this study may not be universally applicable to all hospitals or healthcare systems. Variations in healthcare infrastructure, cultural norms, and regional differences could limit the generalizability of the results beyond the studied population.

8. Dynamic Nature of Healthcare:

- The healthcare sector is subject to constant changes, including advancements in medical technology, shifts in healthcare policies, and evolving patient expectations. The study's static analysis may not fully

capture the dynamic nature of the healthcare environment, limiting the relevance of its findings over time.

9. Subjective Nature of Satisfaction:

- Customer satisfaction is inherently subjective and can be influenced by various personal and emotional factors. It may be challenging to quantify and measure these subjective elements accurately, potentially leading to an incomplete understanding of the drivers of satisfaction.

10. Resource Constraints:

- The study may be limited by resource constraints, such as time and budget limitations. These constraints could impact the depth and breadth of data collection, potentially compromising the comprehensiveness of the study

CHAPTER 2 REVIEW OF LITERATURE

REVIEW OF LITERATURE

Customer Satisfaction at Hospital Service- 1*Halimatussakdiah and 2Ade Irma Suryani (2019)

This article is a literature review toward ten (10) research paper in the field of marketing services, especially hospital service quality from various countries both developed countries and developing countries. The purpose of this article is to investigate the determinant of customer satisfaction at the health sector. All the investigated articles measure service quality and patient satisfaction, some researchers connect it with behavioral intention and patient loyalty. The variables used to measure patient satisfaction are service quality, value, word of mouth, trust, commitment, brand image, and interpersonal-based services. The dominant research method used in the reviewed articles is quantitative methods and the other is a combination of qualitative with quantitative. To measure service quality, ninety percent of articles are using SERVQUAL dimensions consisting of 5 dimensions (tangible, empathy, reliability, responsiveness, and assurance) with 22 indicators were initiated by Parasuraman et al.

EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND WORD OF MOUTH IN PRIVATE HOSPITALS OF AIZAWL- V. L. Nuntluanga (2020)

In recent years, interest in hospital services has increased as the standard of living has changed and better medical care is required to improve lifestyle. Improving the quality of medical care has become a major concern for patients, and in order to provide better service to patients, the quality of service is becoming increasingly important for hospitals in terms of patient satisfaction and loyalty (Alhashem et al., 2011; Arasli et al., 2008). Meehan et al. (2002) highlighted that understanding inpatients' assessment of the performance quality of hospital services will improve the outcome of the existing health system and the quality of services. As a result, the number of satisfied inpatients increases and patients will continue to visit their hospitals (Arasli et al., 2008). In addition, patients who value the relationship are more likely to remain loyal to their hospital and refer the hospital to others (Kessler and Mylod, 2011).

Service Quality in the Healthcare Industry: A Literature Review and Research Agenda Suman Agarwal*, Ranjit Singh, Chandra Kant Upadhyay (2021)**

The purpose of this paper is to systematically review the literature published on the various

aspects of service quality in the healthcare industry. The study is based on secondary information collected through the systematic review of 144 identified literature. It is found that there are 25 factors affecting the perception of customers towards the service quality, 6 important impact of service quality, 17 dimensions of service quality were identified, and 16 different measures to improve perception towards service quality. The study exhibits the influential drivers of service quality and customer perception that may stimulate healthcare managers to hold on to their customer base and enhance profitability. A positive relationship between customer satisfaction and customer loyalty was also found. Finally, it concluded that if an organization desires to survive for a longer period, it is imperative to do the persistent investigation of its service quality.

Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis Diogo Cunha Ferreira 1,2,* , Inês Vieira 3 , Maria Isabel Pedro 4 , Paulo Caldas 4,5,6 and Miguel Varela 5,7(2023)

: Patient satisfaction with healthcare provision services and the factors influencing it are becoming the main focus of many scientific studies. Assuring the quality of the provided services is essential for the fulfillment of patients' expectations and needs. Thus, this systematic review seeks to find the determinants of patient satisfaction in a global setting. We perform an analysis to evaluate the collected literature and to fulfill the literature gap of bibliometric analysis within this theme. This review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) approach. We conducted our database search in Scopus, Web of Science, and PubMed in June 2022. Studies from 2000–2021 that followed the inclusion and exclusion criteria and that written in English were included in the sample.

Patient Satisfaction with Health Care Services; An Application of Physician's Behavior as a Moderator Faiza Manzoor 1 , Longbao Wei 1,* , Abid Hussain 2 , Muhammad Asif 2 and Syed Irshad Ali Shah 1(2019)

Improved patient care has become a priority for all health care service providers with the optimum objective of achieving a high degree of patient satisfaction [3]. At the same time, good healthcare service delivery, as compared to their counterparts, provides businesses or public trusts with the opportunity to distinguish their facilities in a competitive industry [4]. Currently, on account of the expanded expectations for ordinary services and higher customer's needs, it is obligatory for hospitals to give superior health care services to the patients and to fulfill their requirements [5]. In previous decades, healthcare services and their services are one of the rare

topics in service studies in developing countries like Pakistan. While it has received extensive academic study, the need for improvement in healthcare services has grown which leads to challenges for the service provider (i.e., technical or non-technical staff) and has become a complex task for scholars, government policymakers, therapeutic specialists and hospital administrators to fulfill the requirements of clients which help toward developing satisfaction

HEALTHCARE FACILITIES WEBSITE AND THEIR IMPACT ON CUSTOMER SATISFACTION FROM THE PERSPECTIVE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) Budiman A., Bačík R., Fedorko R., Ivanková V., Turáková A., Koval'ová E (2019)

Organizations are currently facing the challenge of introducing innovative customer-oriented management strategies, Smirnov et al. (2017) and Lajcin et al. (2012) highlighted the importance of these strategies. According to Nowak et al. (1998), in a very narrow context, customer-oriented management is an integrated marketing communication (IMC) application. Nowadays, it is not enough for organizations to provide high-quality services, organizations need to effectively communicate about what customers should know about the currently available and planned services, inform customers about what the organization is doing and what it doesn't, but also remind them of important information what leads to customer loyalty (Duncan and Moriarty, 1998; Rajnoha and Lorincová, 2015; Stefko et al., 2016; Stefko et al., 2017; Minh and Huu, 2016). The importance of recommendations (WOM) in brand management and the overall image of the organization is emphasized by Yaman

Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry Sotirios Zygiaris¹ , Zahid Hameed^{1 *}, Mubarak Ayidh Alsubaie¹ and Shafiq Ur Rehman² (2022)

The aim of this research is to examine the impact of service quality on customer satisfaction in the post pandemic world in auto care industry. The car care vendor in the study made effective use of social media to provide responsive updates to the customers in the post pandemic world; such use of social media provides bases for service quality and customer satisfaction. The study examined the relationship between service quality and customer satisfaction using the SERVQUAL framework. According to the findings, empathy, reliability, assurance, responsiveness, and tangibles have a significant positive relationship with customer satisfaction. Our findings suggest that it is critical for workshops to recognize the service quality factors that contribute to customer satisfaction. Findings also suggest that empathy, assurance, reliability, responsiveness, and tangibles contribute to customer satisfaction. Auto repair industry must regularly provide personal attention, greet customers in a friendly manner, deliver cars after services, notify customers when additional repairs are required, and take the time to clarify

problems to customers.

Patient satisfaction with the healthcare system: Assessing the impact of socioeconomic and healthcare provision factors Sofia Xesfingi† and Athanassios Vozikis*† (2017)

Quality of care is a dominant concept in quality assurance and quality improvement programs in the healthcare sector. The importance of quality in the healthcare sector has been recognized, but it has been accelerated over the last decade through the development of quality insurance, quality improvement programs and patients' agendas [1]. While quality of care, rather than price, is the main concern in healthcare [2], the service provider's technical competence, as well as the immediate results from many treatments, is very difficult for a patient to evaluate [3]. It has been proposed that we can measure the quality of healthcare by observing its structure, its processes and its outcomes [4]. Whereas the aims of effectiveness and safety of healthcare are nearly universal, societies and cultures around the world differ in how much they emphasize the additional aims of patient-centeredness, timeliness, efficiency and equity. Healthcare measures – including process measures– are developed for varied audiences who may wish to use them for healthcare purchasing, utilization, or performance improvement [5].

Element of Marketing: SERVQUAL Toward Patient Loyalty in the Private Hospital Sector Muhammad AKOB1 , Munawar YANTAHIN2 , Gunawan Bata ILYAS3 , Yusriadi HALA4 , Aditya Halim Perdana Kusuma PUTRA5 (2020)

Several customer-satisfaction surveys regarding overall hospital services in Indonesia include service complaints, suggestions, and media readers' letters. Most of the complaints that exist are related to the presence of unprofessional officers in providing services. The quality of health services in the hospital's scope is the degree of perfection of health services for the community to meet the patient's needs for health services following the health professional service standards and service standards by using the potential resources available in a reasonable, efficient and effective manner (Giao et al., 2020; Pham, Vu, Pham, & Vu, 2020). Ensuring a sense of security and fulfilling the aspects of satisfaction following norms, ethics, law, and socio-culture while still paying attention to various parts of both the government and society's capabilities and limitations. Quality health services have become the demands of all parties, including people who are users of health professional services. Therefore, the problem of the quality of health services must be a significant concern. The patient's health problems are diverse, so it seems that health services cannot always satisfy everyone.

IMPACT OF SERVICE QUALITY, TRUST AND PATIENT SATISFACTION ON

PATIENT LOYALTY; CASE IN HEART HOSPITALS IN JAKARTA DEASY ASEANTY (2018)

t-For the last few decades, health industries have been identified as an important role for the community. In the competitive health care industry, the impact of service quality, trust and customer satisfaction has become an important issue. Many people believe that these three factors are important in gaining patient's loyalty, which plays a vital role in the hospital industries nowadays. Providing excellent service quality and achieving customer satisfaction and loyalty is the most important and challenging issue faced by the service industry, including hospital (health) industry. Thus, it is essential that service providers understand customer expectations and perceptions as well as the factors that influence their evaluation and satisfaction. This research has proposed a conceptual framework to investigate the effects of customers' perceived service quality, trust, and customer satisfaction on customer loyalty. To test the conceptual framework, multiple regression has been used to analyze the data collected from 150 patients of 3 heart hospitals in Jakarta. There are: Binawaluya Heart Hospital and Harapan Kita Heart Hospital.

LITERATURE REVIEW CUSTOMER SATISFACTION DETERMINATION AND LEVEL OF COMPLAINT: PRODUCT QUALITY AND SERVICE QUALITY Yusuf Indra Wibowo (2022)

Product Quality affects Customer Satisfaction, where the dimensions or indicators of Product Quality are quality products, in accordance with the price offered, and ease of use affects the dimensions or indicators of Customer Satisfaction in relation to subscription decisions, (Irma Ike Saputri, 2017). To increase Customer Satisfaction by paying attention to Product Quality, what must be done by management is to explore customer desires for the products offered and provide more information related to services and products available, where product providers are still lacking in providing credible information.(Rahman et al., 2018). Product Quality affects Customer Satisfaction, if Product Quality is well perceived by customers / consumers then this will be able to improve the quality of Customer Satisfaction, (Novia et al., 2020). Product Quality affects Customer Satisfaction, this is in line with research conducted by: (Irma Ike Saputri, 2017), (Rahman et al., 2018), and (Novia et al., 2020).

Impact of Flexibility on Patient Satisfaction and Behavioral Intention: A Critical Reassessment and Model Development Pradeep Kumar, Shibashish Chakraborty, Sasadhar Bera (2017)

—In the anticipation of demand fluctuations, services cannot be inventoried and hence it creates a difficult problem in marketing of services. The inability to meet customers (patients)

requirements in healthcare context has more serious consequences than other service sectors. In order to meet patient requirements in the current uncertain environment, healthcare organizations are seeking ways for improved service delivery. Flexibility provides a mechanism for reducing variability in service encounters and improved performance. Flexibility is defined as the ability of the organization to cope with changing circumstances or instability caused by the environment. Patient satisfaction is an important performance outcome of healthcare organizations. However, the paucity of information exists in healthcare delivery context to examine the impact of flexibility on patient satisfaction and behavioral intention.

LITERATURE REVIEW CUSTOMER SATISFACTION DETERMINATION AND LEVEL OF COMPLAINT: PRODUCT QUALITY AND SERVICE QUALITY Yusuf Indra Wibowo (2020)

eds expectations then the customer is very satisfied or happy (Kotler 2006:177, 2019) . Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs(Sugeng, 2016) . Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value. (Sugeng, 2016). Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question. (Tjiptono, 2012)

The Impact of Food Service Attributes on Customer Satisfaction in a Rural University Campus Environment Mireille Serhan 1 and Carole Serhan 2(2019)

The purpose of this study was to determine different food service attributes that have an impact on customers' overall satisfaction at a rural university cafeteria. Over 5 weeks, 676 cafeteria users, including academics, staff, and students, were selected through convenience sampling. They completed an anonymous-designed survey with closed questions (n = 29) assessing quality of food and beverages, quality of service and setting, and satisfaction with food service attributes. In order to measure the existence and degree of significant relationships between different research variables, Pearson correlation coefficients were employed to analyse the data. Means of scores and frequencies were calculated. Results indicated that customers' satisfaction with different service attributes was above average. All service attributes had a significant and positive effect on the overall satisfaction. Since most customers (62.9%) would like to continue eating at the cafeteria, the most common improvements suggested to the university management included among others, improving diet quality by offering more nutritious food

Satisfaction and revisit intentions at fast food restaurants Amer Rajput^{1*} and Raja Zohaib Gahfoor² (2020)

This study is to identify the positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intention of customers at fast food restaurants. Additionally, word of mouth is investigated as moderator on the relationship of customer satisfaction with revisit intentions of customers at fast food restaurants. Data were collected through a questionnaire survey from 433 customers of fast food restaurants through convenience sampling. Hypotheses of proposed model were tested using structural equation modeling with partial least squares SEM-PLS in SMART PLS 3. The results confirmed the positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intentions of customers at fast food restaurants. However, word of mouth does not positively moderate the relationship of customer satisfaction with revisit intentions of customers at fast food restaurants.

A Study on Hospital Supply Chain Management Md. Mamun Habib, Farzana Chowdhury, Seeratus Sabah, Diganta Debnath (2020)

The concept of Supply Chain Management which is traditionally applicable to manufacturing industry can also improve the overall operations of service industry, especially the healthcare industry. In order to get a more comprehensive understanding of hospital supply chain management and to identify the major players and their roles, this study looks into the supply chain process and the major players of the hospital supply chain in private hospitals in Bangladesh. The study initially focuses on exploring the existing literature on hospital supply chain management and subsequently, analyzes the effectiveness of the hospital supply chain process focusing on the key suppliers of the hospital industry. This research is a descriptive study, based on primary and secondary data. Primary data was collected through semi-structured questionnaire and in-depth interviews from respondents from several private hospitals in Bangladesh.

The Impact of Customer Perceived Service Quality on Customer Satisfaction for Private Health Centre in Malaysia: A Structural Equation Modeling Approach

***Ahasanul Haque¹, Abdullah Al Mamun Sarwar¹, Farzana Yasmin², Aftab Anwar¹, Nuruzzaman³ (2019)**

Service quality is not the magniloquence of the today's business enterprise but also occupies a towering position in every business. Without providing accurate level of satisfaction to customer with good levels of service quality no business can survive; they are key point to the organization now a day. Better service quality improves the relationship between customers and the

organization and this is a two-way flow of value (Ojo, 2010). Which means work as a suspension bridge that hang within customer and organization, thus it shows the valuable exchange among them. Mortazavi, Williams, McCue, Schaeffer and Wold (2008) describe customer satisfaction as the key business strategy for a large number of organizations in strengthening their market positioning. There is a vast literature can be found on customer satisfaction and service quality, particularly in the field of marketing

Literature Reviews Relating to Service Quality of Health Care Systems Nisha Joseph (2019)

All sectors in India are undergoing a change from unorganised to an organised structure and so is also seen in healthcare. Notwithstanding the sector's rapid growth and potential, in many respects, India's healthcare falls well below international benchmarks for physical infrastructure and manpower and even falls below the standards existing in comparable developing countries. Thus, India's healthcare sector needs to scale up considerably in terms of the availability and quality of its physical infrastructure as well as human resources so as to meet the growing demand and to compare favourably with international standards. Also, despite the giant steps taken by the Indian healthcare industry, there is a need for improvement in customer service. A comprehensive review of literature has been carried in the present work that discusses the quality of healthcare related to Indian studies and assesses the definition of service quality and development of SERVQUAL.

Service quality in the healthcare sector: a systematic review and meta-analysis Mushtaq Ahmad Darzi, Sheikh Basharul Islam, Syed Owais Khursheed and Suhail Ahmad Bhat (2022)

The quality of healthcare services has long been a subject of concern for both private and public healthcare service providers across the globe. According to Senic and Marinkovic (2013), integrity and competitiveness of a nation's healthcare structure are gauged by the quality of healthcare services rendered. Indian National Health Policy 2017 envisions that everyone should have access to high-quality healthcare without facing financial suffering (MoHFW, 2017). Adherence to quality standards and improved quality design results in a better-perceived value, which leads to better prices, better income and greater profitability (Zeithaml, 2000). Customers of the healthcare industry in developing countries are becoming more and more aware of their right to quality healthcare. Consequently, delivering highquality service by healthcare service providers is gaining momentum (Abuosi & Atinga, 2013). According to Yee, Yeung, and Cheng (2010), healthcare service providers need to provide high-quality services to sustain the trustworthiness of patients

Impact of Service Quality on In-Patients' Satisfaction, Perceived Value, and Customer Loyalty: A Mixed-Methods Study from a Developing Country Nhi Xuan Nguyen, Khoa Tran & Tuyet Anh Nguyen (2022)

Purpose: Recent literature on healthcare quality demands more contextualized and patientperspective research, as models from developed countries are not suitable for developing countries. Moreover, research on private healthcare services in Vietnam has long been underestimated by academia, but it has significant economic and commercial value. Hence, this study explores the dimensions of service quality in private healthcare and how they impact in-patient satisfaction, perceived value, and customer loyalty in Vietnam. **Methods:** This mixed-method study had a sample size of five inpatients for the qualitative phase and 368 inpatients for the quantitative phase from hospitals in Vietnam. The qualitative analysis explores service quality dimensions in private healthcare and incorporates them with the literature to develop a conceptual model. The quantitative phase tests the relationship between each construct in the conceptual model via structural equation modeling. **Results:** The four dimensions of service quality were emotion, function, social influence, and trust. Most of these dimensions have a significant impact on customer perceived value and satisfaction

The effect of service quality on customer loyalty in healthcare sector:

Mediating role of patient satisfaction Endang Saefuddin Mubarak(2019)

Recent years, market structure of both manufacturing and service organizations has undergone many changes, resulting in markets characterized by increasingly fierce competition (Zaim et al. 2010) [19]. Many experts argue that the strategic goal of business activities is the achievement of customer loyalty. Therefore, building consumer loyalty has emerged as a major challenge of service organizations (Zaim et al. 2010) [19]. According to Filip and Anghel (2009) [8], customer loyalty consists of two components: psychological and behavioral components. The behavioral component is related to repeat purchase, while psychological component is related to the consumers attitude toward the companys business.

Patient Satisfaction with Healthcare Services and the Techniques Used for its Assessment: A Systematic Literature Review and a Bibliometric Analysis Diogo Cunha Ferreira 1,2,* , Inês Vieira 3 , Maria Isabel Pedro 4 , Paulo Caldas 4,5,6 and Miguel Varela 5,7 (2023)

Healthcare systems are continually changing and improving, and so it is necessary to find a way to assess outputs while evaluating the satisfaction of the service receiver, in this case, the patient. One can define patient satisfaction as a patient's reaction to several aspects of their

service experience. Assessing patient satisfaction may provide valuable and unique insights about daily hospital care and quality. One widely accepts it as an independent dimension of care quality that includes internal aspects of hospital care. Patient satisfaction is a concept that has long been neglected and cast aside, but is becoming gradually more important. Donabedian [1] includes it as an outcome of healthcare services; hence, it is of utmost importance to evaluate care quality. Several authors argue that satisfaction and the result in terms of the patient's health status are related terms [2–5]. Thus, the present study sheds light on the factors that most influence patient satisfaction.

CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY OF NEPALESE COMMERCIAL BANKS - Anu Ghimire (2018)

Customer satisfaction is considered as the emotional response to the experiences associated with the quality of products, services, timeliness, efficiency, ease of access, environment, other facilities including the behavior and attitude of the service providers in comparison to the customer's expectations. It is the transaction specific effective response to the evaluation of discrepancy between the prior expectations and actual experience relating to banking services. Quality is such an important issue that it is considered a really significant concept in our real life. It is regarded as a strategic organizational weapon. And, the pressing need of developing service organizations and upgrading their services necessitates the measuring of service quality. Service quality has a significant impact on a bank's success and performance. Service quality is particularly essential in the banking services context because it provides a high level of customer satisfaction, and hence it becomes a key to competitive advantage.

Impact of Service Quality and Customer Satisfaction on Customer Loyalty: A Case Study in a Private Hospital in Indonesia Jamaluddin¹ , Endang Ruswanti²(2017)

It is necessary to consider the visit rate of outpatient in order to increase hospital revenue. Accordingly, to create customer satisfaction, a hospital should be able to improve its service quality. Therefore, dimensions of service quality as determinants of customer satisfaction for establishment of patient loyalty need to consider. The previous researches have confirmed that service quality creates patient loyalty with and without mediation of customer satisfaction. There many previous researches that investigate service quality, customer satisfaction, and customer loyalty, however, they only used multiple regression analysis or SEM. So, in this research, the researcher uses a combination of multiple regression analysis and SEM. The objectives of this research are: first, to see the impact of service quality on patient satisfaction; second, to see the impact of patient satisfaction on customer loyalty; third, to see the impact of service quality on

patient loyalty. The respondents of this research are non-insurance outpatients of a private hospital in Tangerang, Indonesia by using a questioner. The data analysis methods of this research were multiple regression method for dimension of service quality toward satisfaction and Structural Equation Model (SEM) analysis for variable of service quality and customer satisfaction toward loyalty.

Service Quality and Customer Satisfaction: Empirical Evidence from the Ghanaian Public Service Anthony Sumnaya Kumasey (2018)

In the face of heightening competition and customer sophistication, scholars and practitioners are laying more emphasis on quality service delivery as an important driving force to organizational excellence. These days, customers have become more knowledgeable and sophisticated in demanding for their rights partly due to technological upsurge and industrial interplay. As a result, their expectations of service quality delivery have risen considerably. The service industry (both in the public and private organizations) plays an important role in the economy of many countries. In today's global competitive environment delivering quality service is considered as an essential strategy for success and survival (Parasuraman et al., 1985; Zeithaml et al., 1990). Service quality is seen as the major driving force for business sustainability (Carlzon, 1987), it is also recognized as the success factor for firms (Rust and Oliver, 1994) and higher profitability (Gundersen et al., 1996). Public sector organizations have come under increasing pressure to deliver quality services (Randall and Senior, 1994) and improve efficiencies and loyalty.

PATIENTS' SATISFACTION TOWARDS THE HEALTHCARE INSTITUTIONS SERVICE QUALITY: A COMPARISON BETWEEN PUBLIC AND PRIVATE HOSPITALS IN KLANG VALLEY KANG AIK JOO (2019)

In Malaysia, there are 2 tier healthcare systems: government hospital and private hospital. There are 135 government hospitals with 9 special medical institutions and 187 private hospitals. In government hospital, the citizens only need to pay very minimum fee as there is subsidy from the government. However, there are still a lot of people prefer to seek for treatment in private hospitals. The aim of this study is to determine the factors that influence the patients' satisfaction in the hospitals, by using the SERVQUAL models. Under this model, the five criteria of service quality are reliability, assurance, tangible, empathy, and responsiveness. Developed by Parasuraman, this model was widely used to determine the consumer perception of service quality (Parasuraman, Zeithaml, & Berry, 1988). The service quality is not considered high if the patient does not feel satisfied during the visit.

Improving Patient Satisfaction in a Hospital F atient Satisfaction in a

Hospital Foodservice System vice System Using Low-Cost Interventions: Determining Whether a Room Service System is the Next Step Vanessa A. Theurer (2019)

Hospital food and nutrition services play an important role in patient recovery and well-being. Foodservice quality can also influence patients' satisfaction with their overall hospital experience (McLymont, Sharon, & Stell, 2003; Williams, Virtue, & Adkins, 1998). With health care industry competition on the rise, many hospital foodservice operations are looking for ways to improve patient satisfaction. This study will investigate patient foodservice satisfaction at St. Mark's Hospital (STMH), a 276- bed teaching hospital which primarily serves the urban community of the Salt Lake Valley in Salt Lake City, Utah. STMH is part of the Hospital Corporation of American (HCA) and is a highly respected Mountain Star facility. HCA is a Nashville-based hospital company with 164 hospitals in 20 states (Hospital Corporation of America, 2011). HCA conducts a quarterly, company-wide Gallup poll that surveys post-discharge patients on a variety of factors affecting their overall hospital stay experience and satisfaction.

Influence of Service Quality on Customer Satisfaction with Unique Orientation Towards Primary Health Centres- Krishnan G, Ajai (2021)

All over the world service industries are facing a great challenge in assessing and managing service quality especially the hospital sector. Since patient's satisfaction is the success mantra of any hospitals, and if the patients are not satisfied with the services of the hospital then they will not visit that hospital again in their lifetime. So, today the health care system and its quality of service became a chief concern for patients in all over the world and in Kerala too. So, in every nation it became a major priority for the service delivery providers in health care sector to highlight the importance of service delivery and progress its quality over time so that it will satisfy their patients and hold them to their health care centres. This is why today customer satisfaction being considered as the key factor that leads to sustainable luxury for the respective organization.

A critical review of patient satisfaction Liz Gill and Lesley White (2022)

Understanding satisfaction and service quality have, for some considerable time, been recognised as critical to developing service improvement strategies. The inaugural quality assurance work of Donabedian (1980) identified the importance of patient satisfaction as well as providing much of the basis for research in the area of quality assurance in healthcare. In the healthcare sector, the importance of measuring patient satisfaction is well articulated (Lin and Kelly, 1995) with patient satisfaction having been studied and measured extensively as a stand alone construct and as a component of outcome quality (Heidegger et al., 2006) and in particular in quality care assessment studies (Sofaer and Firminger, 2005). Furthermore, the literature tells

us that the concept of satisfaction is complicated (Heidegger et al., 2006), irrespective of the area in which it is studied. It is a multidimensional concept; not yet tightly defined; and part of an apparently yet to be determined complex model. (Hawthorne, 2006).

A STUDY ON PATIENT SATISFACTION IN HOSPITALS (A Study on Three Urban Hospitals in Guntur District, Andhra Pradesh) T Sreenivas¹ and Nethi Suresh Babu^{2*} (2019)

A critical challenge for health service providers in developing countries is to find ways to make them more client-oriented. Indifferent treatment of patients, unofficial payments to providers, lack of patient privacy, and inadequate provision of medicines and supplies are common, yet are rarely acknowledged by traditional quality assessment methods. Assessing patient perspectives give users a voice, which, if given 1 Department of Management Sciences, RVR & JC College of Engineering, Guntur-19, AP. 2 Department of Management Studies, Sasi Institute of Technology and Engineering, Tadepalligudem-534101, West Godavari (Dt.), AP. systematic attention, offers the potential to make services more responsive to people's needs and expectations, important elements of making health systems more effective (Krishna Dipankar Rao et al., 2006). The main beneficiary of a good health-care system is clearly the patient.

Patient Satisfaction Survey as a Tool Towards Quality Improvement Rashid Al-Abri and Amina Al-Balushi (2018)

Healthcare industries have seen recent movements towards continuous quality improvement and this has gained momentum since 1990 and according to Donabedian's declaration for incorporating patient perception into quality assessment, healthcare managers thus incorporate patient centered care as a major component in the healthcare mission.¹ The healthcare managers that endeavor to achieve excellence take patient perception into account when designing the strategies for quality improvement of care. Recently, the healthcare regulators shifted towards a market -driven approach of turning patient satisfaction surveys into a quality improvement tool for overall organizational performance.² In 1996, evaluation of patient satisfaction was mandatory for all French hospitals.³ Laurent et al. 2006 conducted a study in a tertiary teaching hospital in France aiming to assess the opinions of clinical staff towards the effect of in-patient satisfaction surveys on the quality improvement process.

Patient Satisfaction Survey among Inpatients in a Multispeciality Teaching Hospital, South India: A Feedback Analysis 1 Sathish Raju N, 2 Jayati Bahuguna, 3 Jagiri N Rao (2018)

Patient satisfaction is a subjective phenomenon and many factors contribute directly or indirectly. In today's competitive healthcare market, patients expect more than just satisfaction. So, patient satisfaction has become a high priority to hospitals and health plans across the country and is the strongest determinant of the hospital. A patient's satisfaction may not be totally influenced by the quality of physician available, but it reflects how medical care has been delivered. Although, their main expectation is getting cured and going back to their work, but there are other factors, which affect their satisfaction. It is an important and commonly used indicator for measuring the quality of healthcare.

Patient satisfaction with health care at a tertiary hospital in Northern Malawi: results from a triangulated cross-sectional study Frank Watson Sinyiza¹ , Paul Uchizi Kaseka¹ , Master Rodgers Okapi Chisale^{2,3}, Chikondi Sharon Chimbatata¹ , Balwani Chingaticifwe Mbakaya^{4,5}, Pocha Samuel Kamudumuli⁶ , Tsung-Shu Joseph Wu^{2,7} and Alfred Bornwell Kayira^{1*} (2022)

Malawi aspires to achieve Universal Health Coverage (UHC) by 2030 [1]. But a 2016 situation analysis of the health sector in Malawi identified low quality of care as a major setback to achieving UHC and improving population health outcomes [2]. Based on recommendations of this report the Malawi government has since 2016 been undertaking several health sector reforms to improve the quality of health services at all levels of care by improving and strengthening leadership and governance, human resource capacity, clinical practice, client safety, peoplecentered care and supply chain systems [1]. In 2018, the Ministry of Health and Population (MoHP) designated patient or client satisfaction with services as one of the main indicators for monitoring improvements in the quality of services in public health facilities in Malawi, and encourages the conduct of patient satisfaction surveys disaggregated by service type and facility type every two years [3]

PATIENT SATISFACTION ABOUT HOSPITAL SERVICES: A STUDY FROM THE OUTPATIENT DEPARTMENT OF TERTIARY CARE HOSPITAL, JABALPUR, MADHYA PRADESH, INDIA Arvind Sharma¹, P K Kasar², Richa Sharma³ (2017)

Outpatient Department in any hospital is considered to be shop window of the hospital.^{1,2} Patient satisfaction is as important as other clinical health measures and is a primary means of measuring the effectiveness of health care delivery.³ Patient satisfaction denotes the extent to which general health care needs of the clients are met to their requirements. Patients carry certain expectations before their visit and the resultant satisfaction or dissatisfaction is the

outcome of their actual experience.^{4,5,6,7} The purpose of health care services is to improve the health status of the population. There is now broad agreement that health services should be comprehensive, accessible and acceptable, provide scope for community participation and available at a cost the community and country can afford.

An Empirical Study of the Impact of Service Quality on Patient Satisfaction in Private Hospitals, Iran - Ehsan Zarei¹ , Abbas Daneshkohan¹ , Behrouz Pouragha² , Sima Marzban¹ & Mohammad Arab³ (2019)

Customer satisfaction as an important determinant of success and long-term survival in the health care industry has caught the providers' attention in the present competitive conditions (Laohasirichaikul, Chaipooirutana, & Combs, 2010). For the hospitals, satisfied patients are important because the patients' greater satisfaction with the care would entail the patients' more adherence of the doctor's orders, more loyalty, positive word of mouth by the patient, reducing the number of the patient's complaints, higher profitability, higher rates of the patient return and more patient referrals (Choi, Cho, S. Lee, H. Lee, & Kim, 2004; Dawn & Lee, 2004; Wu, 2011). For these reasons, the patient's satisfaction evaluation has become a part of the strategic process of health care organizations. Measuring the patient satisfaction and recognition of its effective factors is important to the health care managers due to the impacts they make on the health and financial results of the health care organizations (Raposo, Alves, & Duarte, 2009)

HEALTHCARE FACILITIES WEBSITE AND THEIR IMPACT ON CUSTOMER SATISFACTION FROM THE PERSPECTIVE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) Budiman A., Bačík R., Fedorko R., Ivanková V., Turáková A., Koval'ová E. (2019)

: Recently, customer relationship management (CRM) applications have also shown importance in areas where demand exceeds supply. The core of CRM is based on marketing and communication with the customer is an important part of the marketing philosophy. The primary objective of this study is to highlight the importance of dental healthcare website elements from the customer's perspective in terms of customer satisfaction. The primary data included 448 respondents. The parameters of the website were assessed in the research, where it was found that there should be a term management element and a reminder system (e.g. SMS) on the dentist's website. In general, it can be said about linking the primary e-communication between the doctor and the patient, the doctor should primarily focus on inviting the patient to attend a medical examination or should provide information about preventive examinations. These issues

have the greatest impact on overall satisfaction. These outputs were achieved using frequency and descriptive statistical characteristics and regulatory models (ridge, lasso, elastic net) and a multiple linear regression analysis model.

Consumer Satisfaction about Hospital Services: A Study from the Outpatient Department of a Private Medical College Hospital at Mangalore Prasanna KS, Bashith MA, Sucharitha S (2019)

Health care has two connotations (a) health care programs and (b) medical care organizations. Medical care organizations are mainly providing curative care. They are attractive and high-tech oriented and they should be cost effective.(1) In recent years, quality assurance has emerged as an internationally important aspect in the provision of health care services.(2) The health care system depends on availability, affordability, efficiency, feasibility, and other factors.(3) Consumer satisfaction is recognized as an important parameter for assessing the quality of patient care services. Satisfaction regarding the attitude of providers toward these services is expected to affect treatment outcome and prognosis. There is a need to analyze the health care system as often as possible.(4)

A Review of Healthcare Service Quality Dimensions and their Measurement Raghav Upadhyai¹ Arvind Kumar Jain² Hiranmoy Roy² Vimal Pant³ (2019)

Service quality has been a matter of concern for public and private healthcare institutions across the world. Increased focus on patient-centered care led to several researches in exploring what determines service quality and how can it be measured. The objective of this paper is to explore and summarize the available pool of published knowledge as to understand what comprises healthcare service quality, the underlying dimensions of healthcare service quality, and how it is measured. Literature review, covering significant researches in the field of healthcare service quality, service quality dimensions and its measurement was conducted on EBSCO and Google Scholar databases. Findings were presented in the form of medical and non-medical aspects of healthcare service quality. It can be concluded dimensionality in the healthcare service quality is context specific and patients weigh them differently. Perceptions only measures dominate healthcare quality evaluation over gap score based models. Further, healthcare service quality construct and its measurement has been primarily done from the patient's perspective, however, the provider's perspective of the healthcare service quality has not been taken into consideration.

Service Quality Assessment of Hospitals in Asian Context: An Empirical

Evidence From Pakistan Muhammad Shafiq, PhD¹ , Muhammad Azhar Naeem, PhD² , Zartasha Munawar, MS¹ , and Iram Fatima, PhD Scholar¹ (2017)

Hospitals vary from one another in terms of their specialty, services offered, and resource availability. Their services are widely measured with scales that gauge patients' perspective. Therefore, there is a need for research to develop a scale that measures hospital service quality in Asian hospitals, regardless of their nature or ownership. To address this research need, this study adapted the SERVQUAL instrument to develop a service quality measurement scale. Data were collected from inpatients and outpatients at 9 different hospitals, and the scale was developed using structural equation modeling. The developed scale was then validated by identifying service quality gaps and ranking the areas that require managerial effort. The findings indicated that all 5 dimensions of SERVQUAL are valid in Asian countries such as Pakistan, with 13 items retained. Reliability, tangibility, responsiveness, empathy, and assurance were ranked first, second, third, fourth, and fifth, respectively, in terms of the size of the quality gap. The gaps were statistically significant, with values $\leq .05$; therefore, hospital administrators must focus on each of these areas. By focusing on the identified areas of improvement, health care authorities, managers, practitioners, and decision makers can bring substantial change within hospitals.

Exploring the Relationship Between Hospital Service Quality, Patient Trust, and Loyalty From a Service Encounter Perspective in Elderly With Chronic Diseases An-Jin Shie^{1,2,3}, Yung-Fu Huang⁴ *, Guang-Yu Li ⁵ , Wen-Yi Lyu³ , Ming Yang³ , You-Yu Dai ⁶ , Zhao-Hui Su¹ and Yenchun Jim Wu^{7,8} * (2022)

Based on the service encounter perspective, this study combines theoretical foundations for such factors as service quality and the characteristics of the hospital service industry to develop a research model scale to investigate whether the quality of hospital services affects patients' perceptions of health service encounters, trust, and loyalty. Nowadays, with the advancement of medical technology, patients pay more attention to the quality of medical services and good service encounters provided by healthcare professionals in order to establish positive patient relationships; hospitals need to improve their own service quality and establish good patient trust relationships so that doctor-patient satisfaction and loyalty can be improved. In a review of related literature, this study found that most past studies focused on issues related to quality of medical services and patient satisfaction, but ignored those related to the relationship between medical service encounters and patient trust and loyalty, as well as the lack of scientific measurement markers for service encounters in the Chinese medical service industry. Therefore, this study uses the Service Encounter Perspective and Service Quality Theory Development Research Scale to collect and analyze data for a typical case of a Chinese tertiary hospital.

Factors influencing healthcare service quality Ali Mohammad Mosadeghrad* (2018)

The Iranian healthcare system has been characterised by a strong public sector component. Public healthcare services are complemented by the private sector (i.e. private hospitals and independent medical practitioners' clinics). The healthcare delivery system is structured into three levels. In the first level, Ministry of Health and Medical Education (MoHME) delivers free of charge Primary Healthcare (PHC) services. This level includes rural health houses, rural health centres, urban health posts, and urban health centres. The second level of the system consists of district health centres and district hospitals. The district health centre is responsible for the planning, supervision, and support of the PHC network. The third level of the system consists of the provincial health centres and specialty hospitals (1). All formal workers and their dependents are insured by Social Security Organization (SSO). They receive healthcare services free of charge in SSO facilities. Members of the military forces and their dependents are covered through the Armed Forces Medical Service Organisation (AFMSO).

Quality of care from the patients' perspective: from theoretical concept to a new measuring instrument Herman J. Sixma PhD, Jan J. Kerssens PhD, CreÂtien van Campen PhD and Loe Peters MA (2019)

In market research a somewhat different approach was developed by Parasuraman et al. 17,18 Rather than focusing on (dis)satisfaction, their service quality (SERVQUAL) model concentrates on expectations and experiences. Both elements are considered as important parts of a process towards continuous quality improvement (CQI), and are measured in a way directly related to the theory behind the SERVQUAL model. Although the value of looking at expectations^{9,19} and the appropriateness of the SERVQUAL model²⁰ can be questioned, we think that the methodology applied in business research could fill the gap between theory and practice within the field of patient satisfaction research. This article briefly reviews some of the relevant theories that have been applied to the concept of patient (or consumer) satisfaction and quality of care, both in health care and marketing sectors. Next, a conceptual framework for measuring quality of care from the patients' perspective will be presented and further elaborated upon by discussing its separate elements and relevant background variables related to patient's judgements of quality of care. Finally, the relevance of the new conceptual framework is illustrated by an example from a study on the quality of care delivered by Dutch general practitioners (GPs)

SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HEALTH CARE INDUSTRY - TOWARDS HEALTH TOURISM MARKET Suzana Marković Dina

Lončarić Damir Lončarić (2017)

The purpose – Service quality and customer satisfaction have been extensively researched in the profit sector, but are also important in the non-profit sector. Specialty hospitals and health spas operate in the non-profit sector in Croatia, but some of them try to provide a part of their services to the health tourism market. Hospitals that work in the non-profit sector and especially those that see their future in the health tourism market need to pay attention to service quality and customer satisfaction. Although specialty hospitals are a vital segment of the Croatian health system, there has not been enough research regarding service quality and customer satisfaction measurement in that sector. Therefore, the purpose of this study is to assess the impact of service quality on customer satisfaction in the healthcare sector. Design/methodology – Empirical research is used to determine patients' perceptions and expectations of service quality in one specialty hospital for medical rehabilitation. SERVQUAL instrument was used to measure the service quality. The SERVQUAL questionnaire included an expectations and perceptions section, each consisting of 34 statements. In addition, the questionnaire contained an extra section relating to demographics and an overall question on the impression of quality of the service provided. One hundred and four (104) satisfactorily completed questionnaires were collected.

Customer relationship management systems (CRMS) in the healthcare environment: A systematic literature review Yahia Baashara,* , Hitham Alhussianb , Ahmed Patelc , Gamal Alkawsia , Ahmed Ibrahim Alzahraniid , Osama Alfarrajd , Gasim Haydera (2020)

Healthcare organisations face substantial pressure to maintain high quality medical care while simultaneously increasing safety and reduce costs [1,2]. Issues such as the growing number of chronic illnesses and the ageing population; higher patient demand and expectations; and the lack of qualified medical professionals, have complicated healthcare organisations' ability to fulfil their missions [3,4]. Health information technology (HIT, also known as e-health or medical informatics [5]), is viewed as a significant tool to achieve cost savings, efficiency, quality, and safety [6–8]. The benefits of HIT include: improved medical services and workflows, providing decisionmaking support and clinical information for medical professionals, expanding the quality, safety, and effectiveness of patient care, preventing medical errors; and reducing expenses, admissions, and paperwork [9–16]

The impact of marketing strategies in healthcare systems You-Yu Dai 6 , Zhao-Hui Su1 and Yenchun Jim Wu7,8 * (2019)

The dynamic evolution of life has inevitably affected the healthcare systems generating

significant changes and imposing healthcare marketing as an indispensable element of health brands. Healthcare is a field in a permanent evolution, the plethora of opportunities stimulating creativity, enthusiasm, and will exploit the specialists in the field. As the philosophy and marketing techniques in other fields cannot find applicability in the healthcare services, healthcare need their own approach and present certain features that are not found in other industries (Thomas RK. Health Services Marketing, A Practitioner's Guide, 2008, Ed. Springer). Through its specificity, healthcare marketing is an interdisciplinary field because it uses certain concepts, methods, and techniques specific both to classical and social marketing.

IMPACT OF SERVICE QUALITY, TRUST AND PATIENT SATISFACTION ON PATIENT LOYALTY; CASE IN HEART HOSPITALS IN JAKARTA DEASY ASEANTY (2015)

The development of hospital industries in Indonesia has been improving in the recent years. Not only the government hospitals, but also the private hospitals began to appear. This is surely bringing changes in terms of the level of service and also the availability of better medical facilities. It can't be denied that hospitals became one of the health facilities that play an important role for the society. Another evidence of the development of hospitals in Indonesia is the issuance of regulations and legislation that aims to encourage investment and create a better business condition and hospital services. Evidently, not only the government does have an obligation to provide health care services to the community, but also are businesses increasingly active investing in Indonesian hospital industry. On the other side, health care institutions face unique challenges around the world

Impact of Service Quality on Customer Satisfaction in Ghana hospitals: A PLS-SEM Approach Emmanuel Bosompem Boadi¹ , Wang Wenxin¹ Geoffrey Bentum-Micah¹ , Isaac Kwabena Jerry Asare¹ , Laura Sefah Bosompem¹ (2019)

Better service quality is a critical factor which can be useful for distinguishing and improving organization's performance in the era of intense competition (Farooq et al., 2018; Jamaluddin & Ruswanti, 2017). Pertaining to the subjective nature of service quality, its dimensions and measurement issues have been investigated by various recent studies (B & M, 2018; Farooq et al., 2018; Gohain, Thambiah, & Hong, 2018; Meesala & Paul, 2018). Conceptual and empirical relationship between service quality and customer satisfaction have received substantial attention from researchers, turning it into one of the core marketing instruments (Farooq et al., 2018). Although measurement of service quality has received a great deal of attention, yet service quality of hospital industry in developing requires a thorough investigation (Paul et al.,

2016; Tenkorang, 2016; Woldeyohanes et al., 2015). Notwithstanding, most of these researches were conducted in public hospitals.

Service quality and its impact on customer satisfaction in Indian hospitals Perspectives of patients and their attendants Panchapakesan Padma, Chandrasekharan Rajendran and Prakash Sai Lokachari (2019)

The world's rising population and increasing standards of living have driven significant growth within the global healthcare services sector, as consumers have demanded better medical care to support their improving lifestyles. Of late, India is becoming a preferred healthcare destination for neighboring countries and the West due to low cost and high quality of treatment available, giving rise to the term "medical tourism". In India more than 50 percent of the total health expenditure comes from individuals, as against the state-level contribution of below 30 percent. The government funds allocated to healthcare sector The current issue and full text archive of this journal is available at www.emeraldinsight.com/1463-5771.htm Service quality in Indian hospitals 807 Benchmarking: An International Journal Vol. 17 No. 6, 2010 pp. 807-841 q Emerald Group Publishing Limited 1463-5771 DOI 10.1108/14635771011089746 have always been low in relation to the population of the country. In the private sector healthcare industry, healthcare facilities are run for profit by companies. Healthcare facilities run by charitable organizations also provide services totally free or at very low costs depending on the income of the patient or patient's family

Service quality in healthcare establishments: a literature review- Faisal Talib* (2020)

: Over the past two decades, Indian healthcare establishments (HCEs) have embraced service quality (SQ) and SQ dimensions in some way to their organisation in order to improve the patient's satisfaction level. However, a recent report indicated that there is little evidence of leading Indian researchers working on healthcare quality and related areas in healthcare sector. Moreover, the perception is that whatever research has been conducted is fragmented, very specific in nature and specialised. In light of this, the purpose of the present study is to develop an extensive and systematic literature search on healthcare quality, SQ, development and application of SERVQUAL and to understand the link between SQ and patient satisfaction. The paper further identifies the healthcare quality dimensions and models for HCEs. Finally, it was concluded that further research is necessary to develop conceptual underpinning and analytical models based on quantitative studies. The outcome of this study will help Indian healthcare practitioners and quality experts to take initiative in implementing hospital SQ dimensions in their organisations as well as may propose a framework/model for enhanced performance.

Cross-Sectional Study of Clients' Satisfaction With Outpatient and Inpatient Services of Public Health Facilities of a North Indian State Manmeet Kaur, Abu Bashar, Tarundeep Singh and Rajesh Kuma (2020)

Donabedian defined patient satisfaction as patient-reported outcome measure while the structures and processes of care can be measured by patient-reported experiences.² Moreover, quality assurance and accreditation process in most countries requires that satisfaction of clients be measured on a regular basis.³ Quality of health services has been traditionally based on professional practice standards. However, in recent times, patient's perception about health care has been increasingly accepted as an important measure of quality of health care and a critical component of performance improvement and clinical effectiveness.⁴ Donabedian emphasised that client satisfaction is of fundamental importance as a measure of quality of care because it gives information on provider's success at meeting those client values and expectations, on which client is the ultimate authority.^{5,6} Patients' evaluation of care is a realistic tool to provide opportunity for improvement of care, enhancing strategic decision making, reducing cost, meeting patients' expectations, framing strategies for effective management, monitoring performance of health plans, and provide benchmarking across health care institutions.^{2,7-9} In addition, patient satisfaction reflects patients' involvement in decision making and their role as partners in improving the quality of health care services.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

1. Define Your Research Questions: Start by clearly defining the research questions you want to answer. These questions will guide your entire research process. For

- What is the level of customer satisfaction in the hospital sector?
- How does customer satisfaction impact hospital service quality?
- What are the key determinants of customer satisfaction in healthcare settings?

2. Literature Review: Conduct a comprehensive review of existing literature related to customer satisfaction in the hospital sector. This will help you understand the current state of knowledge, identify gaps in the literature, and refine your research questions.

3. Data Collection: Determine the methods you'll use to collect data. In this context, you might consider using a combination of the following techniques:

- **Surveys:** Develop structured questionnaires to collect data from patients, their families, or caregivers.
- **Interviews:** Conduct interviews with hospital staff, patients, and their families to gather qualitative insights.
- **Observations:** Observe hospital processes and interactions to understand service quality and customer satisfaction.

4. Sampling: Define your target population and select a representative sample. This step is crucial for the generalizability of your findings. Consider factors like age, gender, medical condition, and location when selecting your sample.

5. Data Analysis: Analyze the collected data using appropriate statistical techniques. You may use software like SPSS or R for quantitative data analysis and thematic analysis for qualitative data.

6. Key Performance Indicators (KPIs): Identify and measure relevant Key Performance Indicators (KPIs) that reflect service quality and customer satisfaction in hospitals. Common KPIs may include patient wait times, staff responsiveness, cleanliness, and patient feedback scores.

7. Statistical Testing: Use statistical tests to establish relationships between customer satisfaction and service quality indicators. This may involve correlation analysis, regression analysis, or chi-square tests, depending on the nature of your data.

8. Data Visualization: Create graphs, charts, and other visual aids to present your findings. Visualizations can make complex data more accessible and understandable.

9. Interpretation of Results: Interpret the results of your analysis in the context of your research questions and hypotheses. Discuss the implications of the findings for the hospital sector.

- 10. Recommendations:** Based on your research findings, provide practical recommendations for hospitals to improve service quality and customer satisfaction. These recommendations should be specific, actionable, and evidence-based.
- 11. Conclusion:** Summarize your findings, their significance, and the contributions of your study to the field of healthcare management and policy.
- 12. Report Writing:** Prepare a well-structured research report or thesis that includes an introduction, literature review, methodology, results, discussion, and conclusion sections.
- 13. Peer Review:** Consider having your research reviewed by peers or experts in the field to ensure the quality and validity of your work.
- 14. Dissemination:** Share your findings through academic journals, conferences, and other relevant platforms to contribute to the body of knowledge on healthcare service quality and customer satisfaction.

3.2 RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.3 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4 SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

3.4.1 Primary Data

It is a source of collecting data by first-hand information through observation,

direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

3.2.1 Secondary Data

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.3 STRUCTURE OF QUESTIONNAIRE:

3.3.1 Basic Introduction

3.3.2 Personal Details

3.3.3 Research related Questions

3.3.4 Perception Questions

3.3.5 Likert Scaling Questions

3.3.6 Suggestion Question

3.4 SAMPLE SIZE

The sample size for this research project is 75

SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non- probability sampling is used.

3.4.1 Sampling

- Sampling design : Non-probability sampling
- Sampling technique : convenience sampling
- Sample unit : Relatives, Friends and Patients
- Sample size : 75 respondents

3.5 HYPOTHESIS

1. **Null Hypothesis (H0):** There is no significant relationship between customer satisfaction and service quality in the hospital sector.

Alternative Hypothesis (H1): There is a significant positive relationship between customer satisfaction and service quality in the hospital sector.

This hypothesis tests the basic relationship between customer satisfaction and service quality in hospitals.

2. **Null Hypothesis (H0):** Customer demographics (e.g., age, gender) do not significantly influence their satisfaction with hospital services.

Alternative Hypothesis (H1): Customer demographics significantly influence their satisfaction with hospital services.

This hypothesis explores whether factors like age, gender, and other demographic variables play a role in shaping customer satisfaction.

3. **Null Hypothesis (H0):** There is no difference in customer satisfaction levels among various types of hospitals (public, private, teaching, specialty, etc.).

Alternative Hypothesis (H1): There are significant differences in customer satisfaction levels among different types of hospitals.

This hypothesis investigates whether the type of hospital has an impact on customer satisfaction.

4. **Null Hypothesis (H0):** The quality of medical care has no significant impact on overall customer satisfaction in hospitals.

Alternative Hypothesis (H1): The quality of medical care significantly impacts overall customer satisfaction in hospitals.

This hypothesis examines the specific role of medical care quality in influencing customer satisfaction.

5. **Null Hypothesis (H0):** Wait times for services do not significantly affect customer satisfaction in hospitals.

Alternative Hypothesis (H1): Longer wait times for services significantly decrease customer satisfaction in hospitals.

This hypothesis looks at the impact of wait times on customer satisfaction, a common concern in healthcare settings.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

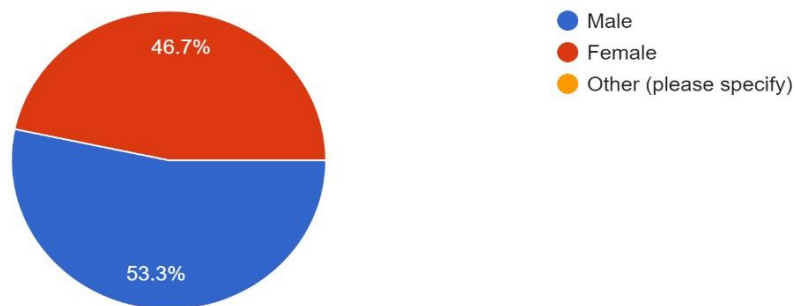
4.1 PERCENTAGE ANALYSIS

4.1.1 GENDER RESPONDENT

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	40	53.3
FEMALE	35	46.7
TOTAL	75	100

1. GENDER

75 responses



Interpretation

From the above table it is interpreted that 46.7% of respondents are in the category of female, 53.3% respondents are in the category of male.

Inference

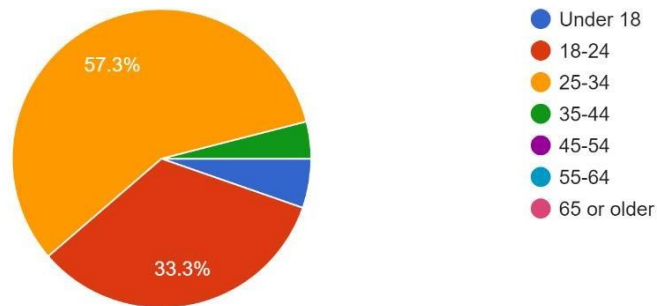
53.3% of the respondents are in the category of male

4.1.2 AGE RESPONDENT

AGE	NO OF RESPONDENT	PERCENTAGE
UNDER 18	4	5.3
18-24	25	33.3
25-34	43	57.3
35-44	3	4

2. Age

75 responses



Interpretation

From the above table it is interpreted that 4% of respondents are in the category of the age of 35-44, 57.3% respondents are in the category of 25-34 age.

Inference

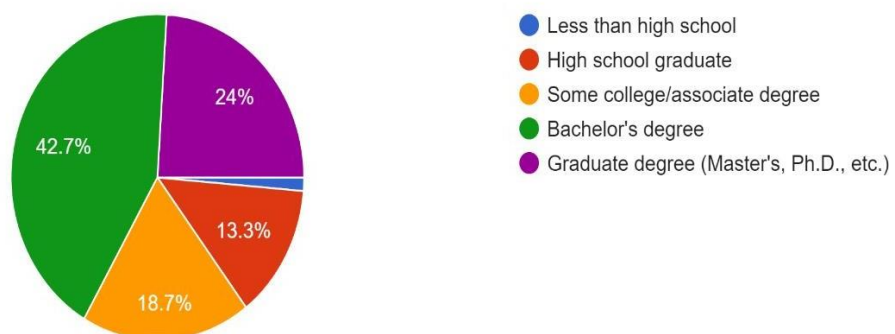
57.3% respondents are in the category of 25-34 age

4.1.3 EDUCATION LEVEL

EDUCATION	RESPONDENT	PERCENTAGE
LESS THAN HIGH SCHOOL	1	1.3
HIGH SCHOOL GRADUATE	10	13.3
DEGREE	14	18.7
BACHELORS DEGREE	32	42.7
MASTER DEGREE	18	24

3. Educational Level:

75 responses



Interpretation

From the above table it is interpreted that more of 42.7% of people are ready to give the survey of their opinion.

Inference

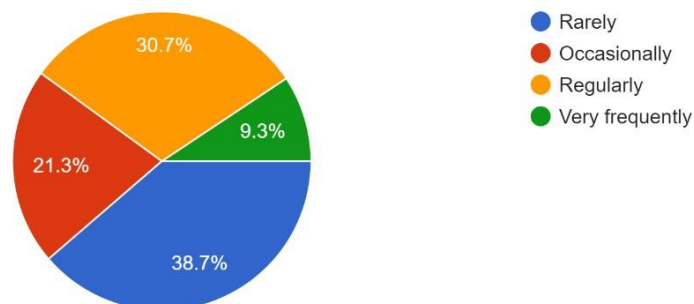
42.7% of people are ready to give the survey of their opinion.

4.1.4 HOW OFTEN DO YOU VISIT HOSPITALS RESPONDENT

DESCRIPTION	RESPONDENT	PERCENTAGE
RARELY	29	38.7
OCCASIONALLY	16	21.3
REGULARLY	23	30.7
VERY FREQUENTLY	7	9.3

4. How often do you visit hospitals?

75 responses



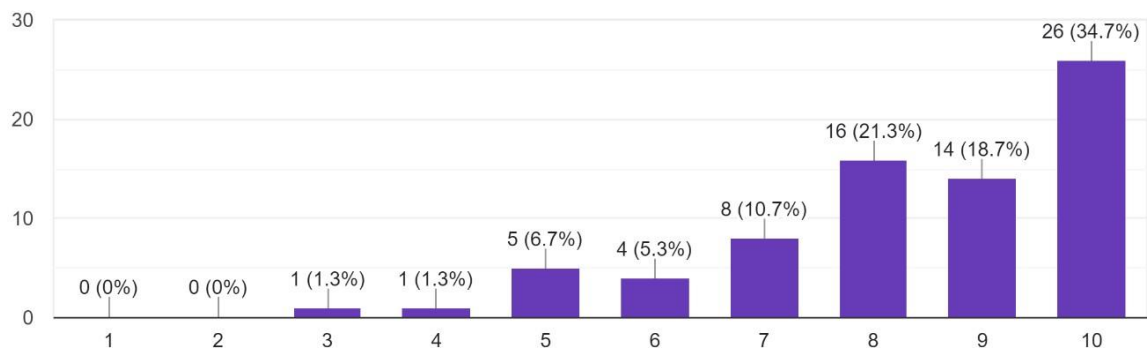
Interpretation

From the above table most of the people of 38.7 is like to go to hospital rarely from the observation

4.1.5 HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE WITH THE HOSPITAL ON A SCALE RESPONDENT

5. How would you rate your overall experience with the hospital on a scale of 1 to 10 with 1 being very dissatisfied and 10 being very satisfied?

75 responses



Interpretation

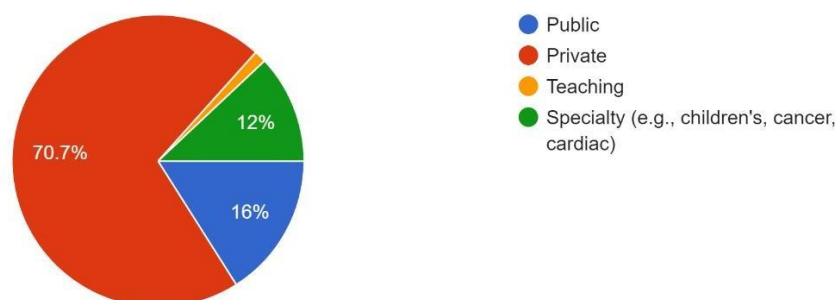
From the above scale table most of the people are like to go to hospital and from the observation 34.7% of people are prefer to go to hospital

4.1.6 WHICH TYPE OF HOSPITAL DO YOU VISIT MOST OF TEN RESPONDENT

DESCRIPTION	RESPONDENT	PERCENTAGE
PUBLIC	12	16
PRIVATE	53	70.7
TEACHING	1	1.3
SPECIALITY	9	12

6. Which type of hospital do you visit most often?

75 responses



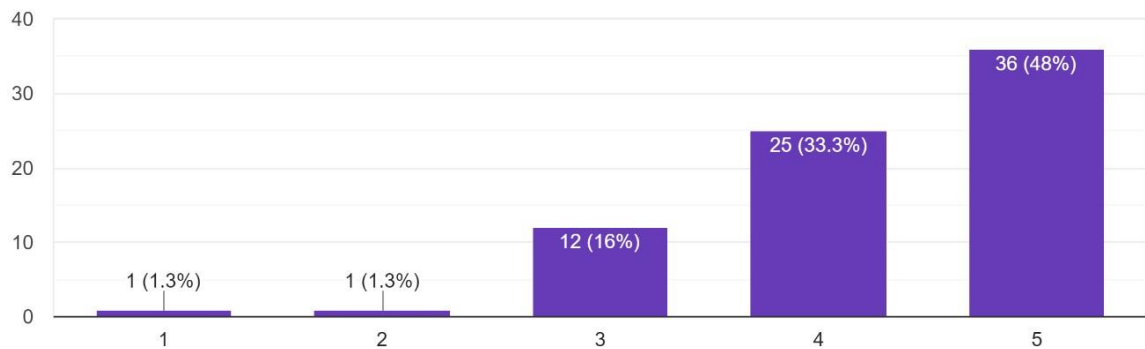
Interpretation

From the above table most of the people of 70.7% is like to go to private hospital from the observation is clearly determine

4.1.7 HOW WOULD YOU RATE THE CLEANLINESS AND HYGIENE OF THE HOSPITAL FACILITIES ON A SCALE RESPONDENT

7. How would you rate the cleanliness and hygiene of the hospital facilities on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?

75 responses



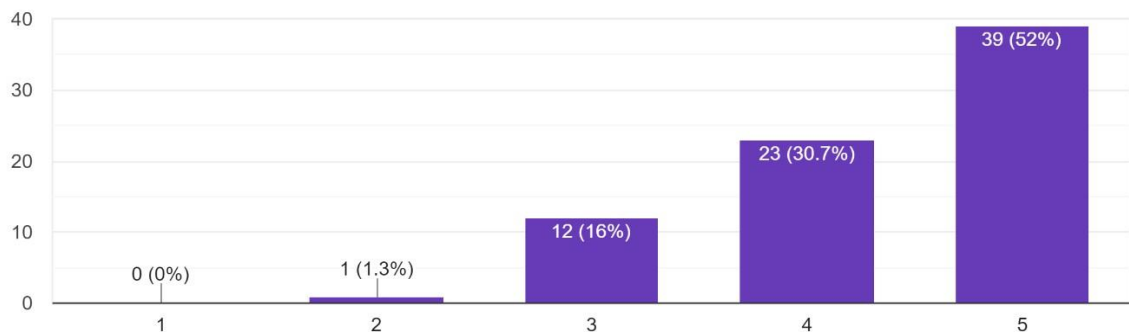
Interpretation

From the above table most of the people of 48% is like to go to hospital which was cleanliness and hygiene from the observation

4.1.8 HOW WOULD YOU RATE THE COURTESY AND RESPONSIVENESS OF THE HOSPITAL STAFF ON A SCALE RESPONDENT

8. How would you rate the courtesy and responsiveness of the hospital staff on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?

75 responses



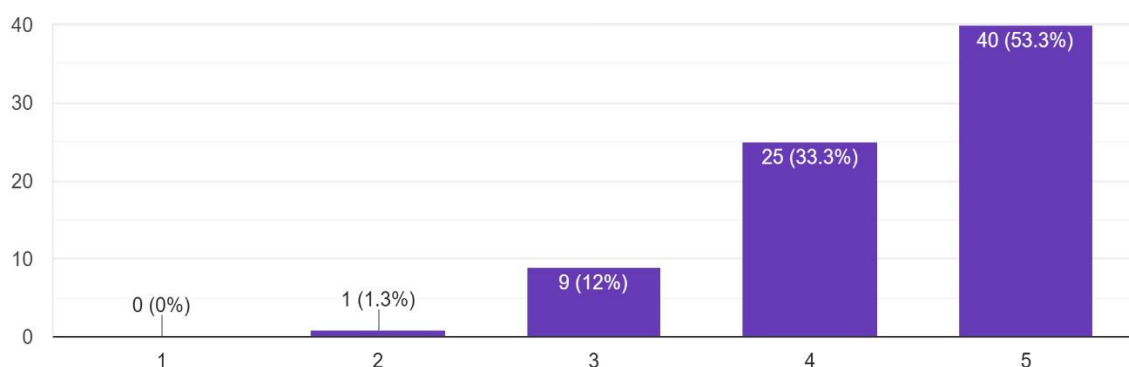
Interpretation

From the above table most of the people of 52% is like to go to hospital which was responsiveness from the observation

4.1.9 HOW WOULD YOU RATE THE QUALITY OF MEDICAL CARE RECEIVED AT THE HOSPITAL ON A SCALE RESPONENT

9. How would you rate the quality of medical care received at the hospital on a scale of 1 to 5, with 1 being very poor and 5 being excellent?

75 responses



Interpretation

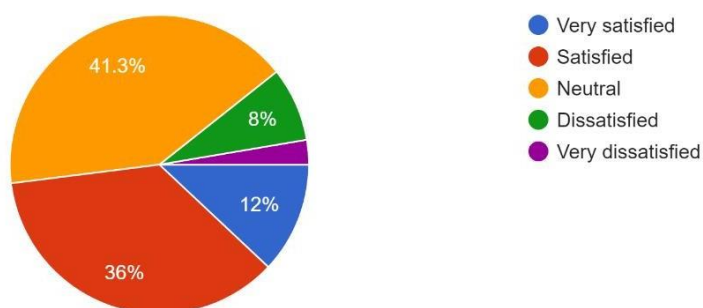
From the above table the quality is get more priority of 53.3% of people are like

4.1.10 HOW SATISFIED ARE YOU WITH THE WAITING TIMES FOR SERVICES AT THE HOSPITAL RESPONDENT

DESCRIPTION	RESPONDENT	PERCENTAGE
VERY SATISFIED	9	12
SATISFIED	27	36
NEUTRAL	31	41.3
DISSATISFIED	6	8
VERY DISSATISFIED	2	2.7

10. How satisfied are you with the waiting times for services at the hospital?

75 responses



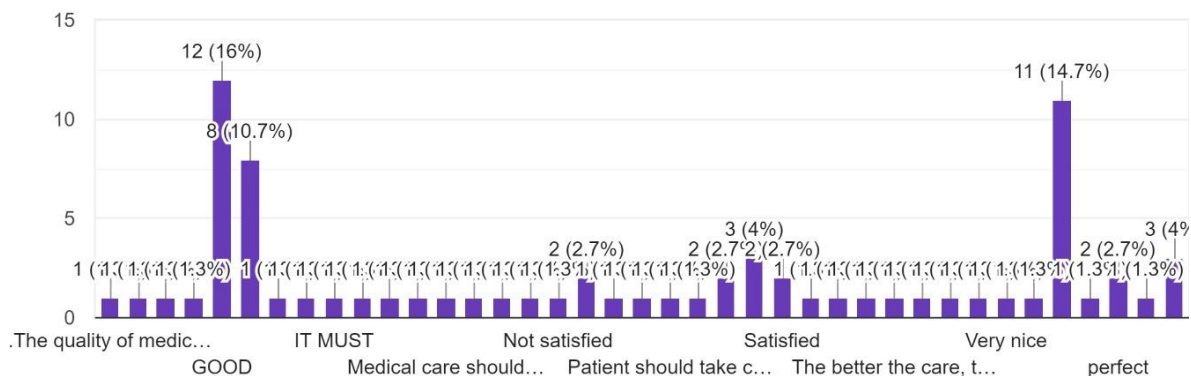
Interpretation

From the above table most of the people of 41.3% are ready to wait because it has some rules and regulation

4.1.11 IN YOUR OPINION, HOW DOES THE QUALITY OF MEDICAL CARE RECEIVED IMPACT YOUR OVERALL SATISFACTION WITH THE HOSPITAL RESPONDENT

11. In your opinion, how does the quality of medical care received impact your overall satisfaction with the hospital?

75 responses



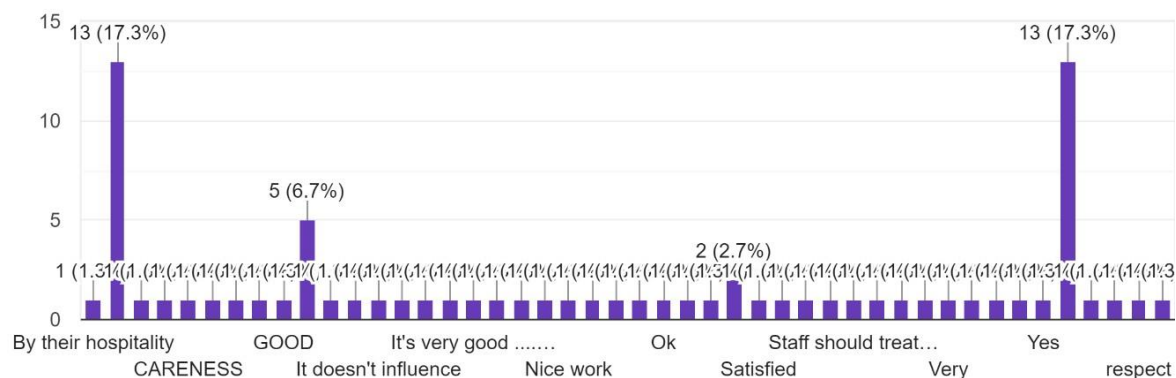
Interpretation

From the above table we observe that the quality of medical care is important ,from the opinion most of the people give good.

4.1.12 HOW DOES THE COURTESY AND RESPONSIVENESS OF HOSPITAL STAFF INFLUENCE YOUR SATISFACTION RESPONENT

12. How does the courtesy and responsiveness of hospital staff influence your satisfaction?

75 responses



Interpretation

From the above opinion of people are need careness from the hospital side and the need to take care of patient health

Interpretation

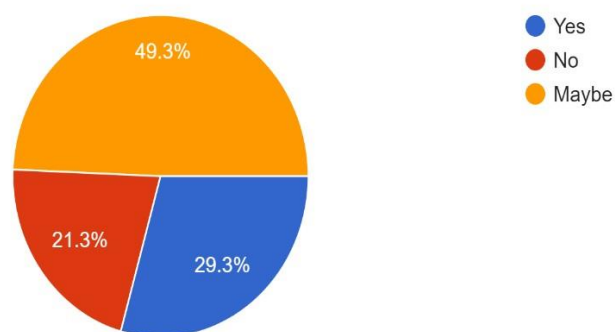
From the above opinion of people are here about this survey by the healthcare provider is observe 38.7%

4.1.15 WOULD YOU BE WILLING TO PARTICIPATE IN FOLLOW-UP INTERVIEWS REGARDING YOUR EXPERIENCES WITH HOSPITAL SERVICES RESPONDENT

DESCRIPTION	RESPONDENT	PERCENTAGE
YES	22	29.3
NO	16	21.3
MAY BE	37	49.3

15. Would you be willing to participate in follow-up interviews regarding your experiences with hospital services?

75 responses



Interpretation

From the above chart that most of 49.3% of people are maybe ready to give interview on the basis of hospital

ANOVA ANALYSIS

Oneway

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	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
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Warnings

Post hoc tests are not performed for 2. Age because there are fewer than three groups.

Post hoc tests are not performed for 3. Educational Level: because there are fewer than three groups.

Post hoc tests are not performed for 4. How often do you visit hospitals? because there are fewer than three groups.

Post hoc tests are not performed for 5. How would you rate your overall experience with the hospital on a scale of 1 to 10 with 1 being 5 and 10 being 1? because there are fewer than three groups.

Post hoc tests are not performed for 6. Which type of hospital do you visit most often? because there are fewer than three groups.

Post hoc tests are not performed for 7. How would you rate the cleanliness and hygiene of the hospital facilities on a scale of 1 to 5 , with 1 being very poor and 5 being excellent? because there are fewer than three groups.

Post hoc tests are not performed for 8. How would you rate the courtesy and responsiveness of the hospital staff on a scale of 1 to 5 , with 1 being very poor and 5 being excellent? because there are fewer than three groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
2. Age	Between Groups	.857	1	.857	2.009	.161
	Within Groups	31.143	73	.427		
	Total	32.000	74			
3. Educational Level:	Between Groups	1.412	1	1.412	1.378	.244
	Within Groups	74.775	73	1.024		
	Total	76.187	74			
4. How often do you visit hospitals?	Between Groups	.004	1	.004	.004	.953
	Within Groups	79.143	73	1.084		
	Total	79.147	74			

5. How would you rate your overall experience with the hospital on a scale of 1 to 10 with 1 being 5 and 10 being 1?	Between Groups	.069	1	.069	.023	.880
	Within Groups	218.918	73	2.999		
	Total	218.987	74			
6. Which type of hospital do you visit most often?	Between Groups	.086	1	.086	.130	.719
	Within Groups	48.261	73	.661		
	Total	48.347	74			
7. How would you rate the cleanliness and hygiene of the hospital facilities on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?	Between Groups	.187	1	.187	.243	.623
	Within Groups	56.000	73	.767		
	Total	56.187	74			
8. How would you rate the courtesy and responsiveness of the hospital staff on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?	Between Groups	.024	1	.024	.037	.847
	Within Groups	46.643	73	.639		
	Total	46.667	74			

CORRELATIONS

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Correlations

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Missing Value Handling	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
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Correlations

		1. GENDER	2. Age	3. Educational Level:	4. How often do you visit hospitals?	5. How would you rate your overall experience with the hospital on a scale of 1 to 10 with 1 being 5 and 10 being 1?	6. Which type of hospital do you visit most often?	7. How would you rate the cleanliness and hygiene of the hospital facilities on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?	8. How would you rate the courtesy and responsivene ss of the hospital staff on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?
1. GENDER	Pearson								
	Correlation	1	-.164	-.136	.007	-.018	-.042	-.058	-.023
	Sig. (2-tailed)		.161	.244	.953	.880	.719	.623	.847
2. Age	N	75	75	75	75	75	75	75	75
	Pearson								
	Correlation	-.164	1	.170	.362**	.291*	.097	.580**	.207
3. Educational Level:	Sig. (2-tailed)	.161		.145	.001	.011	.410	.000	.075
	N	75	75	75	75	75	75	75	75
	Pearson								
4. How often do you visit hospitals?	Correlation	-.136	.170	1	.000	-.189	-.004	-.049	-.280*
	Sig. (2-tailed)	.244	.145		.998	.104	.975	.678	.015
	N	75	75	75	75	75	75	75	75
5. How would you rate your overall experience with the hospital on a scale of 1 to 10 with 1 being 5 and 10 being 1?	Pearson								
	Correlation	.007	.362**	.000	1	.275*	.263*	.479**	.384**
	Sig. (2-tailed)	.953	.001	.998		.017	.023	.000	.001
6. Which type of hospital do you visit most often?	N	75	75	75	75	75	75	75	75
	Pearson								
	Correlation	-.018	.291*	-.189	.275*	1	.025	.500**	.518**
7. How would you rate the cleanliness and hygiene of the hospital	Sig. (2-tailed)	.880	.011	.104	.017		.831	.000	.000
	N	75	75	75	75	75	75	75	75
	Pearson								
8. How would you rate the cleanliness and hygiene of the hospital	Correlation	-.042	.097	-.004	.263*	.025	1	.177	.161
	Sig. (2-tailed)	.719	.410	.975	.023	.831		.129	.167
	N	75	75	75	75	75	75	75	75
9. How would you rate the cleanliness and hygiene of the hospital	Pearson								
	Correlation	-.058	.580**	-.049	.479**	.500**	.177	1	.657**
	Sig. (2-tailed)	.623	.000	.678	.000	.000	.129		.000

facilities on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?	N	75	75	75	75	75	75	75	75
8. How would you rate the courtesy and responsiveness of the hospital staff on a scale of 1 to 5 , with 1 being very poor and 5 being excellent?	Pearson Correlation Sig. (2-tailed) N	-.023 .847 75	.207 .075 75	-.280* .015 75	.384** .001 75	.518** .000 75	.161 .167 75	.657** .000 75	1 75

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

CHAPTER-5

FINDINGS,SUGESSTIONS AND CONCLUSION

5.1 FINDINGS OF YOUR STUDY

- 53.3% of the respondents are in the category of male
- 57.3% respondents are in the category of 25-34 age
- 42.7% of people are ready to give the survey of their opinion.
- From the above table most of the people of 38.7 is like to go to hospital rarely from the observation
- From the above scale table most of the people of are is like to go to hospital and from the observation 34.7% of people are prefere to go to hospital
- From the above table most of the people of 70.7% is like to go to private hospital from the observation is clearly determine
- From the above table most of the people of 48% is like to go to hospital which was cleanliness and hygiene from the observation
- From the above table most of the people of 52% is like to go to hospital which was responsiveness from the observation
- From the above table the quality is get more priority of 53.3% of people are like
- From the above table most of the people of 41.3% are ready to wait because it has some rules and regulation
- From the above table we observe that the quality of medical care is important ,from the opinion most of the people give good.
- From the above opinion of people are need careness from the hospital side and the need to take care of patient health
- From the above opinion most of the people are tell about that they are waiting longer is affect the overall satisfaction
- From the above opinion of people are here about this survey by the healthcare provider is observe 38.7%
- From the above chart that most of 49.3% of people are maybe ready to give interview on the basis of hospital

5.2 SUGGESTION

1. Improving Communication:

- Enhance communication channels between healthcare providers and patients. Clear and empathetic communication about diagnoses, treatment plans, and expectations can significantly contribute to patient satisfaction.

2. Reducing Wait Times:

- Implement strategies to minimize waiting times for appointments, tests, and procedures. Efficient scheduling, streamlined processes, and effective utilization of resources can contribute to a more positive patient experience.

3. Staff Training and Empowerment:

- Invest in ongoing training programs for healthcare professionals and support staff, focusing on interpersonal skills, cultural competence, and patient engagement. Empowered and well-trained staff are more likely to provide a positive and supportive environment.

4. Personalized Care Plans:

- Tailor healthcare services to the individual needs of patients. Personalized care plans, taking into account patients' preferences and circumstances, can enhance satisfaction and contribute to better health outcomes.

5. Utilizing Technology:

- Implement technology solutions to improve the efficiency of service delivery, such as online appointment scheduling, telemedicine options, and digital health records. Embracing technology can enhance convenience and accessibility for patients.

6. Feedback Mechanisms:

- Establish effective feedback mechanisms, such as surveys, suggestion boxes, or patient forums, to gather continuous input from patients. Actively seek and act upon patient feedback to demonstrate a commitment to improvement.

7. Emphasizing Emotional Support:

- Recognize and address the emotional aspects of healthcare. Providing emotional support through counseling services, support groups, or patient advocates can positively impact the overall patient experience.

8. Enhancing Facility Amenities:

- Improve the physical environment of the hospital, including waiting areas, cleanliness, and amenities. A welcoming and comfortable atmosphere contributes to a positive perception of the hospital experience.

9. Transparency in Billing and Costs:

- Increase transparency in billing processes and costs. Clear communication about financial aspects, insurance coverage, and potential out-of-pocket expenses can reduce stress and enhance satisfaction.

10. Crisis Management and Resolution:

- Develop robust protocols for handling patient complaints and addressing issues promptly. Demonstrating a commitment to resolving problems and learning from feedback can foster trust and satisfaction.

11. Community Engagement Programs:

- Engage with the local community through health education programs, wellness events, and partnerships. Building strong connections with the community can enhance the hospital's

reputation and patient satisfaction.

12. Employee Well-being:

- Prioritize the well-being of hospital staff, recognizing the direct impact of employee satisfaction on patient experiences. A positive and supportive work environment can translate into better patient interactions.

13. Continuous Quality Improvement:

- Implement a culture of continuous quality improvement, regularly assessing and refining service delivery processes. An ongoing commitment to excellence can lead to sustained improvements in patient satisfaction.

14. Patient Education Initiatives:

- Develop comprehensive patient education initiatives to inform and empower patients about their health conditions, treatment options, and preventive measures. Well-informed patients are more likely to be satisfied with their healthcare experiences.

15. Collaboration and Coordination:

- Foster collaboration and coordination among different departments within the hospital. Seamless transitions of care and a team-based approach can contribute to a more integrated and satisfying patient journey.

5.3 CONCLUSION

In the dynamic landscape of healthcare, customer satisfaction has emerged as a crucial determinant of the overall success and effectiveness of the hospital sector. This study delved into the multifaceted relationship between customer satisfaction and the quality of services provided by hospitals. The findings underscore the profound

impact that satisfied patients can have on the reputation, loyalty, and success of healthcare institutions.

The study identified various factors influencing customer satisfaction, ranging from effective communication and reduced wait times to personalized care plans and the utilization of technology. It is evident that a positive hospital experience extends beyond the clinical aspects of care, encompassing the entirety of a patient's journey within the healthcare system.

One key takeaway from this research is the recognition of the importance of staff training and empowerment. Healthcare professionals and support staff play a pivotal role in shaping the patient experience. Investments in ongoing training programs that prioritize interpersonal skills, cultural competence, and patient engagement can significantly contribute to heightened levels of satisfaction.

The significance of technology in modernizing healthcare services cannot be overstated. The adoption of digital solutions, such as online appointment scheduling, telemedicine, and electronic health records, not only enhances efficiency but also aligns with the preferences of a tech-savvy patient population. Embracing these technological advancements can contribute to a more accessible and patient-centric healthcare environment.

Transparent communication, particularly regarding billing processes and costs, emerged as a critical factor in patient satisfaction. The study highlights the importance of hospitals providing clear information about financial aspects, insurance coverage, and potential out-of-pocket expenses to reduce stress and foster trust.

Continuous quality improvement emerged as a recurring theme throughout this study. Hospitals that cultivate a culture of ongoing assessment, refinement, and adaptation to changing patient needs are

better positioned to deliver high-quality services consistently. This commitment to excellence forms the foundation for sustained improvements in patient satisfaction.

In conclusion, the impact of customer satisfaction on the service quality of the hospital sector is profound and far-reaching. Hospitals that prioritize patient experiences, embrace innovation, and foster a culture of continuous improvement are likely to not only meet but exceed the expectations of their clientele. As the healthcare landscape continues to evolve, understanding and addressing the factors that contribute to customer satisfaction will remain imperative for the success and sustainability of healthcare institutions. The journey towards patient-centered care is ongoing, and this study contributes valuable insights to guide hospitals in their quest to provide exemplary services and ensure the well-being of those they serve.

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9. SpringerLink (<https://link.springer.com/>): A platform that provides access to a vast collection of scientific articles, including those related to healthcare management and patient satisfaction.

ANNEXURE I – Questionnaire

Form study on impact of customer satisfaction towards the service of hospital sector

1. GENDER *

- ☐ Male
- ☐ Female
- ☐ Other (please specify)

2. Age

*

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older

3. Educational Level:

*

- ☐ Less than high school
- ☐ High school graduate
- ☐ Some college/associate degree
- ☐ Bachelor's degree
- ☐ Graduate degree (Master's, Ph.D., etc.)

4. How often do you visit hospitals?

*

- ☐ Rarely
- ☐ Occasionally
- ☐ Regularly
- ☐ Very frequently

5. How would you rate your overall experience with the hospital on a scale of 1 to 10 with 1 being very dissatisfied and 10 being very satisfied?

*

1 2 3 4 5 6 7 8 9 10

6. Which type of hospital do you visit most often? *

- ☐ Public
- ☐ Private
- ☐ Teaching
- ☐ Specialty (e.g., children's, cancer, cardiac)

7. How would you rate the cleanliness and hygiene of the hospital facilities on a scale of 1 to 5, with 1 being very poor and 5 being excellent? *

1 2 3 4 5

8. How would you rate the courtesy and responsiveness of the hospital staff on a scale of 1 to 5 , with 1 being very poor and 5 being excellent? *

1 2 3 4 5

9. How would you rate the quality of medical care received at the hospital on a scale of 1 to 5, with 1 being very poor and 5 being excellent? *

1 2 3 4 5

10. How satisfied are you with the waiting times for services at the hospital? *

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

11. In your opinion, how does the quality of medical care received impact your overall satisfaction with the hospital? *

12. How does the courtesy and responsiveness of hospital staff influence your satisfaction? *

13. Do you think that long wait times for services affect your overall satisfaction with the hospital? If yes, how? *

14. How did you hear about this survey? *

- ☐ Through the hospital's website
- ☐ Through social media
- ☐ Through a healthcare provider
- ☐ Other (please specify)

15. Would you be willing to participate in follow-up interviews regarding your experiences with hospital services? *

- ☐ Yes
 - ☐ No
 - ☐ Maybe
-