

Patient Perception Towards Service Quality at Cocoon:
Maternity multispecialty Hospital, Jaipur

By

Henna Juneja

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2017-2019



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Henna Juneja** student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at **Cocoon Hospital, Jaipur** from **1st February to 3rd May 2019**.

The Candidate has successfully carried out the study on topic **Patient perceptions towards Service Quality at Cocoon Hospital** during internship training and her approach to the study has been sincere, scientific and analytical.

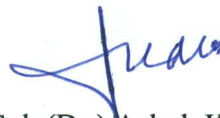
The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Col. (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur

18 May 2019



Col. (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs(Guide)
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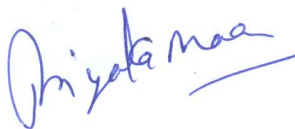
4th May, 2019

CERTIFICATE OF COMPLETION

This is to certify that **Dr. Henna Juneja**, MBA student of IIHMR, Jaipur has satisfactorily completed a project on **"Patient Perception towards Service Quality at Cocoon Hospital"** in our organization under the guidance of **Dr. Priyanka Maan (General Manager)** from **1st February, 2019 to 3rd May, 2019**.

During the period her conduct and performance towards provided responsibilities were excellent.

For Lineage Healthcare Limited



Authorized Signatory

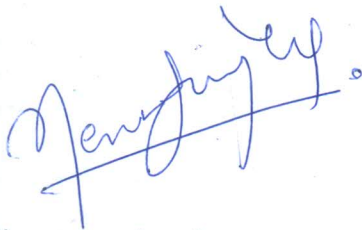
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CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **Patient perceptions towards Service Quality at Cocoon Hospital** and submitted by **Dr. Henna Juneja Enrolment No 0572** under the supervision of **Col. Dr Ashok Kaushik** for award of MBA in Hospital and Health of the University carried out during the period from 01/02/2019 to 03/05/2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature of student

ABSTRACT

Objective : The five dimension service quality (SERVQUAL) scale is one of the most common scale used to assess the gaps between the consumer's expectation and perception of the quality of the services they are being provided. This study compares the mean scores between the expectation and perception of SERVQUAL dimensions of the patients admitted to the inpatient department of Cocoon Hospital, Jaipur.

Methodology: This is a cross sectional study and uses the validated Parsuraman et al SERVQUAL scale to measure expectation and perception of service quality on a 5 point LIKERT Scale. A sample size of 100 was taken by convenience sampling. The primary data was collected in March- April 2019. The problem areas are identified as per the negative gap scores in the SERVQUAL dimension.

Results: A total of 100 patients (all females) were included in the study. Most of the respondents were from the age range 21-40 yrs (79 out of the 100 respondents) and had a qualification level of graduate level (68 out of 100 respondents). In all the analysis performed, the service quality gap of all the dimensions were found to be negative, tangibles (-0.80), reliability (-0.36), responsiveness (-0.63), assurance (-0.22) and empathy (-0.27). So, it can be concluded that the patient perceptions of service quality is lower than their expectations.

Conclusion: As per the study results, all the dimensions of service quality are negative, which implies that patient's expectations of the service quality are higher than their perception. The hospital should make adjustments according to the results so as to strive for continuous improvement of quality of care delivered to the patients.

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Introduction

The magnitude of measurement, monitoring and evaluation of service quality in the health sector is an indisputable matter in the current times. Modern medicine has slowly but surely understood and accepted patient's perception on health care (Asadi-Lari, Tamburini and Gray, 2004) by conducting essential researches to understand the importance of joint relations between patients, satisfaction and quality of life.

Administration quality gets a great deal of thought by medicinal services associations because of expanding thought to ceaseless quality improvement. For corporate hospitals higher quality is at the essential focal point of their business methodology. Quality and care are the essential elements which separate one medicinal services establishment from another. Corporate hospital administrators have always embraced techniques to convey administrations that fulfill patients and have concentrated on constantly evaluating and attempting to improve the quality dimension that their establishments offer. The test for wellbeing associations is to guarantee abnormal state of administration the client needs and expects each time consummately. Much all the more testing is that the administration quality and administration esteem are characterized by the chairman as well as by the patient who is the shopper of the administration.

Quiet fulfillment and nature of administration is a multidimensional viewpoint. To improve nature of wellbeing administrations it is most essential to get input from the consumer be it patient or patient gathering. In each viewpoint fulfill activity depends for the most part on the desire. So to quantify nature of administrations in an emergency clinic it is essential to gauge patients or patient gathering's desire and observation and discover their insight to assess nature of administrations.

Quality in wellbeing administrations involves two measurements: specialized quality (result quality) and useful quality (process quality). Specialized quality spotlights on the precision of therapeutic analyses and methodology while practical quality alludes to the manner by which medicinal services administrations are conveyed to patients. Since the greater part of patients come up short on the required learning for assessing the specialized nature of the administrations, their assessment of value depends on the therapeutic consideration process.

It is very difficult to measure patients' satisfaction or quality of service as a whole or in every aspect, as quality of services is multidimensional. There are different methods for determining the patients' expectations and service quality but among all of them SERVQUAL model, developed by Parasuraman et al is one of the best models for assessment of patients' expectations, perceptions and quality of the services. SERVQUAL is based on the idea that the quality is a subjective evaluation of the customer, as the service is not a physical item but an experience.

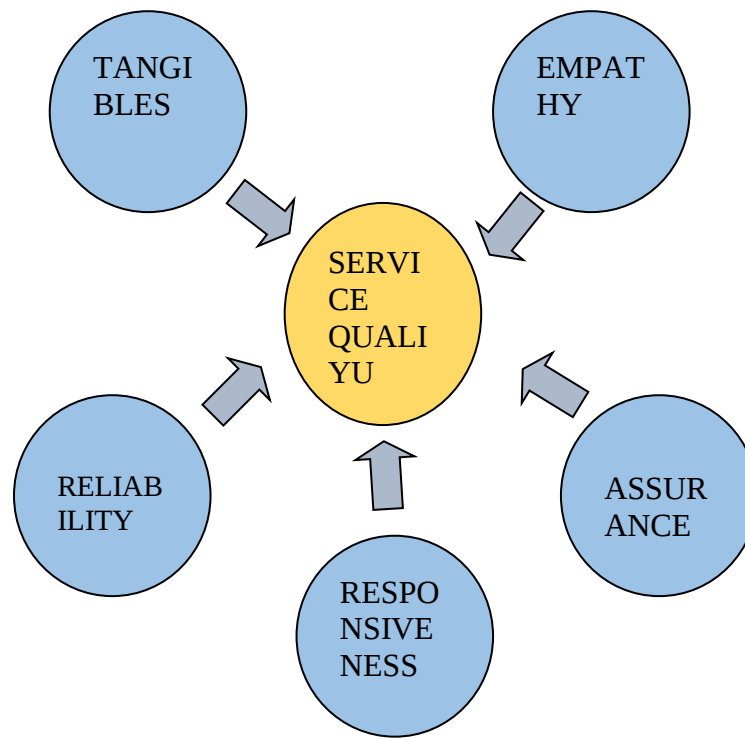
Prior, administration quality was estimated by contrast between purchaser recognition and desire based on ten measurements which incorporates; dependability, substantial quality, correspondence, security, believability, ability, getting, get to, understanding/knowing clients, responsiveness. Further this model was refined by parasuraman, berry and administration quality can be estimated based on five measurements; reliability, tangibles, responsiveness, assurance and empathy and these five measurements were additionally evaluated by 22 items.

SERVQUAL Model

SERVQUAL Model is a multi-dimensional research instrument, planned to get consumer's wants and impression of an organization along the five estimations that are acknowledged to address bolster quality. SERVQUAL depends on the expectation disconfirmation perspective, which in essential terms suggests that organization quality is fathomed as how much buyer's pre-usage wants for quality are asserted or disconfirmed by their genuine perspective on the organization experience.

The five dimensions of the model are as follows:

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy



Literature Review

Fan LH et al expressed that there is a noteworthy contrast between the normal and saw administration quality as indicated by patients both when getting therapeutic services.¹

Achievement of any nation relies upon its kin in the event that they were solid, at that point they will be dynamic and can improve the situation for their nation by effectively taking an interest in their work, however in the event that they were not beneficial, they can't effectively take part in their work, so it is essential to overhaul emergency clinics and improve their administration quality so as to fulfilled patients. It is additionally imperative to recognize whether individuals are happy with their emergency clinic or the amount they are happy with the administrations of their hospital.²

In a research by Nadia et al it was discovered that that patients' desires had not been met in any of the inspected measurements and their assent has not been accomplished. It appeared that essential for directors and applicable experts to plan and give exceptional consideration to this significant issue.³

Research Question

1. How do consumers perceive service quality?
2. What are the gaps in the service quality offered by the Hospital?

Objectives

1. To determine consumer perception of service quality
2. To identify gap between the perceived and expected service quality of the consumers and identify the areas in which improvement can be made.

METHODOLOGY

Study Design

Descriptive cross sectional study.

Study setting

The study was directed in the Inpatient Department of Cocoon Hospital amid the long stretch of March and April 2019. The point of the examination was disclosed to the respondents and they were guaranteed the security of their data.

Sampling and data collection

The survey samples for this study was obtained from patients and attendants at Cocoon hospital. In constraints of resources, samples are selected by convenience from the IPD area. The self-administrated questionnaires were delivered to patients and attendants. Primary data collection using structured questionnaire including 18 points Parsuraman et al scale.

Study population

- Inclusion- Patients admitted to the inpatient department of Cocoon Hospital
- Exclusion- OPD patients

Study Instrument

The study questionnaire consists of 2 parts: The first part includes 18 items from the SERVQUAL scale of Parsuraman et al for expectations for services from the hospital and the

second part includes 18 items for perception for services received at the hospital on a 5 point LIKERT scale under 5 dimensions namely-

- a.)Tangibles
- b.) Reliability
- c.) Responsiveness
- d.)Assurance
- e.) Empathy

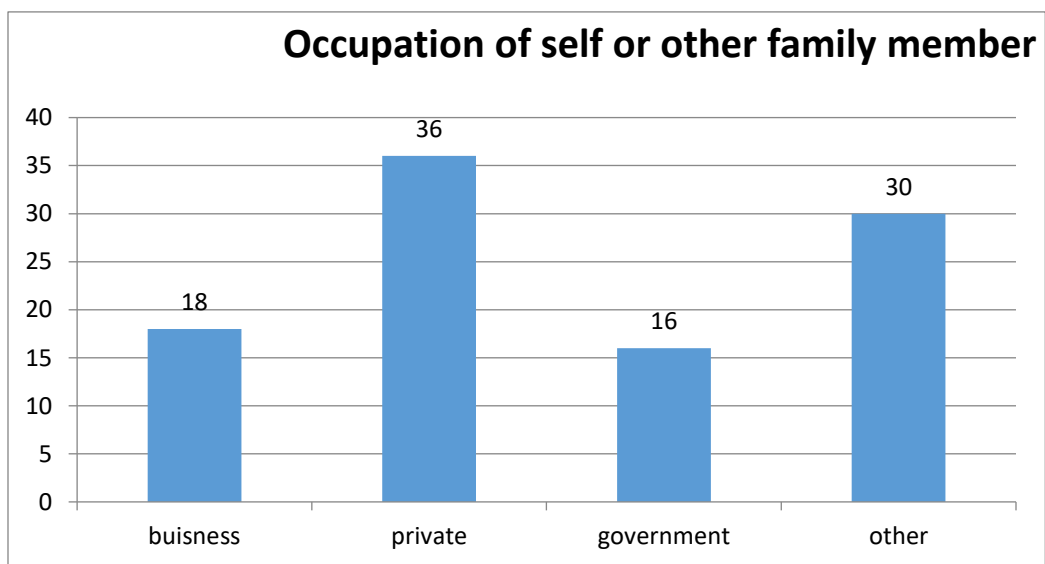
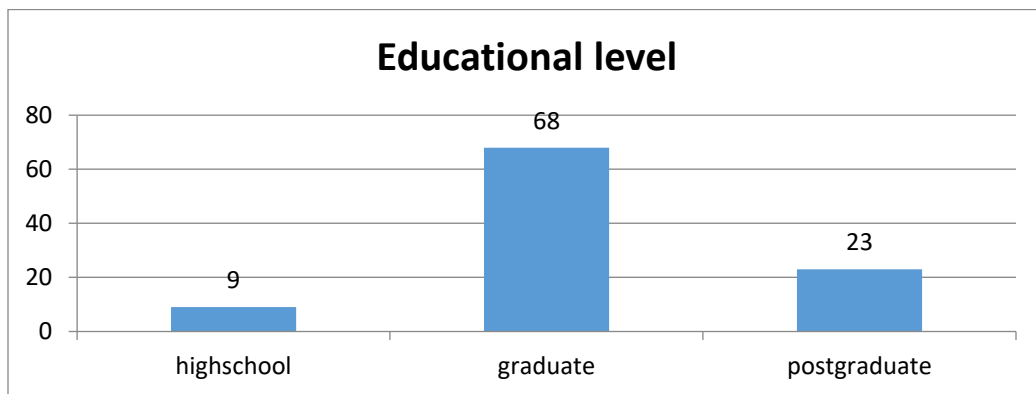
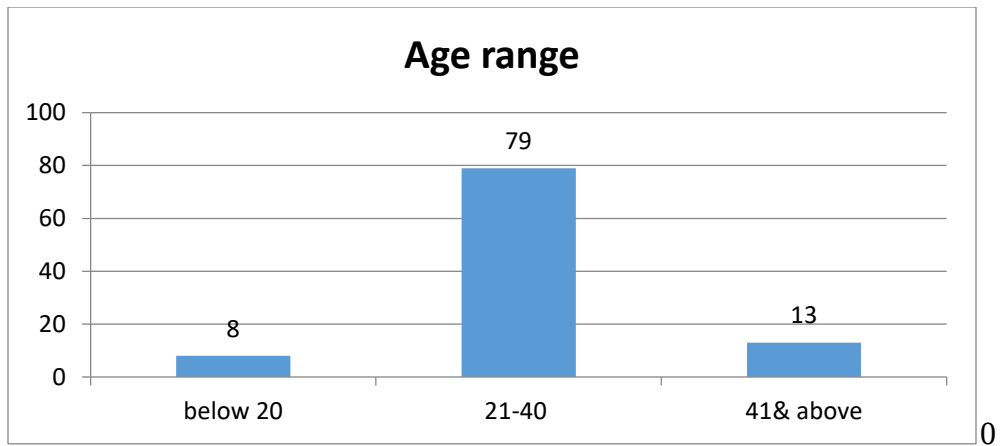
Analysis Plan

- Primary Data collected using self administered questionnaire.
- Data entry done using Microsoft excel.
- After entering the data in the respective dimensions, a mean score for each statement of each dimension was calculated for both the perceived scores (P) and expected scores (E).
- Then the gap score was calculated by P-E which provided a gap between the actual performance and the desired result.
- If the gap score is positive, the patients perceptions exceeds their expectations. If the gap score is congruent, it implies satisfactory performance, and negative gap score implies level of dissatisfaction and focuses where improvements can be made to attain maximum service quality.

RESULTS

Characteristics of the patients

The characteristics of the female patients in IPD of the cocoon hospital include age, literacy level and occupation. Table shows 100 female respondents , out of which maximum number of respondents were in the age range 21-40 yrs. Most number of respondents are graduate and primary occupation of the respondent (or respondent's family) work with private employers.

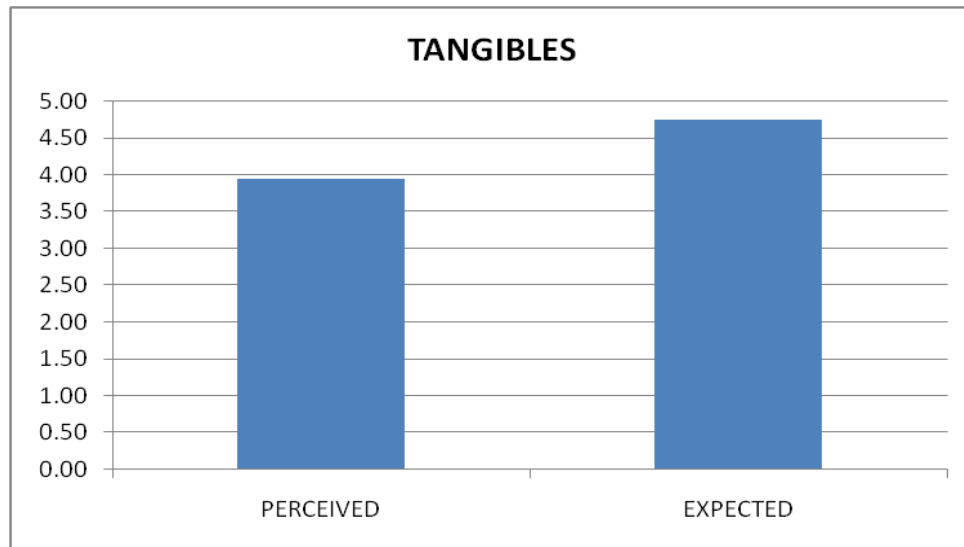


SERVQUAL Score

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Tangibles

	Item	Expectation		Perception		Gap (P-E)
		Mean	St. Dv	Mean	St. Dv	
TAN1	Up-to-date equipment	4.76	0.653197	3.78	1.38	-0.98
TAN2	Physical facilities are visually appealing	4.74	0.596623	3.72	1.348999	-1.02
TAN3	Employees well-dressed/neat	4.76	0.473969	4.36	0.772246	-0.4

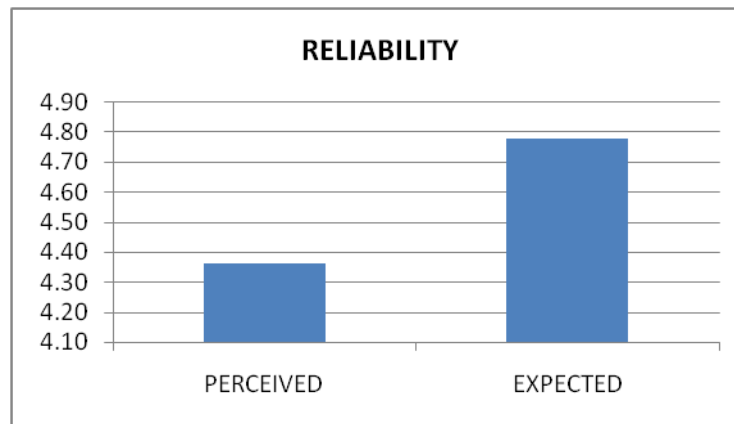


- Among the tangibles the highest expected mean score (4.76) is of two statements which are “up to date equipments” and “employees are neat and well dressed”.
- Highest gap score of the statement “physical facilities visually appealing” (-1.02) is also the highest gap score amongst all the statements used in the questionnaire which indicates dissatisfaction of customers from this aspect of the hospital.
- This means that customers of cocoon have a high expectation from the tangibles and physical appearances of tangibles such as medical equipments of daily use,

facilities in rooms like fridge, TV, AC and neatness of the employees that they dealt with on a daily basis.

Reliability

	Item	Expectation		Perception		Gap (P-E)
		Mean	St. Dv	Mean	St.Dv	
REL1	The hospital meets their promised time-frames for response	4.68	0.71	4.14	1.04	-0.54
REL2	The hospital staff is sympathetic and reassuring, when the patient has problems	4.68	0.51	4.54	0.64	-0.14
REL3	Employees are dependable	4.72	0.57	4.66	0.68	-0.06
REL4	They provide their services at the times promised	4.74	0.52	3.94	1.09	-0.8
REL5	They keep accurate records	4.78	0.54	4.54	0.90	-0.24

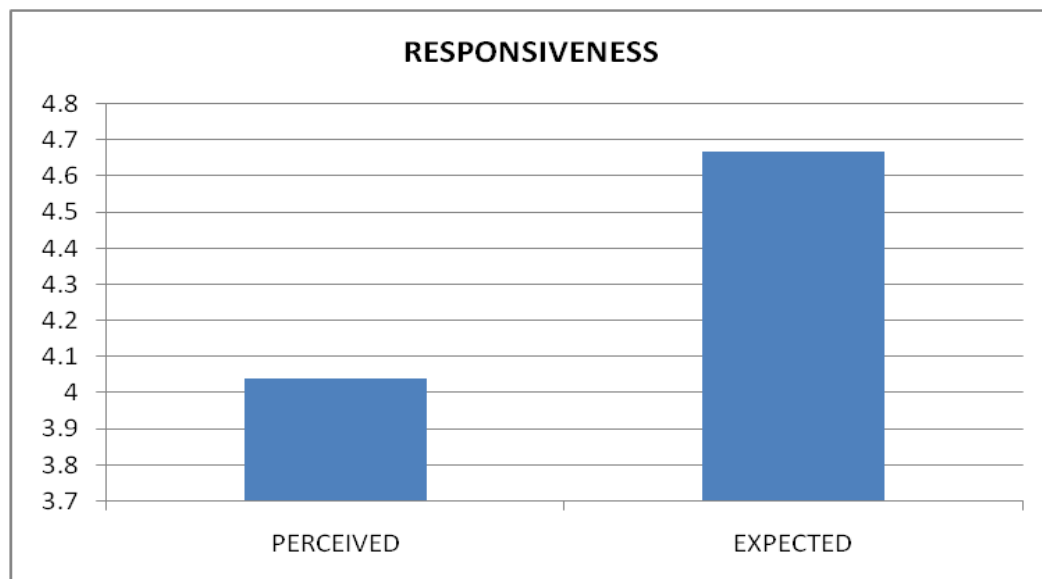


- Out of all the statements measuring reliability, the statement “they keep expected records” yielded the highest expectation mean score 4.78 and a perceived score of 4.54 against it which implies that the hospital staff is efficient in maintaining accurate and error free patient records.

- Highest gap score of -0.54 indicates that there is delayed response to services as per patient expectations.

Responsiveness

	Item	Expectation		Perception		Gap (P-E)
		Mean	St. Dv	Mean	St. Dv	
RES1	Expected to tell patients exactly when the service will be performed	4.66	0.59	3.8	1.21	-0.86
RES2	Prompt service from employees.	4.66	0.62	3.92	1.08	-0.74
RES3	Employees always willing to help customers	4.72	0.70	4.44	0.86	-0.28
RES4	Prompt response to patient requests	4.64	0.63	4	1.01	-0.64

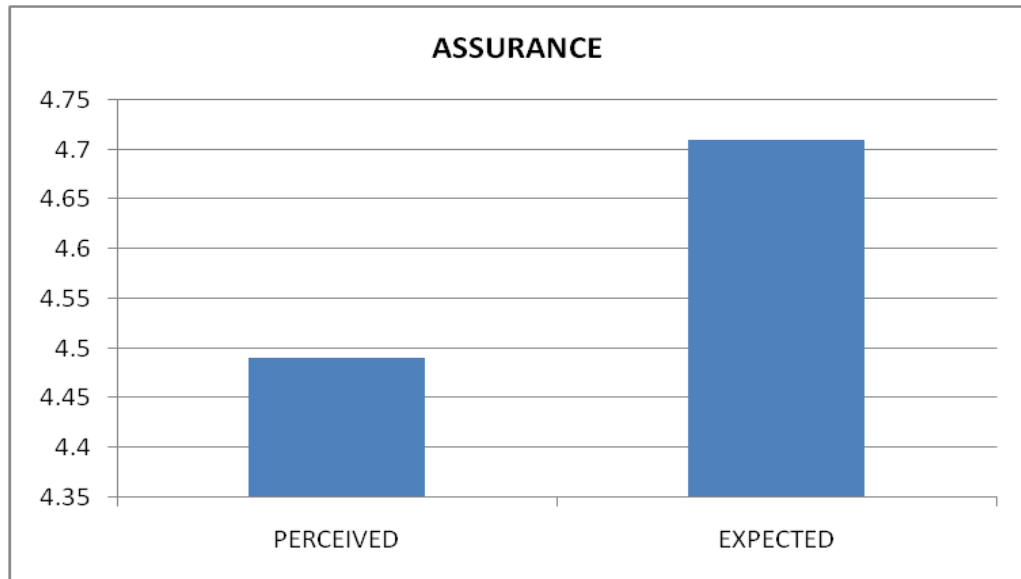


- The highest expected mean score (4.72), highest perceived score (4.44) and the lowest gap score of -0.28 on the statement “employees willing to help” indicates that customers are satisfied with willingness of the hospital staff to help.
- The highest gap score (-0.8) is of the statement “expected to tell exactly when the services will be performed” also has the lowest perception scores among the statements

of the responsiveness dimension imply that the customers have a certain dissatisfaction level with the response time of the queries and services

Assurance

	Item	Expected		Perceived		Gap(P-E)
		Mean	St. Dv	Mean	St. Dv	
AS1	Employees are trustworthy	4.8	0.53	4.66	0.71	-0.14
AS2	Patients feel safe when transacting with employees	4.66	0.65	4.6	0.67	-0.06
AS3	Employees are polite	4.72	0.53	4.48	0.86	-0.24
AS4	Staff get sufficient help from the hospital to carry out their responsibility well	4.66	0.62	4.22	0.79	-0.44

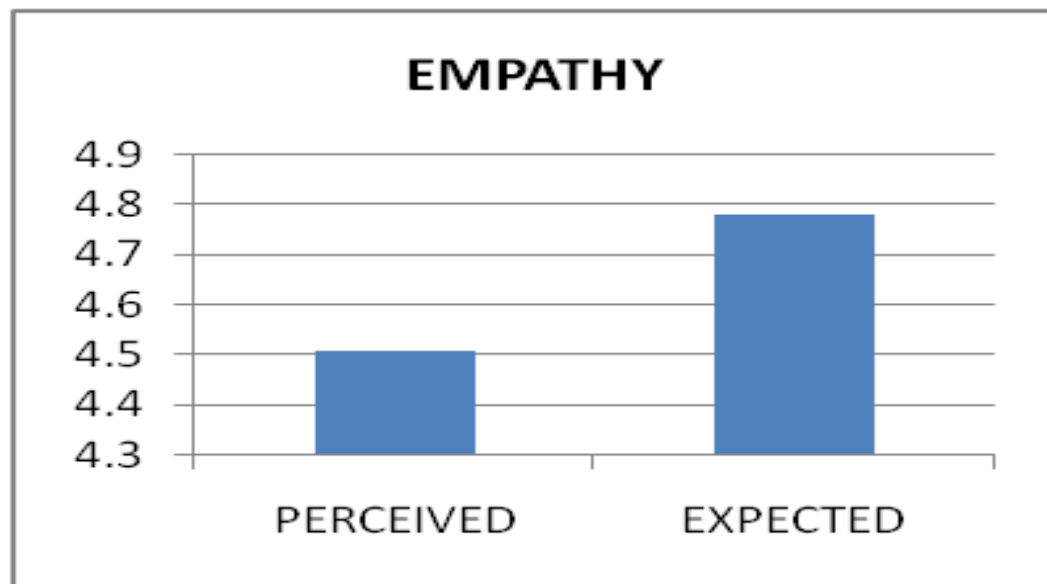


- Highest expected mean of the assurance dimension is of the statement “employees are trustworthy” i.e. 4.8 and has a perceived mean of 4.66 against it which indicates that the customers are satisfied and have a trust level with the hospital staff.

- The lowest gap score (-0.06) of the statement “employees feel safe when transacting with employees” shows the trust level of the customers regarding the services that they come in contact with the hospital with such as medical care, nursing care, billing etc.

Empathy

	Item	Expected		Perceived		Gap(P-E)
		Mean	St. Dv	Mean	St. Dv	
EMP1	Employees give individualized attention	4.66	0.62	4.32	0.79	-0.46
EMP2	Employees have the best interests of the patient at heart	4.78	0.50	4.7	0.71	-0.08



- For empathy three dimensions were used. The statements “employees have the best interest at heart” and “operating at hours convenient to the patients” have the highest expected mean score of 4.78.

- The lowest perceived mean (4.32) and the highest gap score (-0.467) among the three statements is of “employees give individualized attention” which represents dissatisfaction towards that area and may indicate the shortage of the nursing staff that lead to not giving each patient adequate time for care.

DISCUSSION

Based on the findings, the average scores of expected services is higher (ranging between 4-5) than their perceptions. The highest expectation was related to the dimension Empathy with the mean score of the dimensions being 4.78. This implies that as it is a maternity hospital the patients expect a higher amount of care and individualized attention. The dimension also has a perceived score of 4.51 against its expectation which is a good performance but some level of gap score indicates still improvement can be made in terms of individualized attention of the staff to each patient by fulfilling the nursing shortage at the hospital.

The lowest gap of quality is related to the assurance dimension (-0.22), which includes 4 items, and further out of which the second item “patients feel safe while transacting with the employees” has the lowest gap score of -0.06 which shows that the patients perceive the amount of trust they were expecting from the hospital staff.

The most noteworthy gap score among every one of the measurements was in the effects measurement (- 0.8) which demonstrates that Cocoon hospital needs to give more consideration to the physical offices of the emergency clinic like luxuries and offices of day by day use, appearance of the physical enhancements and perfect and clean appearance of the wellbeing faculty and other staff that execute day by day with the patients.

LIMITATIONS AND PROBLEMS FACED

- Sample size is small and is taken by convenience sampling, so it cannot be a generalized for a large population.
- The responses of the patients were subjective; depend on their personality, perception and preference. Some might be satisfied with the average as well as some might be dissatisfied with the best of the services.
- It was challenging to get the patient/ patient family to fill the questionnaire as the admitted family is often in stress.

- Many questionnaires were left incomplete which had to be excluded from the study.
- Since the expectations of the services were also filled after the admission and stay of the patient at the hospital, the responses may be biased.

RECOMMENDATIONS

After conducting the SERVQUAL assessment and finding out the gaps, the following are the recommendations:

- The hospital needs to prioritize which dimension to first take upon for improvement. As per the study results the lowest perception is from the tangibles dimension, so the hospital should take its first step in improving the appearance and functioning of the physical facilities, neat and tidy uniforms.
- The gaps in the reliability dimension indicate a frail trust relationship between the doctors , nurses and other health workers and the patient/patient party. So the health care provider staff should take out time to explain and educate patient about diagnosis, treatment, prognosis, post operative care etc and hence building trust of the patient towards treatment service and the staff.
- To improve the responsiveness of the services, the hospital should try and adhere to the TAT of the services such as the reports from the lab, procedure, OT schedule, discharge time etc. Proper training of the staff regarding the service processes can help in enabling them to respond to queries promptly and also help in reducing TAT.
- For improving assurance dimension, the patients should be interacted in a way that they are assured by the knowledge and courtesy of the employees and have trust and confidence in the treatment and care provided to them by the staff. Hiring qualified staff and staff training can play an important role in improving this dimension.
- Empathy dimension being the highest expected service from the patients indicates the importance of the soft skills. Soft skill training of the staff should be to be to be kind, courteous, concerned and understanding of the patient's problems.

CONCLUSION

The outcomes demonstrate that SERVQUAL is an effective model to screen and quantify the administration quality and empowers the hospital managers to recognize the region that needs

improvement from the patient viewpoint. The after effects of the investigation can be utilized in monitoring, evaluation of the quality improvement of Cocoon Hospital.

STUDY INSTRUMENT

This survey is a piece of an educational research being directed at Cocoon Hospital, so as to pick up an understanding into the medicinal services industry. We would welcome a legit feeling and thank you ahead of time for your valuable time.

Kindly mark your suitable answer.

I. Name.....

II. Age

- Below 20 yrs
- 21-40 yrs
- Above 41 yrs

III. Educational qualification

- High School
- Graduate
- Post Graduate and above

IV. Occupation of self/ family member

- Private
- Government
- Business
- Professional
- Other

EXPECTATION OF SERVICES BEFORE COMING TO COCOON HOSPITAL

	Sr. No.	Dimension	Score				
			1	2	3	4	5
Tangibles	1	Up-to-date equipment					
	2	Physical facilities are visually satisfying					
	3	Staff appear well-dressed/neat					
Reliability	4	The hospital meets their promised time-frames for response					
	5	The hospital staff is sympathetic and reassuring, when the patient has problems					
	6	Employees are dependable					
	7	They provide their services at the times promised					
	8	They keep accurate records					
Responsiveness	9	Expected to tell patients exactly when the service will be performed					
	10	Prompt service from employees.					
	11	Employees always willing to help customers					
	12	Prompt response to patient requirements					
Assurance	13	Employees are dependable					
	14	Patients feel safe when transacting with employees					
	15	Employees are soft spoken					
	16	Staff gets adequate support from the hospital to carry out their responsibility well					

Empathy	17	Employees give personalized attention					
	18	Employees have the best welfare of the patient at heart					

PERCEIVED SERVICES AFTER COMING TO COCOON HOSPITAL

	Sr. No.	Dimension	Score				
			1	2	3	4	5
Tangibles	1	Up-to-date equipments					
	2	Physical facilities are visually satisfying					
	3	Staff appear well-dressed/neat					
Reliability	4	The hospital meets their promised time-frames for response					
	5	The firm is sympathetic and reassuring, when the patient has problems					
	6	They are dependable					
	7	They provide their services at the times promised					
	8	They keep accurate medical records					
Responsiveness	9	Expected to tell patients exactly when the service will be performed					
	10	Prompt service from employees.					
	11	Employees always willing to help					

	12	Promptly respond to customer requirements					
Assurance	13	Employees are dependable					
	14	Patients should feel safe when transacting with employees					
	15	Employees are soft spoken					
	16	Staff gets adequate support from the hospital to carry out their responsibility well					
Empathy	17	Staff gives personalized attention					
	18	Employees have the best welfare of the patient at heart					

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