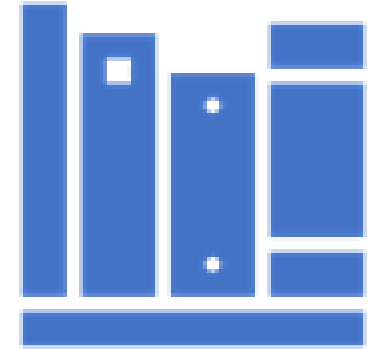




SUMMER TRAINING AND ONLINE COURSE REPORT

Presented By: Tanzila Bandmaster

Roll No: 1024

Batch: MBA HM 24



A REVIEW ON QUALITY OF SERVICES PROVIDED USING SERVQUAL MODEL IN INDIAN HOSPITALS

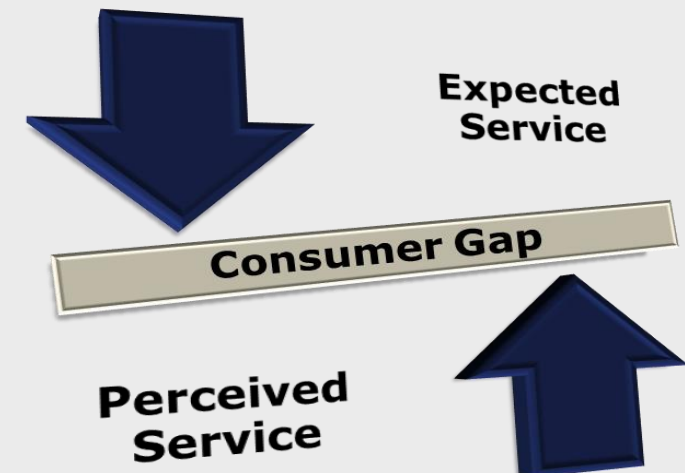


SERVICE QUALITY

Service Quality (SQ) is a comparison of expectations (E) of a particular service with the real perceived service (P), which is measured as: $SQ = P - E$

Service Quality largely determines the customers' satisfaction. Customer satisfaction is a proportion of how an organization's products and services satisfy consumer requirements

Healthcare in order to be of high quality has to be safe, effective, efficient, timely, patient-centered and equitable



SERVQUAL MODEL

Service Quality - SERVQUAL model given by Parasuraman is most frequently used technique for assessing quality of services provided. It is utilized to analyse the patients' desires/expectations before they utilize the services and their perceptions/discernments in the wake of experiencing the real services

It has 5 dimensions in particular:

Reliability

- Ability to perform the promised service dependably and accurately

Assurance

- Knowledge and courtesy of employees and their ability to inspire trust and confidence

Tangibility

- Physical facilities, equipment, and appearance of personnel

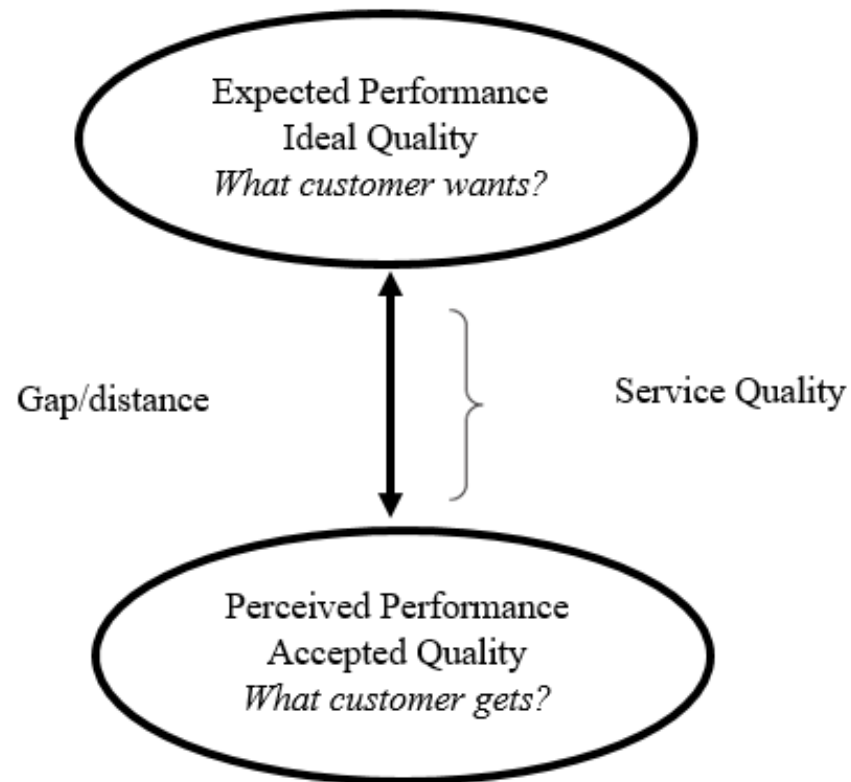
Empathy

- Caring individualized attention the firm provides to its customers

Responsiveness

- Willingness to help customers and provide prompt service

SERVQUAL...



- The 5 parameters are linked to Parasuraman et al., 1985's 22 statements
- Generally, the organizations take the customer's expectations and perceptions in a form of questionnaire consisting of 22 statements. It might differ in some cases
- The use of perceived as opposed to actual service received helps us measure the gap



OBJECTIVES OF THE STUDY

- To review the literatures on SERVQUAL model for assessment of quality of services given in various types of hospitals in India
- To determine whether the patients are satisfied with the services provided by the Indian hospitals

S E R V I C E
 Q U A L I T Y
 S A T I S F A C T I O N
 L O Y A L T Y
 S U P P O R T
 C O M M U N I C A T I O N
 F E E D B A C K
 T R U S T



MATERIAL AND METHODS



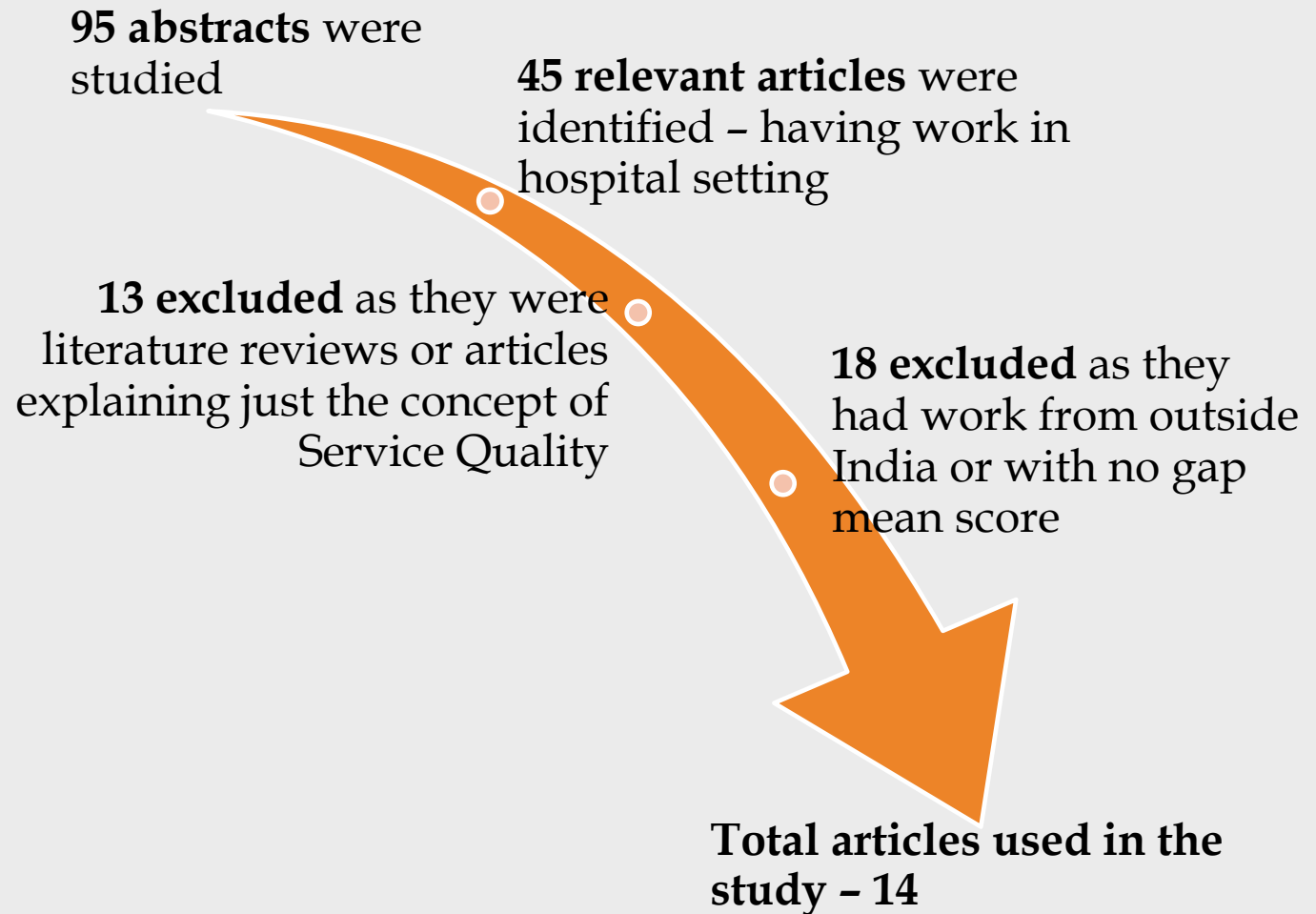
- Articles were searched in scientific databases like **PubMed, Google Scholar, ResearchGate, SciHub** which forms a part of secondary data
- Inclusion criteria: original research, having gap mean score between the expectations and perceptions in terms of service quality, done in hospital setting, time frame - 2011 to 2018 and conducted in India
- Keywords: SERVQUAL model, SERVQUAL studies, hospitals, service quality, gap, expectations and perceptions, patients and India



MATERIAL AND METHODS...



Sampling Methodology:

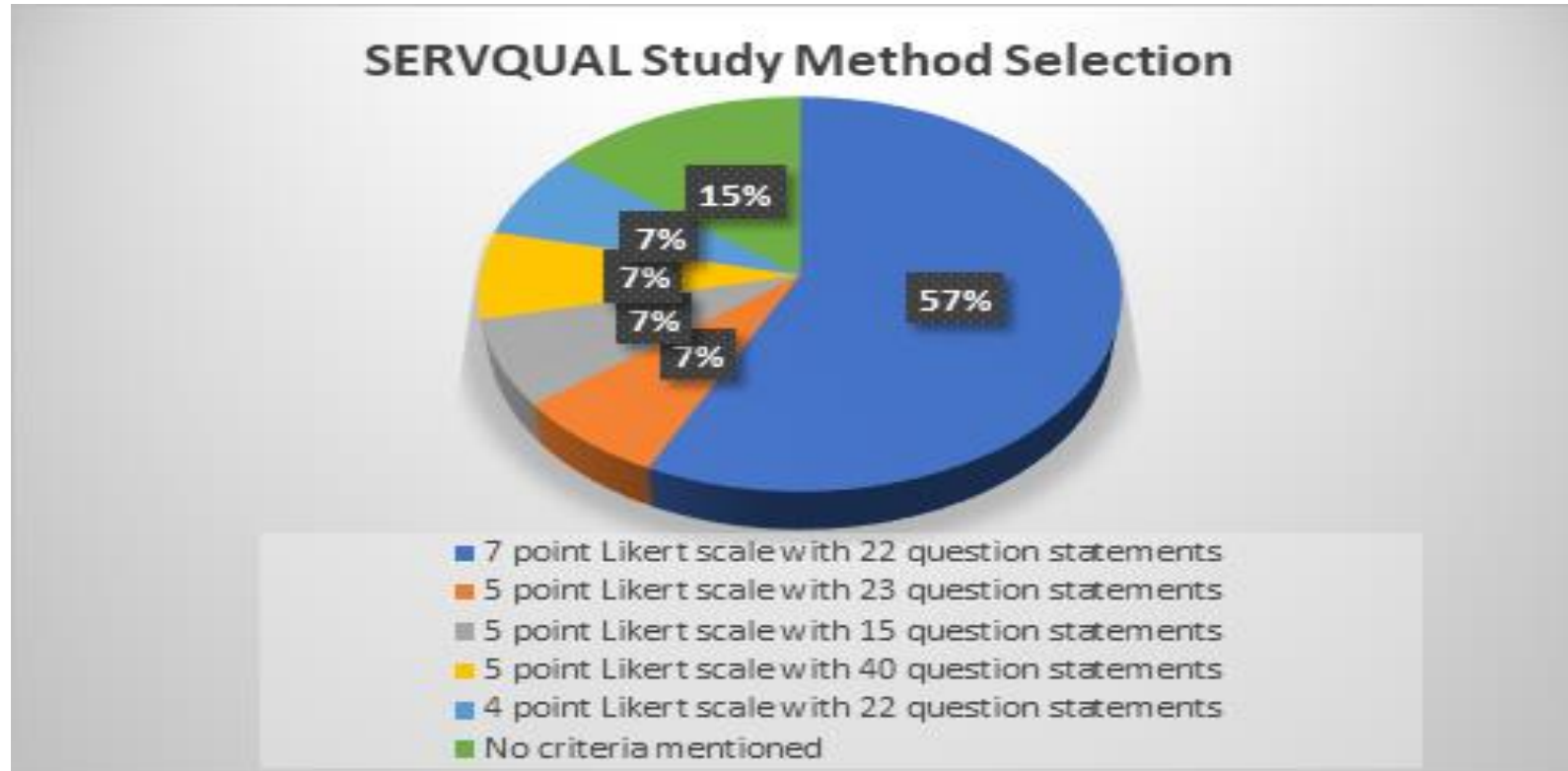


FINDINGS:



- The gap mean score is calculated as perceptions minus expectations for all the 5 dimensions – Tangibility, Reliability, Responsiveness, Assurance and Empathy
- The negative gap score determines that the expectations of the patients are not met by the hospitals or healthcare provider in terms of the service quality
- The positive gap score means that the patients are satisfied and composed by the services received from the hospitals

SERVQUAL Model – Study Method Selection



57%

7-point likert scale
with 22 question
statements

7%

5-point likert
scale with
23 question statements

7%

5-point likert
scale with 15
question statements

7%

5-point likert
scale with
40 question statements

7%

4-point likert
scale with
22 question statements

15%

No criteria
mentioned

Study	Setting/Hospital type	Gap Mean Score
Ahuja et al., 2011	NGO hospital	0.0408
Umath & Marwah, 2015	Private hospitals	0.1634
Chakravarty, 2011	Peripheral Service hospital	-0.3280
Wath, 2017	Private hospitals	-0.2092
Jaswal & Walunj, 2017	College Affiliated Hospitals; Not for profit; No profit no loss; for profit basis	-1.4660
Madan & Goel, 2015	Private hospitals	-0.2920
Ghritlahre & Ghritlahre, 2016	Private hospitals	-0.6015
Service Quality Perception of Patients on Health Care, n.d.	Hospitals	-0.0280
Pandit, 2015	Private super-specialty; Government Medical college and hospitals; Private General hospitals	-0.2075
Dr Ranjith PV, 2018	Hospitals	-0.6077
Koley et al., 2015	Government Homeopathic hospitals	-0.3450
Sadia Samar Ali, Arati Basu, 2016	Private/corporate hospitals	0.5900
Madhura Prabhu & Iyer, 2018	Hospitals	-1.2760
Pramanik, 2016	Government and private hospitals – Urban/Rural	-1.3640/-0.8760

GAP MEAN SCORE AND HOSPITAL SETTING TYPE 11

GAP SCORE FOR EACH DIMENSION



Study	Reliability Gap	Assurance Gap	Tangibility Gap	Empathy Gap	Responsiveness Gap
Ahuja et al., 2011	0.06	0.15	-0.173	0.54	-0.373
Umath & Marwah, 2015	0.476	0.173	0.159	0.152	-0.143
Chakravarty, 2011	-0.04	-0.28	-0.56	-0.11	-0.65
Wath, 2017	0.2334	-0.1917	-0.1021	-0.8833	-0.1021
Jaswal & Walunj, 2017	-1.56	-1.44	-1.32	-1.38	-1.63
Madan & Goel, 2015	-0.48	-0.15	-0.2925	-0.335	-0.2025
Ghritlahre & Ghritlahre, 2016	-0.68	-0.535	-0.4575	-0.47	-0.865
Service Quality Perception of Patients on Health Care, n.d.	0.5	-0.27	-0.15	-0.07	-0.15

GAP SCORE FOR EACH DIMENSION

...



Study	Reliability Gap	Assurance Gap	Tangibility Gap	Empathy Gap	Responsiveness Gap
Pandit, 2015	-0.136	-0.09	-0.326	-0.194	-0.29133
Dr Ranjith PV, 2018	-0.686	-0.205	-0.665	-0.78	-0.7025
Koley et al., 2015	-0.28	-0.3	-0.525	-0.32	-0.3
Sadia Samar Ali, Arati Basu, 2016	0*	0.65	0.58	0.64	0.49
Madhura Prabhu & Iyer, 2018	-1.35	-1.13	-1.41	-1.48	-1.01
Pramanik, 2016 – Urban	-1.48	-1.63	-1.67	-0.6	-1.44
Pramanik, 2016 – Rural	-0.78	-0.57	-0.97	-1.05	-1.01

*As the reliability dimension did not show any gap in the study, it is given as 0.



CONCLUSION

- As reviewed, it was found that by comparing the gap between the expectations and perceptions of patients in all 5 service quality dimensions, there is a negative gap which indicates that the patients' expectations are not met in almost all hospital types in India
- As seen in the previous slides, all the dimensions' gap is negative, but for assurance, the gap is least as compared to other dimensions
- Responsiveness has the maximum gap, i.e. the patients are most dissatisfied for the services provided under this dimension



CONCLUSION...

- For various hospital types, at present, it can be said that the service quality is not up to the mark
- Comparatively, the patients have more expectations from private hospitals
- Thus, improving the service quality in hospitals is required with focused attention by policy-makers, health professionals & hospital administrators
- A great improvement is required by the Government by creating various policies and procedures and even by private practitioners. Those policies have to be followed along with necessary trainings to the staff to make the hospital visit beneficial and satisfactory for the patients



MICROSOFT EXCEL - EXCEL FROM BEGINNER TO ADVANCED



COURSE DESCRIPTION



To have a solid understanding of Basic Excel

Common and Special Functions

Maintaining large sets of data

PivotTables

Automating through Macros and VBA

OBJECTIVES

- To have thorough knowledge and understanding about Microsoft Excel Interface
- To be able to perform functions using excel and have knowledge of Basic excel, Intermediate excel, Advance excel and Macros and VBA

Action	Shortcut	Type	Action	Shortcut	Type	Action
Copy	Ctrl + c	Copy & Paste	Cell Format	Ctrl + 1	Cell Format	Calculate worksheets
Paste	Ctrl + v		Format as %	Ctrl + %		Calculate active worksheet
Paste Special	Ctrl + Alt + v		Format as Number	Ctrl + !		Force recalculate all
Select Row	Shift + Space	Select & Navigate	Add Autofilter	Ctrl + Shift + l ('L')	Filter	Go To Special
Select Column	Ctrl + Space		Clear Filter	Alt → a → c		Find
Jump to End	Ctrl + Arrow		Show Dropdown List	Alt + Arrow down		Replace
Mark + Jump to End	Shift + Ctrl + Arrow	Group & Ungroup	Hide Sheet	Alt → o → h → h	Worksheet functions	Delete/ Insert Row/ Column
Group	Alt + Shift + Arrow right		Unhide Sheet	Alt → o → h → u		Open Data Validation
Ungroup	Alt + Shift + Arrow left		Rename Sheet	Alt → o → h → r		Create Pivot Table
Add \$ in Formula	F4 (in Cell)	In Cell	Insert new Worksheet	Alt + Shift + F1		Repeat last Action
Line break within Cell	Alt + Enter (in Cell)		Go to next/ previous Sheet	Ctrl + Page up/ Page down		Enter Cell

→ = press keys after each other + = press keys at the same time () = additional hint Note: Some shortcuts (such as "% " or "L") may require additional keys (such as



COURSE CONTENT

- An Introduction to Excel
- Intermediate level Excel
- Advanced level Excel
- Macros and VBA in 6 simple projects



LEARNING METHODOLOGY

- Course content was online with videos followed by quizzes and resources for hands on training



KEY LEARNINGS



Introduction

Excel interface

Toolbars

Cell reference

Basic formulas like SUM, MIN, MAX,
AVERAGE, COUNT

Autosum and autofill

Creating charts and inserting pictures



Intermediate

Sort, filter

Removing duplicates

Data Validation

Functions like DSUM, DAVERAGE,
AND, DCOUNT, SUBTOTAL

Working with large set of data

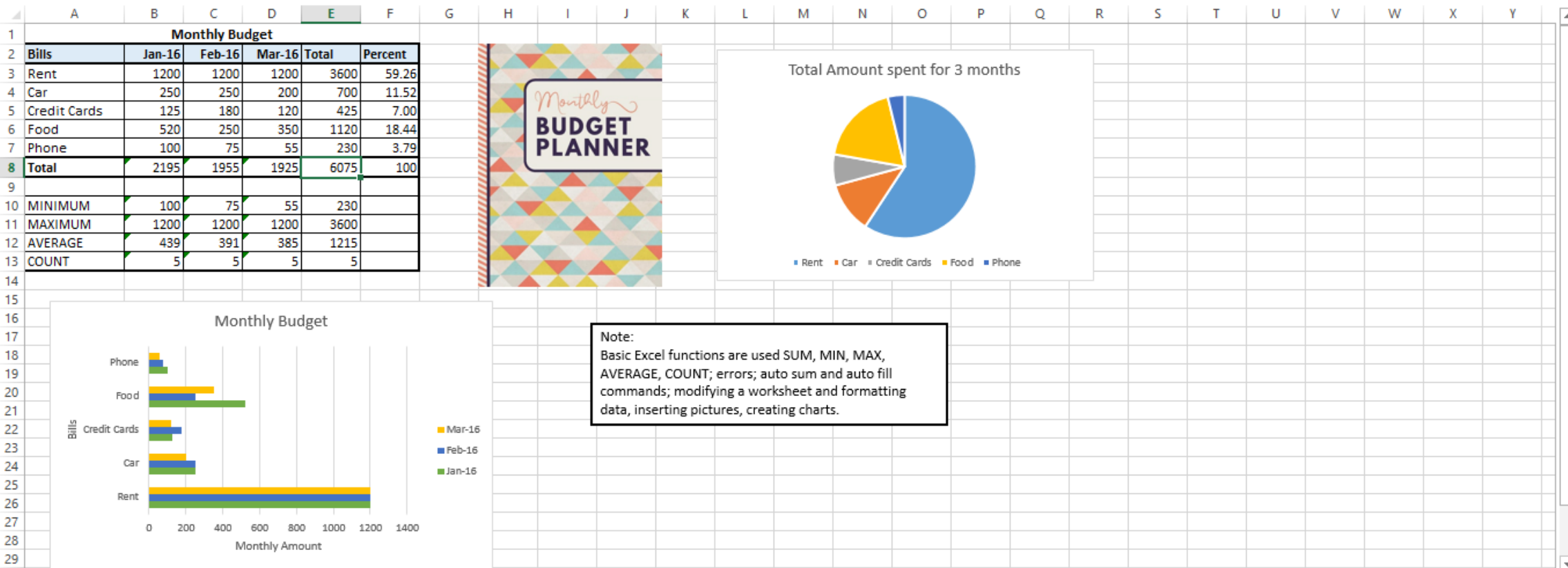
PivotTables

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW DEVELOPER

Clipboard Font Alignment Number Styles Cells Editing

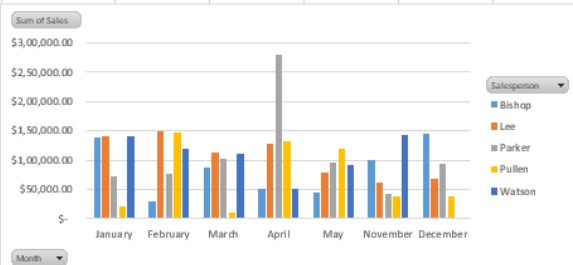
AutoSum Fill Clear Sort & Filter Find & Select

E8 : =SUM(B8:D8)



Note:
Creating Pivot Table, modifying, grouping, filtering and formatting data, creating Pivot Chart, freeze panes.

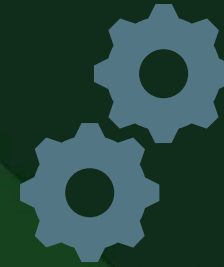
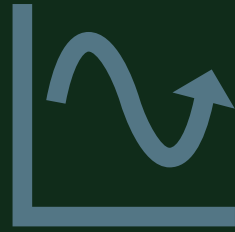
Sum of Sales	Column Labels					
Row Labels	Bishop	Lee	Parker	Pullen	Watson	Grand Total
January	\$ 1,38,600.00	\$ 1,40,337.00	\$ 72,741.00	\$ 21,321.00	\$ 1,40,337.00	\$ 5,13,336.00
February	\$ 29,322.00	\$ 1,50,180.50	\$ 75,477.00	\$ 1,47,883.75	\$ 1,18,481.50	\$ 5,21,344.75
March	\$ 87,754.00	\$ 1,13,330.50	\$ 1,02,816.00	\$ 9,594.80	\$ 1,09,709.40	\$ 4,23,204.70
April	\$ 51,169.50	\$ 1,28,824.30	\$ 2,78,489.90	\$ 1,31,787.40	\$ 50,223.30	\$ 6,40,494.40
May	\$ 44,761.90	\$ 78,708.90	\$ 95,275.70	\$ 1,19,204.60	\$ 90,561.30	\$ 4,28,512.40
November	\$ 99,956.30	\$ 60,697.30	\$ 42,205.50	\$ 38,628.20	\$ 1,41,664.40	\$ 3,83,151.70
December	\$ 1,45,366.20	\$ 68,499.90	\$ 93,117.70	\$ 37,549.20		\$ 3,44,533.00
Grand Total	\$ 5,96,929.90	\$ 7,40,578.40	\$ 7,60,122.80	\$ 5,05,968.95	\$ 6,50,976.90	\$ 32,54,576.95



	A	B	C	D	E	F	G	H	I	J	K	L
1		Category	Total Sales	Average Sales	Total Count							
2		Rent	\$ 71,160	\$ 17,790	4							
3												
4			Total Sales	Total Sales (Subtotal)								
5			\$ 14,28,320	\$ 1,73,885								
6												
7	Division	Category	Jan	Feb	Mar	Total Sales						
11	East	Overhead	₹ 1,250.00	₹ 1,250.00	₹ 1,250.00	₹ 3,750.00						
13	East	Maintenance	₹ 1,350.00	₹ 1,500.00	₹ 1,700.00	₹ 4,550.00						
20	East	Advertising	₹ 12,250.00	₹ 12,250.00	₹ 12,750.00	₹ 37,250.00						
23	North	Overhead	₹ 850.00	₹ 750.00	₹ 800.00	₹ 2,400.00						
24	North	Maintenance	₹ 940.00	₹ 950.00	₹ 820.00	₹ 2,710.00						
34	North	Advertising	₹ 14,250.00	₹ 15,250.00	₹ 12,050.00	₹ 41,550.00						
36	South	Overhead	₹ 2,140.00	₹ 2,310.00	₹ 2,000.00	₹ 6,450.00						
39	South	Maintenance	₹ 2,000.00	₹ 950.00	₹ 800.00	₹ 3,750.00						
47	South	Advertising	₹ 11,250.00	₹ 11,250.00	₹ 11,750.00	₹ 34,250.00						
51	West	Overhead	₹ 775.00	₹ 750.00	₹ 700.00	₹ 2,225.00						
55	West	Maintenance	₹ 2,000.00	₹ 950.00	₹ 800.00	₹ 3,750.00						
62	West	Advertising	₹ 10,250.00	₹ 10,250.00	₹ 10,750.00	₹ 31,250.00						
66		Rent										
67												
68		Rent										
69		Copying										
70		Advertising										
71		Consultants										

Note:
List Excel functions are used DSUM, DAVERAGE, DCOUNT, SUBTOTAL; sorting, applying filter, finding and removing duplicates, Data Validation.

KEY LEARNINGS...



Advanced

Conditional functions like IF, COUNTIF, SUMIF

Nesting functions

Lookup functions like VLOOKUP, HLOOKUP, INDEX, MATCH

Text based functions like LEFT, RIGHT, MID, LEN, SEARCH, CONCATENATE

Macros and VBA

Recording and running a Macro

VBA and VBE concepts

VBA modules

Creating a VBA procedure, adding codes, VBA loops

VBA InputBox

Alerting the users for errors

Formatting data and automating functions

AVERAGE : ✕ ✓ <i>f_x</i> =IF(AND(H4="yes",MIN(B4:E4)>=8000),"Bonus","No Bonus")											
1	Sales Figures - December 2020							Monthly Goal:	₹ 34,000.00		
2											
3	Sales Person	Week 1	Week 2	Week 3	Week 4	Totals		Was Goal Met?	Bonus Status		
4	H. James	\$ 9,550	\$ 9,230	\$ 8,500	\$ 8,965	\$ 36,245		=IF(AND(H4="yes",MIN(B4:E4)>=8000),"Bonus","No Bonus")			
5	K. Dunn	\$ 5,975	\$ 6,900	\$ 8,500	\$ 10,100	\$ 31,475		AND(logical1, [logical2], [logical3], ...) nus			
6	L. Carrie	\$ 7,425	\$ 8,580	\$ 9,910	\$ 7,512	\$ 33,427		No	No Bonus		
7	R. Smith	\$ 9,560	\$ 10,150	\$ 10,200	\$ 9,795	\$ 39,705		Yes	Bonus		
8	D. O'Brian	\$ 7,892	\$ 7,695	\$ 9,520	\$ 10,252	\$ 35,359		Yes	No Bonus		
9	Weekly Total	\$ 40,402	\$ 42,555	\$ 46,630	\$ 46,624	\$ 1,76,211					
10											
11	Current number of sales people who haved reached their goal:					3					
12											
13						Store Number	Total Units	Total Sales			
14	Note: SUM, IF, COUNTIF, nesting AND, ID & MIN functions above and SUMIF function below					3000	17,538	\$4,91,064			
15						SKU Number	Total Units	Total Sales			
16						E0032M	7,357	\$2,05,996			
17											
18											

	A	B	C	D	E	F	G	H	I	J	K	L	M
2	Emp ID	First Name	Last Name	Dept	Pay Rate			Inventory Status Check					
3	1054	Howard	Smith	AT	\$ 11.25			Enter Product Code Here:	XP200				
4	1056	Joe	Gonzales	AT	\$ 12.25								
5	1067	Gail	Scote	AT	\$ 14.55			Warehouse 1 Inventory:	150				
6	1075	Sheryl	Kane	AD	\$ 11.25			Warehouse 2 Inventory:	110				
7	1078	Kendrick	Hapsbuch	AC	\$ 10.20			Warehouse 3 Inventory:	115				
8	1152	Mark	Henders	AD	\$ 12.25								
9	1196	Katie	Atherton	HR	\$ 9.95								
10	1284	Frank	Bellwood	MK	\$ 12.30								
11		#N/A	#N/A	#N/A	#N/A			RETURNS VALUE AT A SPECIFIC POSITION	RETURNS NUMERIC POSITION OF A VALUE				
12		#N/A	#N/A	#N/A	#N/A		EMP ID	INDEX	MATCH		INDEX & MATCH		
13		#N/A	#N/A	#N/A	#N/A		1054	tuomev	2		AT		
14	1302	Randy	Sindole	MK	\$ 14.25		1078	32040	5		AC		
15	1310	Ellen	Smith	MF	\$ 11.50		1284	1075	8		MK		
16	1329	Tuome	Vuanuo	AC	\$ 10.35		1299	Linda	11		MF		
17	1333	Tadeuz	Szczyneck	HR	\$ 10.15		1329	AT	14		AC		
18	1368	Tammy	Wu	AD	\$ 12.25		1509	Building 1	17		AT		
19													
20													
21													
22													
23													

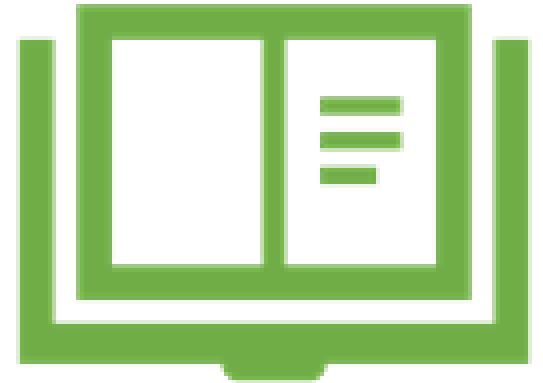
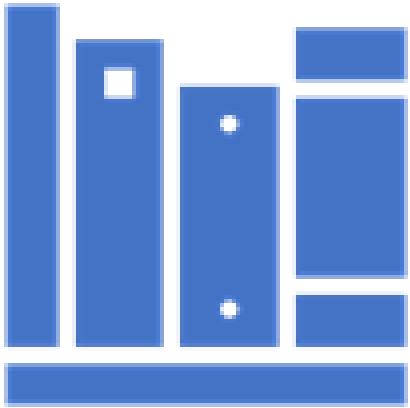
Note:
VLOOKUP, HLOOKUP, MATCH, INDEX and nested MATCH
& INDEX functions

◀ ▶ ... Intermediate Excel_02 Advanced Excel_01 **Advanced Excel_02** Advanced Excel_03 Macros and ...

READY CIRCULAR REFERENCES: B3

100%

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1					LEFT	MID	RIGHT	LEN		SEARCH						
2	SKU Number	Product Name	Retail Price		Supplier ID	Part #	Product Code	Num Chars		Name	First Name	Last Name	Note: Text based functions like LEFT, MID, RIGHT, LEN, SEARCH and CONCATENATE.			
3	ACM110WW	Windshield Wipers #110	\$13.65		ACM	110	WW	8		Patrick Marleau	Patrick	Marleau				
4	ACM111WW	Windshield Wipers #111	\$12.19		ACM	111	WW	8		Joe Thornton	Joe	Thornton				
5	ACM150WW	Windshield Wipers #150	\$10.89		ACM	150	WW	8		Brent Burns	Brent	Burns				
6	ACM321DP	Drain Plug #321	\$9.75		ACM	321	DP	8		Joe Pavelski	Joe	Pavelski				
7	ACM322DP	Drain Plug #322	\$9.59		ACM	322	DP	8		Martin Jones	Martin	Jones				
8	AST2050995	20W50	\$4.55		AST	205	0995	10								
9	BVR590WF	Windshield Washer Fluid	\$14.30		BVR	590	WF	8		CONCATENATE						
10	BVR690AF	Anti-Freeze	\$13.81		BVR	690	AF	8		Last Name	First Name		Full Name:			
11	TRA203OF	Oil Filter #203	\$7.31		TRA	203	OF	8		Smith	Howard		Howard Smith			
12	TRA205OF	Oil Filter #205	\$7.31		TRA	205	OF	8		Gonzales	Joe		Joe Gonzales			
13	TRA207OF	Oil Filter #207	\$7.31		TRA	207	OF	8		Scote	Gail		Gail Scote			
14	TRA310OF	Oil Filter #310	\$7.64		TRA	310	OF	8		Kane	Sheryl		Sheryl Kane			
15	TRA610OF	Oil Filter #610	\$6.14		TRA	610	OF	8		Hapsbuch	Kendrick		Kendrick Hapsbuch			
16										Henders	Mark		Mark Henders			
17										Atherton	Katie		Katie Atherton			
18																
19																



THANK YOU

For your time and patience