

**PATIENTS SATISFACTION TOWARDS SERVICE QUALITY OF
GOVERNMENT HOSPITALS, BANGALORE.**

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ABSTRACT

Hospitals play a critical role in India's healthcare system. Healthcare is one of the biggest service sectors in India. The hospitals perform a wide range of functions, including as training, research and development, and inpatient and outpatient treatment. There are three sorts of hospitals that fall into this category: non-profit, private, and public. Providing excellent services or goods in line with client demands is increasingly seen as a strategic advantage for companies looking to grow and stay competitive in the market. Nowadays, patients look for quality while using any services or making a purchase. It is widely believed that the health sector's primary responsibility is to provide healthcare services, and from the standpoint of human rights, receiving and accepting quality treatment is essential. In recent years, there has been an alarming increase in the prevalence of diseases. Services are not growing at the same rate as costs, even though they are rising. This survey looks into how satisfied patients are with the level of care they receive at government hospitals. In order to gauge patient satisfaction with the quality of care provided by the government hospital in the Bangalore area, SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—were employed. 250 patients were chosen for interviewing in order to obtain primary data. The basic data was analyzed using statistical procedures such as the Chi-Square Test, Weighted Average, and Percentage Analysis. According to the report, the majority of patients are happy with the government hospital services in Bangalore.

Keywords: Government Hospital, Service Quality, Patients Satisfaction

1. INTRODUCTION

Many reputable medical facilities and government-aided hospitals that are essential to the district's public health system have their official address in the district. The Bangalore district's government hospitals, often known as public hospitals, offer

high-quality medical care on par with that of the area's private super and multispecialty hospitals.

A service is an activity that is dynamic and ongoing that is performed on the client's behalf, often with their involvement. A certain service has been provided. A service is not made up of pieces or components, but rather of movement and action. The "raw materials" of a service are labor and time, not steel or plastic. Services themselves cannot be kept or transferred; only the tools used to generate them can. A service is not something that can be held in the hand or physically owned. A service is not so much a tangible item as it is an illusive part of patients' perceptions. Healthcare institutions need to replace their medical perspective with one that is socially inclusive. Patients are going to expect more from the services they receive; accurate diagnosis and treatment are not enough.

REVIEW OF LITERATURE

Chandrakanth B. Jewargi (2017) the research entitled "Investigations into Patient Service Quality in Government and Private Hospitals: Empirical Evidences in Gulbarga District of Karnataka" have looked into the level of care provided to patients in a few government and private hospitals that are located in the district. A sample of 200 respondents was selected at random from the study area. The analysis of the data showed that the perceived level of service quality was substantially lower than the levels desired in almost all five areas. For the bulk of the criteria, it was found that the differences were larger between public and private sector health care facilities. Dhanya P V and Maneesh P (2017) the study entitled, "Service Quality Measurement of Hospitals through Patient Perception: A Study of Kannur District, Kerala" was to compare the quality of healthcare provided by private and public institutions. The sample population for the field survey consists of 120 respondents from the Kannur district. The social, economic, and individual characteristics of patients who use government and private hospitals, as well as the accessibility, affordability, and quality of care provided, were found to be associated with the respondents' use of health care. Some research participants preferred the private hospital healthcare providers, despite the fact that these services were more expensive than the government health care system's free or heavily subsidized care. Ranjith Kumar.M and Shobajasmin K.S (2018) in their study titled, "An Examination of the Service Quality in Tamilnadu's Public and Private Hospitals." It is clear from the findings of

this study and the data collected from the general public that government hospital employees perform their jobs carelessly. Private hospitals took advantage of this gap in the market to enter the medical field and turn it into a revenue stream. People expressed a desire for private hospitals, but they insisted that the price shouldn't be more than that of standard healthcare. This step should be taken by the government to make sure that the private sector isn't increasing the cost of surgeries, fees, and other services. Residents of both rural and urban areas will have access to private hospitals thanks to government effort on the aforementioned front. Mohamed Eid Kilase Ajoud and Tahar Ammar Jouili (2021), the research titled "Assessing Patient Satisfaction in Government Hospitals to Improve Healthcare Service Quality. Patients' viewpoints and those of the government hospitals in Arar's healthcare system are provided via the survey. 732 patients were given a questionnaire in order to identify the variables impacting the standard of healthcare services provided at the government hospitals in Arar. Research indicates that tangibility and empathy are critical traits for ensuring that patients are satisfied with the quality of care they receive in government hospitals. The results also demonstrate that dependability and safety satisfaction were only somewhat high in government hospitals. Arwa Alumran et,al (2021) in their research caption "evaluating the level of care provided by public and private hospitals. The quality of health care services was assessed from the perspective of the patients in order to compare the service quality of public and private hospitals in the eastern region of Saudi Arabia. A quantitative cross-sectional design and a questionnaire based on the SERVQUAL dimensional model are employed in this investigation. The random sample consisted of 258 inpatients from public and private hospitals in Eastern Saudi Arabia. Patients in private hospitals therefore believed that the standard of care was higher there.

3. STATEMENT OF THE PROBLEM

The Indian healthcare market is expected to reach USD 375 billion by the end of 2022 due to factors like rising wealth, easier access to health insurance, changing lifestyles, and improved medical awareness. By 2021, the healthcare sector in India is expected to employ 4.7 million people, making it the nation's largest employer. The Union Budget for 2022–2023 included Rs 86,200.65 crores for the Ministry of Health and Family Welfare. To improve the country's healthcare system, the Indian government plans to fund a Rs 500 billion credit incentive program. The majority of

Indians choose private hospitals over government hospitals since they are more modern and better equipped than most other government hospitals in India. Private hospitals also offer individualised attention. Hence, this study is focus on the service quality perception and patient’s satisfaction of government hospital in Bangalore district.

4. OBJECTIVES OF THE STUDY

- To evaluate how satisfied patients are with the level of care provided by government hospitals in the Bangalore district.
- To investigate the connection between patients' personal characteristics and their degree of satisfaction with the government hospital in the Bangalore district's service quality.

5. RESEARCH METHODOLOGY

S.No	Methodology	Details
1.	Research Type	Descriptive Research
2.	Data Type	Primary Data and Secondary Data
3.	Primary Data	Patients in Bangalore Government Hospital
4.	Secondary Data	Books, Journals, Magazines and Websites
5.	Sampling Method	Simple Random Sampling
6.	Sample Size	250 Patients
7.	Research Instrument	Interview Schedule
8.	Tools Used	Percentage Analysis, Weighted Average and Chi-Square Test

6. DATA ANALYSIS AND INTERPRETATION

6.1 Personal factors of Respondents:

Out of 250 respondents, 152 (60.8 percent) respondents are male and 98 (39.2 percent) of them are female. 34 (13.6 percent) are in the age group of below 20 years. 51 (20.4 percent) respondents are in the age group of 21 – 30 years. 64 (25.6 percent) respondents are in the age group 31 – 40 years. 42 (16.8 percent) respondents are in the age group of 41 – 50 years and 59 (23.6 percent) respondents are in the age group Above 50 years. 29 (11.6 percent) respondents are Illiterate. 38 (15.2 percent) respondents are having the educational qualification of Primary level. 40 (16 percent) respondents are having the educational qualification of SSLC / HSC. 141 (56.4 percent) respondents are Graduates and 02 (0.8 percent) respondents are Post Graduates.

Out of 250 respondents, 181 (72.4 percent) respondents are belong to below Rs.1,00,000 of annual income, 57 (22.8 percent) respondents are belong to the annual income group of Rs.1,00,001 to Rs.2,00,000 and 12 (4.8 percent) of the respondents are earned Rs.2, 00,001 to Rs.3, 00,000 as annual income. 21 (8.4 percent) respondents are Businessman. 08(3.2 percent) respondents are working as a Government Employee. 92 (36.8 percent) respondents are working as a Private employee. 84 (33.6 percent) respondents are Agriculturalist and 11(4.4 percent) respondents are unemployed/housewives.

6.3 Patient’s satisfaction towards service quality of government hospital in Bangalore district

A five-point scale is used to find the level of patient’s satisfaction. Table 2 shows the patient’s satisfaction towards service quality of government hospital in Bangalore district.

Table-1

Patient’s Satisfaction towards Service Quality of Government Hospital in Bangalore district

Variables	H.S	S	M	DS	HDS	Total	Mean	Rank
Tangible Services							3.664	IV
Ease of convenience	92 (460)	62 (248)	19 (57)	37 (74)	40 (40)	879 (250)	3.516	
Availability of Equipment	113 (565)	59 (236)	26 (78)	34 (68)	18 (18)	965 (250)	3.860	
Reliability							3.652	V
Quality of treatment provided by doctor	89 (445)	76 (304)	22 (66)	48 (96)	15 (15)	926 (250)	3.704	
Patient’ s safety & security	132 (660)	65 (260)	11 (33)	26 (52)	16 (16)	1021 (250)	4.084	
Responsiveness							3.736	II
Doctor’s consultancy	111 (555)	64 (256)	24 (72)	30 (60)	21 (21)	964 (250)	3.856	
Availability of enough medicine	86 (430)	97 (388)	14 (42)	30 (60)	23 (23)	943 (250)	3.772	
Assurance							3.725	III
Patients individual attention	104 (520)	76 (304)	13 (39)	37 (74)	20 (20)	957 (250)	3.828	
Information about disease to patients	78 (390)	72 (288)	27 (81)	36 (72)	37 (37)	868 (250)	3.472	
Empathy							3.801	I
Kindness/ courtesy	91	87	23	20	29	941	3.764	

	(455)	(348)	(69)	(40)	(29)	(250)	
Problem solving strategies	106 (530)	76 (304)	12 (36)	26 (52)	30 (30)	952 (250)	3.808

Table -1 explains that out of 250 respondents most of them satisfy with Empathy Services (Mean 3.801 and Rank-I), followed by, Response Services (Mean 3.736 and Rank-II) and Assurance Services (Mean 3.725 and Rank-III).

6.4 Relationship between personal factors of the patients and level of satisfaction towards service quality of government hospital in Bangalore district.

The chi-square test has been used to determine whether there is a significant association between the patients' personal characteristics and their degree of satisfaction with the government hospital in the Bangalore district's service quality. The following null hypothesis has been created with that goal in mind.

Ho: There is no significant relationship between personal factors of the patients and level of satisfaction towards service quality of government hospital in Bangalore district.

Table 2 shows the computed results of the chi-square test.

Table 2
Chi-Square test Result

Personal Factor	Chi square	Ho	Significant/ Not Significant
Gender	0.23 > 0.05	Accepted	Not Sig.
Age	0.49 > 0.05	Accepted	Not Sig.
Educational Qualification	0.37 > 0.05	Accepted	Not Sig.
Annual income	0.01 < 0.05	Rejected	Sig.
Occupation	0.52 > 0.05	Accepted	Not Sig.

Source: Computer data

According to Table 3's Chi-Square test results, patient age, gender, education, and occupation have no discernible bearing on how satisfied they are with the government hospital in Bangalore's service quality. However, there is a strong correlation between patients' annual income and how satisfied they are with the government hospital in the Bangalore district's level of care.

7. FINDINGS OF THE STUDY

- The majority of respondents (60.8%) are men; the majority of respondents (25.6%) are between the ages of 31 and 40; and many (56.4%) are graduates.
- The majority of responders (72.4%) earn less than Rs. 1 lakh per year.

- Agriculturalists make up the majority of respondents (33.6 percent).
- The primary factor in choosing the specific government hospital in the Bangalore district is its free of charge.
- The majority of patients express satisfaction with the government hospital in Bangalore district's empathy services.
- Among the patient's personal characteristics, there is a noteworthy correlation between the patients' annual income and their degree of satisfaction with the government hospital in Bangalore district's service quality.

8. RECOMMENDATION OF THE STUDY

- The public hospital in Bangalore needs to enhance its dependable services.
- They ought to offer ambulance services around-the-clock. They ought to shorten outpatients' wait times.
- They cultivate a positive public perception of their key offerings.
- They ought to offer a clean and sterile environment.

9. CONCLUSION

In order to raise the bar for treatment and foster patient loyalty, management must continue improve the wards' comfort, cleanliness, and food service—even in the cases where satisfaction with physician and nursing care is high. The five characteristics of health care quality—tangibility, reliability, assurance, responsiveness, and empathy—have an impact on patients' satisfaction. Consequently, government hospitals ought to prioritize training physicians and staff in order to deliver higher-quality services.

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