

Measurement of Patient Satisfaction with SERVQUAL Model

By

Shivangi Gurjar

Dissertation submitted in partial fulfillment of the requirements of the degree

MBA Hospital and Health Management

Academic year, 2018-2020



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ABSTRACT

India's social insurance segment gives a wide scope of nature of care, from all inclusive acclaimed medical clinics to offices that convey care of unsuitably low quality. Endeavors to improve the nature of care are especially tested by the absence of dependable information on quality and by specialized challenges in estimating quality. Continuous endeavors in people in general and private segments mean to improve the nature of information, grow better measures and comprehension of the nature of care, and create inventive answers for long-standing difficulties. We sum up needs and the moves looked by endeavors to improve the nature of care.

Understanding fulfillment study can help distinguish methods of improving nursing and human services administrations. The point of this investigation is to evaluate administration quality measurements to decide tolerant fulfillment with specialists, medical caretakers, and staff care in private emergency clinics in India. This investigation has been directed on 400 patients with an organized poll and utilizing a basic irregular testing technique. For breaking down information, both unmistakable and inferential insights have been utilized. By utilizing Structural Equation Modeling, the examination has discovered confirmation, compassion, unwavering quality, responsiveness, and substantial quality as powerful factors; and is essentially identified with the general patient fulfillment in private medical clinics. This investigation recommends that for guaranteeing better patient fulfillment, factors like crisis patients, lab-reports precision, ideal and arrangement based patient perception, clean condition, and ideal report conveyance, and so forth ought to be given.

INTRODUCTION

India has a tremendous medicinal services framework, however, there stay immense contrasts in the nature of social insurance office and administrations gave to country and urban regions just as among open and private human services. Regardless of this, India is a well-known goal for clinical vacationers, given the generally low expenses and high caliber of its private medical clinics.

One of the striking highlights of India's social insurance segment is the scope of value in accessible administrations. India is home to worldwide pioneers in advancement in and nature of human services, for example, the Narayana Hospitals, known for giving excellent cardiovascular medical procedure requiring little to no effort, and the Arvind Eye Care System, whose clinics give a high volume of waterfall medical procedure, just as internationally eminent clinical showing establishments, for example, the All India Institute of Medical Sciences, in New Delhi. At the same time, numerous Indians—particularly poor people—get inadmissibly low-quality medicinal services. The quickly developing weight of ceaseless infections in India makes the low nature of care profoundly remarkable for wellbeing strategy.

The test of low quality in medicinal services isn't one of a kind to India. Studies from a scope of created and creating nations have shown across the board issues with social insurance suppliers who put forth little attempt to guarantee that patients get top notch care, geographic varieties in the nature of medicinal services administrations, and significant levels of clinical blunders.

Endeavors to improve the nature of human services benefits in low-asset settings, including India, have normally centered around auxiliary imperatives. Ongoing examinations in low-pay nations have reported low degrees of supplier information, in both the general population and the private areas, and have discovered proof of enormous holes between suppliers' information and the consideration gave, some of the time called "know-do holes." notwithstanding suppliers' absence of limit or information in such settings, low nature of care could likewise be because of the absence of motivations in the wellbeing framework or data issues in the human services showcase, joined with an absence of responsibility among suppliers and ineffectively working administration frameworks in the wellbeing framework. It is imperative to comprehend the way toward conveying social insurance administrations and the variables that can constrain suppliers' viability.

Medicinal services is probably the greatest worry during barely any decades and not many advances have been taken to make the structure of social insurance offices in our nation. Likewise, quality is one of the key boundaries to quantify the exhibition of an item or administration and thusly, it is a solid structure

hinder for improving authoritative execution. In social insurance, association clients are the key player, who assumed a critical job to gauge the nature of the item or administrations. Items are unmistakable and the nature of the items can be handily estimated while because of impalpable, it is hard to gauge the nature of any administrations because of its high reliance on client desires and recognitions. The impression of expected help and the nature of administration that is conveyed to the patients ought to satisfy or surpass their desires and recognitions. Like the other help associations, the human services association has become an exceptionally serious and quickly developing assistance industry in India. In human services, tolerant recognitions are viewed as the significant determinant to survey the administration nature of a social insurance association. This deciphers consumer loyalty is the prime marker of basic dynamic in choosing a social insurance administration. This examination is planned to research the degree of value social insurance benefits that are conveyed to patients by the clinics. For this reason 'SERVQUAL' instrument just as five help quality measurements; confirmation, compassion, substance, dependability, and responsiveness were utilized to gauge the patient's observations about the administration nature of private clinics in India.

LITERATURE REVIEW

To separate from contenders, the nature of administration is basically considered as a basic achievement factor for medical clinics. Already, a few exploration examines have been practiced to decide relative variables of administration quality. For example, a few investigations have discovered that administration quality can impact the degree of consumer loyalty. Consumer loyalty will impact to repurchase or reuse from a similar specialist organization; therefore, organization income will go up over the long haul. Varieties in administration execution may give chances to support quality and consumer loyalty.

Service Quality

Administration quality is an estimation of how acceptably a conveyed administration can satisfy the norm or the customer's desires. Administration administrators frequently measure the administration quality to improve their administrations, to rapidly decide issues, and to all the more likely evaluate customer fulfillment. Administration quality is a correlation of desires for the client with execution and the distinction between what client desires are and their observations. Administration quality has become a significant point because of its noteworthy relationship to benefit, cost-sparing, and piece of the overall industry. Administration advertising scientists have created nineteen help quality models from 1984 to 2003. The single essential objective of these models is to offer administrators a comprehension of the segments of administration quality for the better improvement of hierarchical contributions.

Service Quality Model

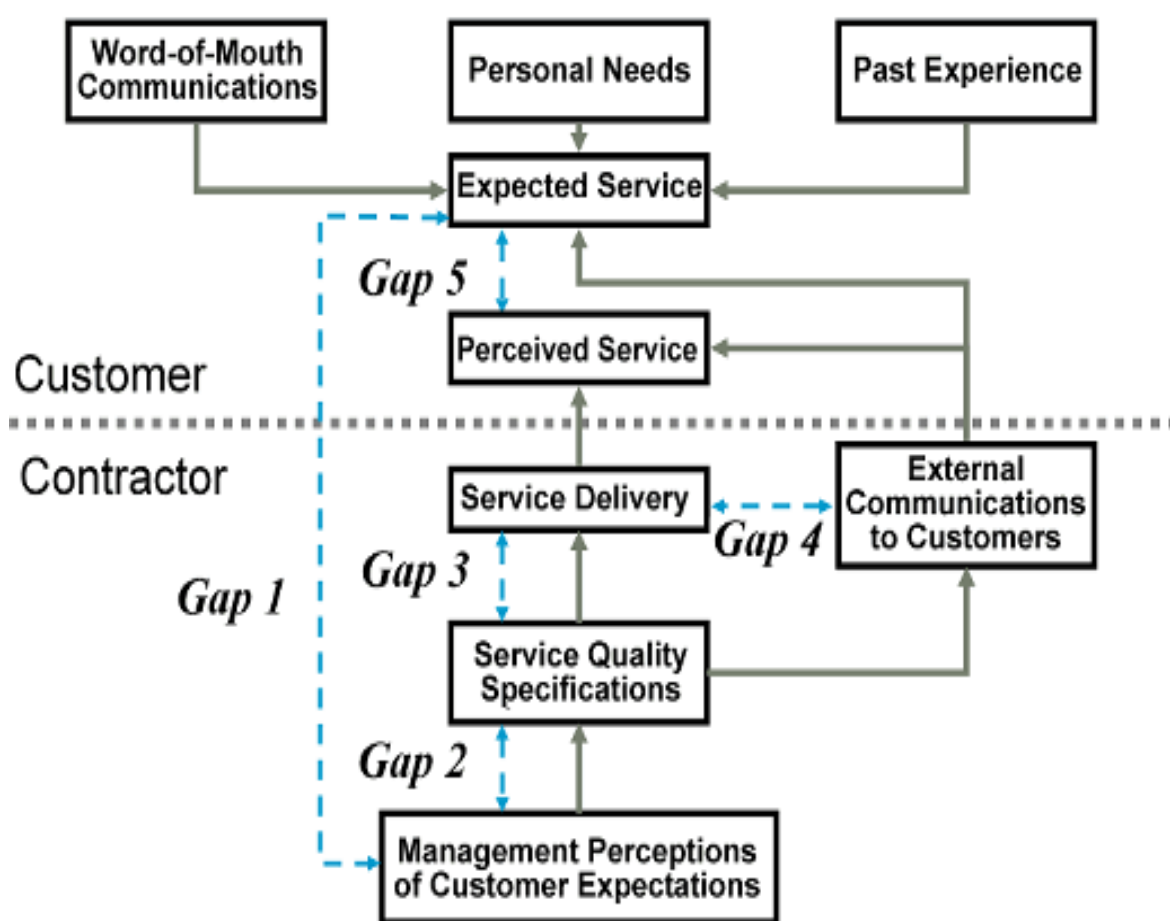
Estimation of administration quality has been one of the key needs and errands of different assistance associations and the SERVQUAL model proposed by Parasuraman has been utilized in a few investigations to quantify the client assistance's connected observations and desires towards the supplier's exhibition. Ideal client discernment with respect to support quality will positively affect by and large consumer loyalty. This will impact client's social aim; rehashed buy and eagerness to prescribe the administration to other people. Parasuraman took a few examination extends that bring about the administration quality model, in particular "SERVQUAL". Already, the model depended on 10 elements of administration quality and afterward diminished to 5 measurements, as Tangibility (gear, appearance, and physical offices), Reliability (exact and autonomous assistance giving capacity), Responsiveness (eagerness in help clients and offering brief types of assistance), Empathy (mindful and individualized consideration towards clients, covering access to and comprehension of the clients) and Assurance (specialist organizations' information, capacity, and graciousness to show trust and certainty). The SERVQUAL model has questions that are intended to gauge clients' desires from administration and the clients' observation and disposition towards a help gave by a specialist co-op association. To evaluate administration quality, the recognition score and desire score found from each question is contrasted with make sense of a hole. The positive hole score implies that clients' desires are satisfied or surpassed, while the negative score implies the inverse. Different investigations referenced that administration quality is partitioned into two fundamental segments; in particular: useful and specialized quality. Joined with some alteration or extra operational evaluation, the SERVQUAL model has been utilized to check administration quality in an assortment of administration enterprises like banking, sports and the travel industry, retail business stores, library setting, nearby government authority, proficient Accounting administration, training, aircrafts administration, versatile broadcast communications, and administrations dependent on a site. As per Parasuraman, the SERVQUAL model depended on the fifth hole that changed over the first ten help quality measurements into five solidified components of administration quality: Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Parasuraman depicted these measurements as Tangibility is the physical proof of the administration, for example, the presence of the devices, gear, and physical offices, used to offer the assistance. Unwavering quality is the capacity to play out the guaranteed administration precisely. Responsiveness is the status and readiness of workers to help clients by offering brief opportune types of assistance. Confirmation is the information on workers and their capacity to have trust and certainty towards clients. Compassion is the mindful, individualized, and altered consideration gave to the client.

CONCEPTUAL FRAMEWORK

The target of this examination is to survey administration quality measurements to decide understanding fulfillment with specialists, medical caretakers, and staff care in emergency clinics of India, in view of various components like affirmation, sympathy, substantial quality, unwavering quality, and responsiveness.

ServQual

Source: Zeithaml, Parasuraman & Berry, Delivering Quality Service



OBJECTIVES OF THE STUDY

The prime objective of this study is to assess service quality dimensions to determine patient satisfaction with doctors, nurses, and staff care in private hospitals.

The other objectives are

- (i) To identify the significant factors that can influence patient satisfaction,
- (ii) To analyze the factors that affect the satisfaction of patients, and
- (iii) To give some suggestions for the improvement of the patient satisfaction level of private hospitals in India.

Questionnaire Design and Test of Reliability

An organized survey with the 5-focuses scale was created for the things identified with the effect of apparent assistance quality on private clinics in India. A basic irregular examining procedure was utilized to choose respondents for the investigation. To affirm the reactions of the example respondents, an organized survey was utilized. Five focuses Likert scale extending from 1 (unequivocally deviate) to 5 (emphatically concur) was utilized to gather information from the respondents. Four segment factors, to be specific, age, sexual orientation, and instruction level were taken to guarantee the changeability of various factors. Respondents were gotten some information about their view of the nature of administrations gave by the private medical clinic in India as far as the over five administrations quality measurements. The optional information were gathered from the diaries, periodicals, sites, and so on to make the examination increasingly useful. Table shows the dependability coefficient of the poll.

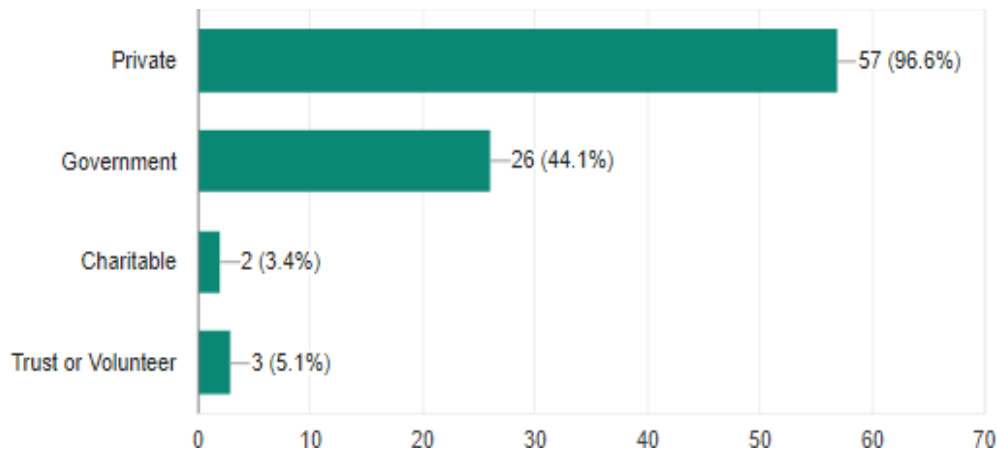
Data Collection and Data Analysis

A survey has been conducted for different types of patient hospital. The interviewers were properly trained on the items representing the questionnaire for data collection before resuming the interview. Along with descriptive statistics, inferential statistical techniques such as Factor analysis, and Structural Equation Modelling were used to analyze the data by using SPSS (Statistical Package for Social Science) and Smart PLS (statistical software) respectively. Structural Equation Modelling was conducted to identify the influential factors; those factors have been affected by the perceived service quality of those hospitals.

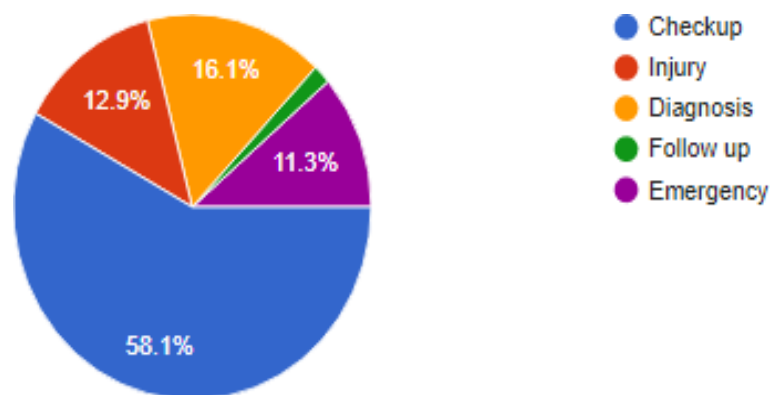
Sample size- 70 patient.

Questions used in the survey and their responses

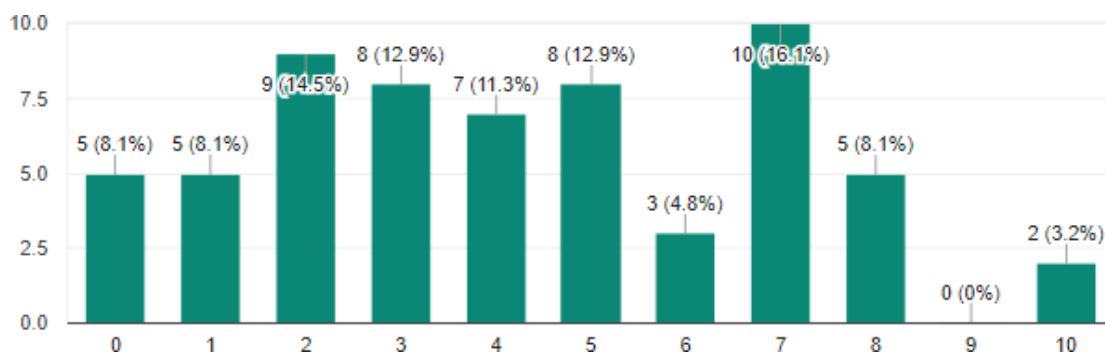
Q.1 Which type of hospitals they have visited?



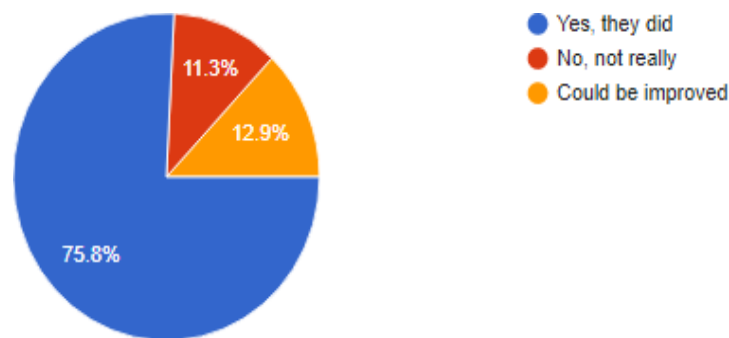
Q.2 What was the reason for a visit to the hospital?



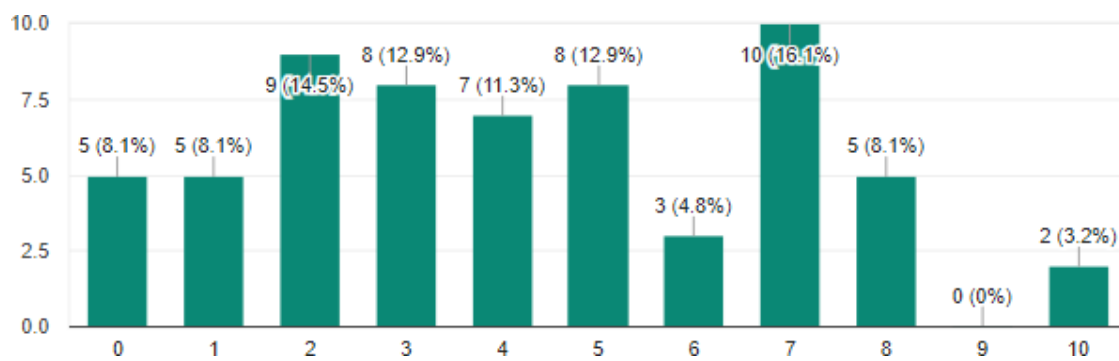
Q.3 On a scale 0-10, how easy was it to get an appointment?



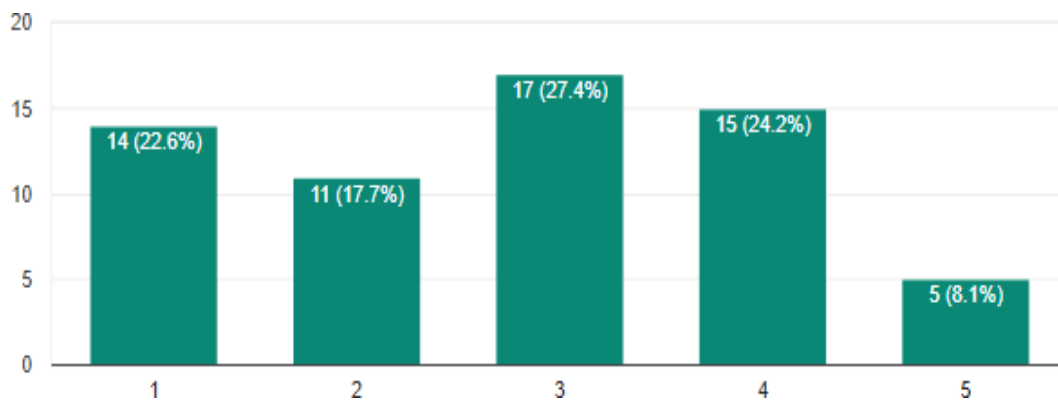
Q.4 Did your doctor listen carefully to your health concerns and medical history?



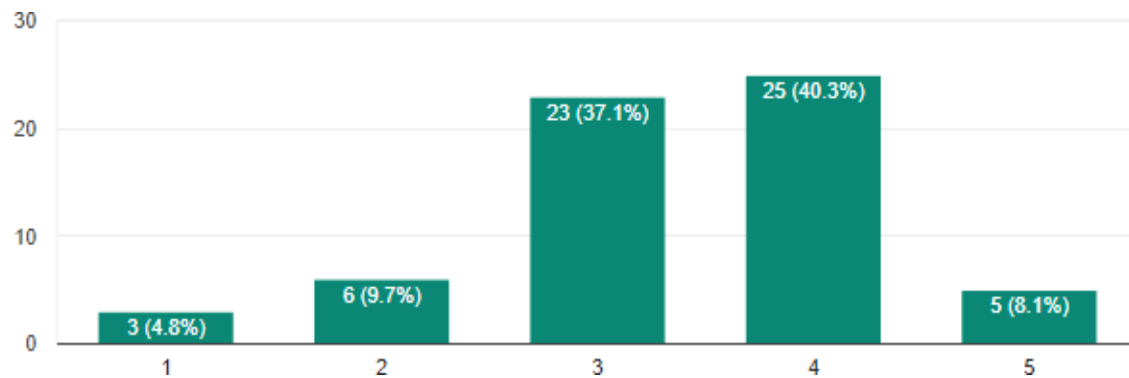
Q.5 Did your doctor give clear explanations and instructions regarding the medication?



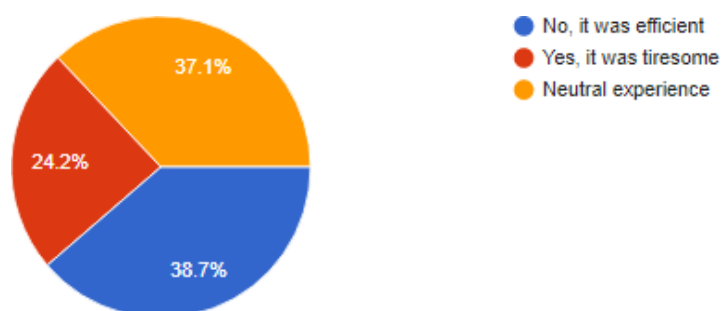
Q.6 Were the nurses and medical assistants attentive and caring?



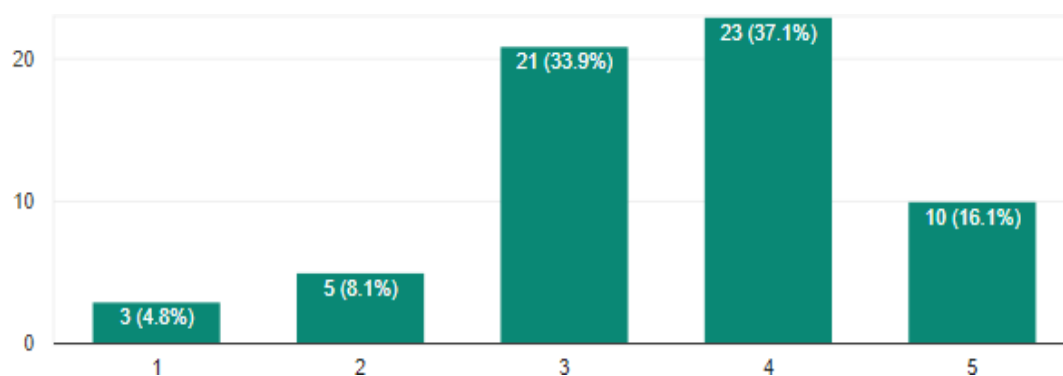
Q.7 How would you rate the organization of procedures and operations?



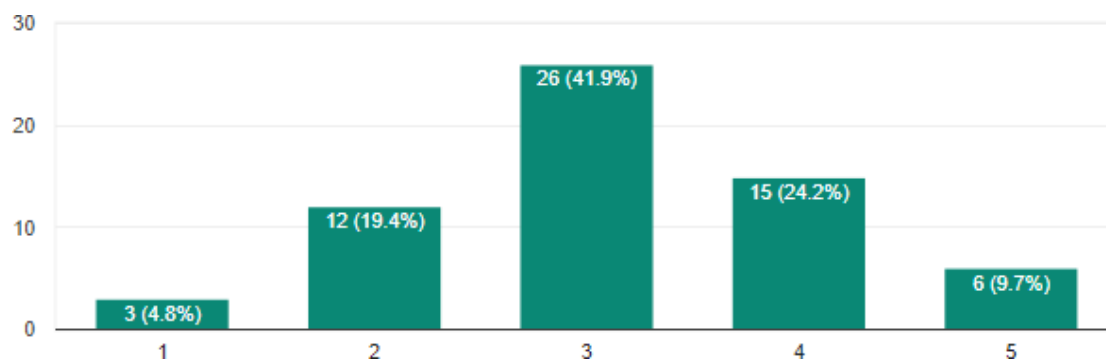
Q.8 Was there any difficulty in the discharge and billing procedures?



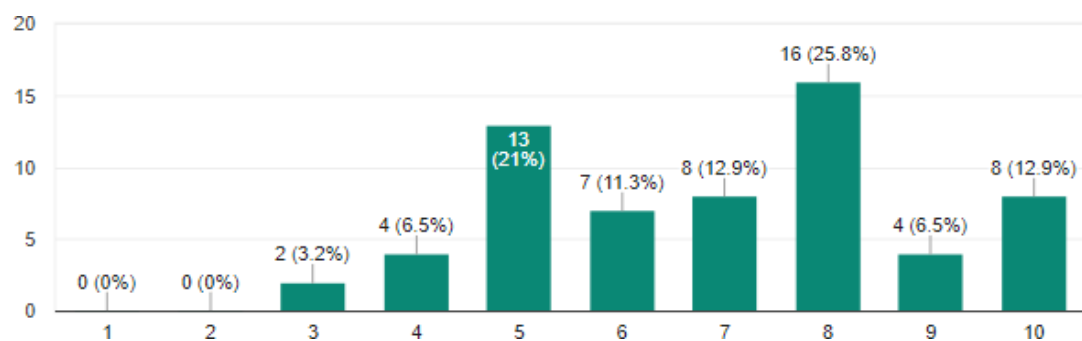
Q.9 How satisfied are you with the overall cleanliness and hygiene?



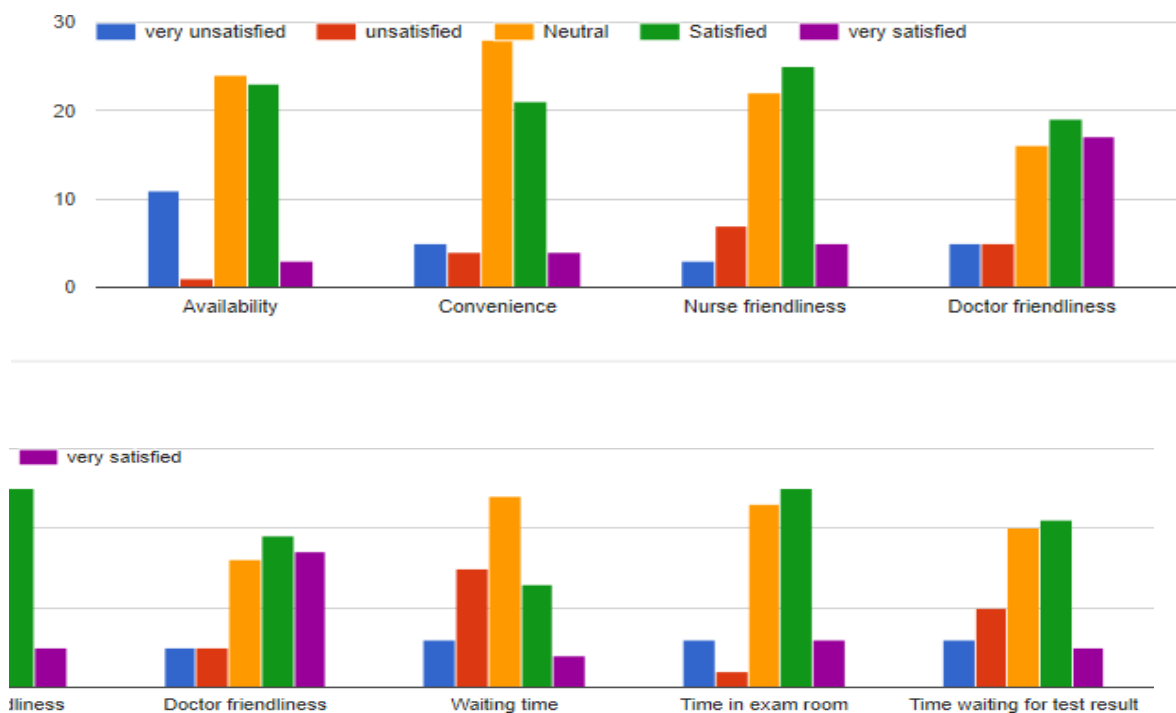
Q.10 How would you rate the accommodation and canteen facilities?



Q.11 How satisfied are you with the outcome of treatment, on a scale of 0-10?



Q.12 How satisfied were you with the following aspects of our care?



RESULTS OF PATIENT SATISFACTORY SURVEY

A sum of study reactions were broke down in this segment. The factor examination strategy has been applied to look at the connection between various elements of administration quality and patient fulfillment. The five factors that are found in the study are given beneath:

Factor-1 (Assurance): This incorporates factors like uncommon consideration regarding crisis patients. Thus, it gives a premise to the conceptualization of a measurement that might be distinguished as an affirmation factor.

Factor-2 (Empathy): This incorporates three factors like specialists have veritable worry about patients, specialist minds their patients, and staff and medical caretakers care the patient has the chief components. In this way, it gives a premise to the conceptualization of a measurement that might be distinguished as a compassion factor.

Factor-3 (Reliability): This incorporates three factors like patients are seen to the arrangement, conveyance of reports on schedule, specialist/staff watched the guaranteed time has the chief elements. Along these lines, it gives a premise to the conceptualization of a measurement which might be recognized as an unwavering quality factor.

Factor-4 (Responsiveness): This incorporates three factors like effectively react to quiet, ready to help/encourage patient, and criticism system has the chief elements. In this way, it gives a premise to the conceptualization of a measurement which might be distinguished as responsiveness factor.

Factor-5 (Tangibility): This incorporates four factors like as sterile conditions at the clinic, hanging tight for offices for a patient, a sound domain, and lab and drug store offices have the chief variables. In this way, it gives a premise to the conceptualization of a measurement which might be recognized as a substance factor.

DISCUSSION

Assurance to Patient Satisfaction (H1)

Whichever the emergency clinic is, the prime errand of the medical clinic will be to guarantee the fulfillment of the patient or the patient's family by offering enough quality types of assistance. This is the prime worry of affirmation. The components that are secured under this part are the specialist's capacity and proficiency, normal assessment of the patient, precision of the report, taking counsel from master specialists, exceptional thinking about crisis patients, and so forth.

As per our examination, patients are happy with the administrations given by private emergency clinics. The examination found that confirmation to understanding fulfillment is exceptionally huge at the 1 % level of criticalness. This implies private clinics in India can offer enough quality types of assistance.

Empathy to Patient Satisfaction (H2)

The variables that are considered by any patient to have a positive impact on any emergency clinic, compassion is one of them. The components that are secured under this part are the specific view of specialists on patients, deal with patients by staff and medical attendants, the most extreme exertion of clinic power to fix patients, and so forth. This examination found that sympathy for quiet fulfillment is profoundly noteworthy at the 1 % level of hugeness. This implies private medical clinics in India have a positive impact fair and square of administrations to the patients.

Tangibility and Patient Satisfaction (H3)

Substantial quality spotlights on infrastructural offices. The variables that are secured under substance are cleanliness and wellbeing condition, legitimate seating offices for guests, tidiness of toilets, neatness of the patient room, offices of emergency clinic research, drug store offices, in general substantial framework, and so forth. This investigation found that substance to quiet fulfillment is factually noteworthy at the 5 % level of criticalness. This implies private clinics in India significantly affect infrastructural unmistakable offices on tolerant fulfillment.

Reliability and Patient Satisfaction (H4)

The dependability Service Quality Dimension alludes to how the organization is performing and finishing its guaranteed administration, quality, and exactness inside the given set prerequisites between the organization and the client. Unwavering quality is similarly as significant as a goof direct impression in light of the fact that each client needs to know whether their provider is solid and satisfy the set prerequisites with fulfillment.

This implies the capacity to play out the guaranteed administration constantly and precisely. The elements that are secured under unwavering quality are: taking care of client assistance issues, offering types of assistance just because; offering administrations on schedule, and keeping up a record of mistake free, satisfying correct request; keeping precise records; guaranteeing exact statement; performing directly in the bill. This investigation found that dependability to understanding fulfillment is exceptionally critical at the 1 % level of essentialness. This implies private medical clinics in India have a noteworthy degree of exactness in conveying quality administrations.

Responsiveness and Patient Satisfaction (H5)

Responsiveness implies the eagerness to support clients and offer brief assistance. It can likewise be expressed as speed and practicality of administration conveyance. The components that are secured under substantial quality are: preparing rate and administration capacities to react speedily to client assistance solicitations, ability or status of workers to offer types of assistance, understanding the necessities and prerequisites of the client, guaranteeing simple activity time, giving individual consideration by the staff, and furthermore concentrating on the issue and clients' wellbeing in their dealings. This examination found that responsiveness to tolerant fulfillment is exceptionally noteworthy at the 1 % level of criticalness. This implies private emergency clinics in India has a solid positive exhibition for tolerant fulfillment by offering speedy and ideal types of assistance to the patients.

CONCLUSIONS AND RECOMMENDATIONS

The point of this examination is to survey administration quality measurements to decide quiet fulfillment with specialists, attendants, and staff care in various medical clinics in India. In this examination, five significant variables were distinguished through factor investigation for quiet fulfillment of different medical clinics. Here, four of them (affirmation, compassion, unwavering quality, and responsiveness) were found exceptionally noteworthy to quiet fulfillment and another (substance) was found factually huge. The examination attempted to make an applied model that would better foresee and disclose administration quality measurements to tolerant fulfillment in the social insurance setting. The model was assessed dependent on information gathered from 62 respondents.

This examination finds that the patients are worried about getting uncommon consideration regarding crisis cases, specialists, staffs, and medical caretakers care for the patient as unique treatment is extremely critical to crisis cases. They look for on-time conveyance of reports, want to be seen at the guaranteed time, and arrangement-based treatment as individuals need their time is esteemed. Individuals who visit medical clinics are normally dissolvable. That is the reason practicality and precision are as a rule profoundly esteemed by them. Patients likewise think as far as feelings as they see whether specialists have certified worry about patients, or whether they effectively react to the patients, or whether they are happy to support the patients. Above all patients look for good sterile conditions, tidiness inwards/rooms (sheets, floor), and a sound domain at clinics. Natural neatness is required in each emergency clinic, yet when patients are in medical clinics, they look for these tidiness related factors fundamentally. Notwithstanding that, they need a decent criticism component and hanging tight offices for chaperons and patients as they need to remain without pressure truly and intellectually.

This examination recommends that for guaranteeing better patient fulfillment, factors like extraordinary consideration regarding crisis patients, precision in lab reports, specialists/Staff watch patients ideal, arrangement-based perception, sterile condition, and on-time conveyance of reports ought to be given.

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