

Effect of Perceived Hospital Experience on Patient Overall Satisfaction, Word of Mouth Communication and Loyalty in Private & Corporate Multispecialty Hospitals in Madhya Pradesh

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Abstract

Since customers are important stakeholders in firms, management prioritizes making sure they are satisfied. Nowadays, the quality of service has a big impact on customer satisfaction. In the context of service quality metrics in the healthcare sector, this study attempts to measure customer happiness and service quality. Descriptive statistics, correlation analysis, and regression analysis have been used to evaluate the relationship between service quality dimensions and customer satisfaction indicators. 50 sample consumers who are currently utilizing the study's hospital outpatient services. For the development of service quality and client satisfaction in the health care business, each of the service quality aspects namely, tangibles, dependability, responsiveness, assurance, and empathy is crucial. Customer happiness is greatly impacted by service quality.

Keywords: Service quality, customer satisfaction, perceptions of quality, hospitals, and health care

Introduction

Providing excellent customer service to attract and retain customers has been recognized as a strategic necessity in highly competitive business environments. Businesses can easily increase their market share and revenue by providing superior service quality. because it has been believed that the foundation for gauging customer satisfaction is the customer's experience with a particular service. It is a fact that customer satisfaction and service quality are crucial components of consumer research conducted by businesses. Customer satisfaction and value perceptions were shown to be significantly impacted by service quality, according to a study that looked at the relationship between behavioral intentions, value, satisfaction, and service quality in the Indore health care sector.

The following inquiries are meant to be addressed by this study:

- What effects do elements of the physical setting, a welcoming environment for customers, responsiveness, communication, privacy, and safety have on patient loyalty and satisfaction?
- Can the relationship between patient loyalty and the caliber of healthcare services be mediated by patient satisfaction?

- Does the physical setting, customer-friendliness, responsiveness, communication, privacy, and safety components of the quality of health care services differ or have any gaps?
- How do the components of great health care services—physical setting, customer-friendly atmosphere, communication, privacy and safety, and responsiveness—relate to patient loyalty?

Review of Literature

Numerous studies on service quality have been conducted, and it has been discovered that customer satisfaction has been the primary dependent variable in each of these studies.

Some scholars postulated that the relationship between service quality and customer satisfaction would be antecedent to consumer satisfaction, regardless of whether these ideas were cumulative or transaction specific. When establishing a connection between customer satisfaction and service quality, researchers have gotten increasingly precise in their definitions and metrics. whereas there are some parallels between happiness and service quality, contentment is frequently a more general concept, whereas service quality specifically addresses the aspects of the service.

Prior research on customer satisfaction and service quality has demonstrated that customer satisfaction is impacted by service quality.

More customer satisfaction will follow from higher perceived service quality, claim Parasuraman et al. (1995). The idea put forth by Parasuraman (1995) was understood by a number of authors, who concurred that the caliber of services provided by service providers determines how satisfied customers are.

There were 22 pairs of Likert-type questions and five dimensions in the SERVQUAL model that was supplied. There is a tactile aspect to personnel appearance, equipment, and physical facilities. Reliability: The ability to deliver the specified service accurately and consistently. Reaction: a willingness to help customers and offer prompt services

Assurance is the ability of employees to inspire confidence and trust via their knowledge and courtesy.

Empathy: the thoughtful, individualized attention that the company provides to its customers.

In order to support the validity of the SERVQUAL model in the evaluation of service quality, Zeithamal et al. (2006) said that service quality is a focused assessment that represents the customer's opinion of dependability, assurance, responsiveness, empathy, and tangibles. They went on to state that among these qualities, reliability has consistently been shown to be the most important component of service quality.

Customers' perceptions of the influence of service quality characteristics (SERVQUAL) on customer satisfaction in the healthcare sector are the main focus of the current study.

This study focuses on the following objectives:

- to ascertain which component of service quality most significantly affects overall service quality and client happiness.
- to evaluate the relationships between the many facets of service quality and customer satisfaction.

Objective-

Quantifying the gap between patients' expectations and impressions of the quality of the services they receive, as well as identifying the root causes of this disparity, are the main objectives of the study.

Methodology & Data Collection

For this study, quantitative techniques or survey research are used. The respondents' direct replies were recorded. Data were produced on a five-point Likert scale with "Strongly Disagree" = "1" and "Strongly Agree" = "5" as the anchors. The SERVQUAL model of Parasuraman et al. was used as a reference for the questionnaire (1988).

The research will include 50 patients who have used or visited the various hospital's at Indore for outpatient services.

Analysis

IBM-SPSS was used to analyze the data using the data reduction factor analysis method, extract the factor loading, calculate the Eigen value with percentage variance, and optimize the factor name.

Q. No	Statement	Factor Loading	Eigen Value with % Variance	Factor Name
4	visually appealing materials associated with service	0.833	2.430 with % of variance 11.043	Appearance
2	visually appealing physical facilities	0.732		
7	provision of prompt treatment	0.826	5.289	reliability
15	safe and timely medical treatment	0.675	1.95	safety and time
17	employees have the knowledge to answer customers question	0.598	1.563	
22	hospital understands the specific need of their patients	0.703	0.427	assurance
11	employees providing prompt service to the customer	0.659	3.934	
21	provision of heart filled services	0.804	0.758	empathy
1	availability of modern looking equipment	0.6	20.209	Appearance

16	courtesy towards customer	0.755	1.648	courtesy
8	timely execution of services as promised	0.684	5.127	reliability
14	instill confidence in patients	0.749	2	
20	Employees assures personal attention to every patient	0.579	0.948	
13	availability of employees for solving customer problems	0.743	2.572	assurance
10	employees effectively informing regarding the schedule of services	0.667	4.119	
19	convenient working hours	0.858	1.12	convenience

Conclusion

Based on patient expectations for service quality and their opinions of such services, this study aimed to assess the quality of health care services provided. Perceived quality is the main factor affecting the value and level of satisfaction of customers. When the provided framework is evaluated in light of the study's findings, a number of elements that hospital management and authorities should be proud of are found. The administration and authorities need to focus more on and address quality-related activities in their facilities compared to other hospitals.

It is crucial to incorporate intangible quality traits like certainty, civility, and empathy when training personnel and taking into account all university hospital employees. Patients' trust in the physicians and other staff members is crucial. However, it may be argued that university hospitals offer assurance that is thought to be of higher quality. ought to be supported by additional admirable qualities like empathy and civility.

Future research will benefit from the study's findings when the industry's relevance to the aforementioned concept is considered. The differences between different hospital tie-ups in terms of quality and patient satisfaction, which were thoroughly examined in the research, can be useful to hospital management, staff members in the quality department, academics, and most importantly, policy makers.

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