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### "STUDY ON CUSTOMER SATISFACTION IN PRIVATE OR GOVERNMENT HOSPITALS A KEY TO SUCCESS"

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#### **ABSTRACT**

There is a significant difference between private and government hospitals though both provide various facilities to ensure customer satisfaction. The purpose of this research is to examine the impact of customer satisfaction with a view on the success of private or government hospitals. Patient satisfaction is the key to the success of any hospital. Every hospital wants to satisfy its patients. For this purpose, the hospital states some strategies and ensures implementation of these strategies. Hospitals require to understand the patients' needs, necessities, wants, patients' right to live healthily, and want for quality services for which they're willing to give money or its equivalent in return. There are an unbroken link and direct relationship with various facilities and quality services provided by hospitals and patients' satisfaction. If customers are satisfied with the services offered, they are expected to return to the hospital, which indirectly facilitates the increase in the hospital's income. For this purpose, hospitals should recognize the critical factors of patient satisfaction and dissatisfaction.

#### **INTRODUCTION**

Various organizations, institutes, and hospitals provide health care services to patients. Government and private hospitals established for the provisional health care services advance their medical facilities to the public and societies. In the competitive era, patient satisfaction is a key factor for the success of Government and Private Hospitals. All health care organizations need to provide better facilities, and a satisfied consumer wants them at minimum cost. A number of private hospitals concentrate on patient's needs, which give special facilities and treatment to patients. This research paper has studied the various factors affecting consumer satisfaction. The research aims at finding the relationship between customer satisfaction and the success rate of Government and Private Hospitals. It

investigates the multiple factors impacting patient's satisfaction from doctors and other staff like knowledge, experience, availability of doctors at the right time, doctor's qualities related to communication with patients and their families, problem-solving capacity, doctor's attitude, etc. various facilities provided by hospitals have an impact on the patient's satisfaction like bed arrangement, ventilation of the room, I.C.U., cleanliness, parking, and canteen. Consumer expectations are key indicators of the success rate of hospitals. Every health care institute concentrates on various services provided at minimum costs and maximum satisfaction to customers.

### **THE OBJECTIVE OF THE STUDY**

1. To investigate and compare factors affecting customer satisfaction in Government and Private Hospitals.
2. To find out the relationship between consumer satisfaction and the success of Government and Private Hospitals.

### **RESEARCH METHODOLOGY**

To fulfill the objective of this research paper, researchers reviewed the available literature on patient's satisfaction, the success of Government and Private Hospitals, the relationship between the success of hospitals and consumer satisfaction, various factors that affected patient's satisfaction, etc. researcher use secondary data, it was collected from various sources like published research work, journals, magazines, books as well as an internet source.

### **REVIEW OF LITERATURE**

*Dr. Darshana R. Dave, Reena Dave (2014)* studied that consumer satisfaction and consumer health care services, and the research study regarding the same is to be based on primary data. Primary data was collected from the outdoor and indoor patients from private hospitals of Vadodara city in Gujarat. The main determinant used for the study was the doctor's qualification, experience, and reputation of the hospital, extra facilities available in hospitals, location of the hospital, patient's loyalty, education, and income. It concluded that private hospitals should improve patient satisfaction, and various healthcare service providers should improve their strategies. Private hospitals should provide convenient operating times and maintain a proper relationship with patients.

*G.M. Sudharshan, Anand M B, S.R. Nagaraja (2013)*, discusses the customer satisfaction towards hospitals; a study on selected hospitals at Shivamogga city. This research paper examines the various determinants of consumer satisfaction, customer's expectations, and hospital services, consumer's expectation. If doctors and medical assistants fail to meet the expectation of customers with respect to the knowledge, experience, and queries regarding the doctor, then the customers aren't satisfied. It gives individual consideration to solve patient's problems. Private hospitals focused on consumer satisfaction by providing better quality facilities to retain their patients.

*T.Dheepa, N.Gayathri, P.Karthikeyan (2015)* investigated the patient's satisfaction towards the equality of services offered in Government Hospitals in western districts of Tamil Nadu. It focuses on government hospitals that increase patient's

satisfaction and maintenance of a good relationship at all levels. The analysis of the result was, service quality and patient satisfaction are most important for health industries. The service quality provided by hospitals should influence customer satisfaction. If service quality increases, then the satisfaction level of the patient also increases.

*AbolfazlKhosravi, Ali Anvari (2013)* focused on a comparative study of factors affecting customer satisfaction in private and public sector hospitals in Tehran. The researcher used cluster sampling for data collection from private and public sector hospitals. Some factors which affected customer satisfaction were tested, including quality services provided by hospitals, behavior with patients, accountability, etc. the study shows the positive correlation between services provided by hospitals and consumer satisfaction. There was a massive difference in facilities provided by private hospitals and public hospitals. The satisfaction level of patients in private hospitals is higher than the public hospitals.

*K.S. Prasanna, MA Bashith, and S Sucharitha (2009)* stated that consumer satisfaction is an essential parameter in measuring the quality of patient care services provided by the hospitals. It assessed the health care systems with respect to consumer satisfaction. For this purpose, the researcher selected 100 patients from an O.P.D. Visit. It was concluded that consumer satisfaction is affected by the services provided by hospitals.

*RajkumarGiridhari Singh (2012)* discusses consumer satisfaction by hospital services. Health care services face challenges such as the improvement of the quality and efficiency of patient care. Consumers need proper treatment and information from the health care services. The main objective of this research paper is to maintain consumer satisfaction and consumer relationship management. Fast delivery, increased efficiency, patient care increases consumer satisfaction. Various patient care services are an important factor in improving hospital performance.

*BeomJoonChoi, Hyun Sik Kim (2012)* examine the impact of outcome quality on customer satisfaction with hospital services. This study helps us find the influence of outcome quality on consumer satisfaction more than the hospital services. It evaluates the relationship between the outcome quality and consumer satisfaction. Consumer satisfaction gives positive relationship and, indirectly, patient loyalty. It concluded that if the patients are familiar with the hospitals and services provided by hospitals, then the patient's satisfaction level is high; otherwise, it creates dissatisfaction. The results recommended that peer to peer quality has a significant impact on customer satisfaction, and it should create a healthy interaction.

*K.V.D.H.S.Kalutharawithana, N.S.Jayawardena (2017)* investigates the impact of service quality towards customer satisfaction in private sector hospitals- a case study on the A.B.C. private hospital in Sri Lanka. It evaluates the SERVQUAL scale for assessment of patient's want about service quality in A.B.C. hospital limited. The potential usefulness of the study result was enhancing the fact that health care practitioners were actively involved in the research process.

## **FACTORS AFFECTING CONSUMER SATISFACTION**

1. Physical aspects- consumer satisfaction is dependent on the hospitals to provide various physical facilities like O.P.D. the setting arrangement, drinking water filters, proper ventilation to rooms, sanitization, cleanliness, bed facilities, better

food quality. Government hospitals provide various facilities, but the quality of services offered by the private hospital is relatively better, which results in the patient preferring the private hospitals.

2. Knowledge and experience of the doctor- educational qualifications, knowledge, and experience also affected customer satisfaction, political interference; local authority decision happens at the time of selection of doctors. But in private hospitals, preference is given to the highly educated, knowledgeable, and experienced personnel. The customer assumes that the knowledge and experience give more satisfaction.

3. Facilities for treatment or operation- facilities available for treatment and operation affect customer satisfaction like C.T. Scan, M.R.I. Scan, Ultrasound, blood bank, enough medicine, etc

4. Consultancy services and the quality of treatment provided by the doctor have positively affected customer satisfaction. In this competitive world, many people want consultancy services in vast areas like consultancy in medicine, various diseases, diagnoses, medical examinations, etc.

5. Nurse behavior, attitude, and various facilities provided by the nurse are also affecting consumer satisfaction. Most of the time, patients engage with the nurse. Individual attention creates a positive impact on consumer behavior.

6. How efficiency is maintained while the doctor provides information about diseases to patients and their families affect consumer satisfaction.

7. Customer relationship management and individual attention also improve the quality of services provided by the hospital. It involves the full journey of patients towards improved loyalty and retains existing customers. For the purpose of increasing revenue, hospitals give various facilities to satisfy customer's needs.

8. Patient safety means disciplines used in health care services for improvement in quality provided by the hospital. Hospital uses some strategies, policies, leadership, professional health care services to ensure the involvement of patients. Safety is the most important factor of patient services and security. The World Health Organization published a report regarding patient safety, as per which unsafe health care services resulted in the death of 2.6 million patients. This report indicates that 40% of patients are injured during initial health care. If the surgeon does take the necessary precautions during the surgery care procedure, it harms the patient.

9. Doctor's skill for handling queries – effective communication and personal involvement through the patient's journey improves the patient's attention and satisfaction level. Better listening skills should be used while handling queries of the patient regarding medical facilities and other factors. The doctor is the one who creates a trustworthy relationship with patients and, in turn, builds satisfaction levels. It helps in understanding the patient's problem and finding aptly better solutions for it. Doctor's behavior and attitude towards patients and their kin influence the satisfaction of consumers. If the behavior is positive, then it creates a positive impact on consumer satisfaction, and hostile behavior makes a negative impact.

10. Administrative facilities provided by hospitals also have an effect on the behavior of patients like office hours available to solve queries of patients, customer's easy administrative procedure also creates a positive impact on customer's satisfaction.

11. Consultancy fee, medical charges, operation charges, O.P.D. Charges etc., impact customer satisfaction. A reasonable charge, maximum facilities in minimum charges gives immense pleasure to patients.

12. Grievance handling system- hospitals have established grievance handling system to handle various complaints regarding the dissatisfaction of customers. Any complaint in oral and written by customers or customer's relatives concerning with the services, health care facilities must be looked into effectively.

13. Billing procedure-many hospitals follow the complicated and confusing billing system. It includes registration fees, operation charges, consultancy charges, insurance payment, medical charges, and other charges. Various hospitals use online payment systems, card payments, etc., to provide better convenience to the respective patients. It enhances customer satisfaction.

14. Behavior of the nurse, clerical staff, administrative staff, security staff- Positive behavior of all the members of the staff improves the quality of services and assures a positive impact on customer satisfaction. The rude and negative behavior impacts negatively and results in the dissatisfaction of patients.

## CONCLUSION

This research paper concluded that the government hospital needs to concentrate on certain areas with respect to the enhancement of customer satisfaction and establish a healthy relationship between the services provided by hospitals and patient satisfaction. They should reach out to the patients for the acquisition of their expectations. Inefficacy in meeting these expectations undoubtedly creates dissatisfaction among patients. It is necessary to satisfy all patients' needs and wants irrespective of who is concerned. For this purpose, they develop a strategic plan like establishing a good relationship with customers, customer satisfaction surveys, spending quality time with patients. Usually, government hospitals lack the availability of efficient and adequate doctors and other staff members, time management, interference of political parties, local authorities, government control, inspection, etc. but are able to overcome the above-mentioned drawbacks, thus concentrating on patient's satisfaction as their top priority then government hospitals can climb the ladder of success. Many patients believe that government hospitals are unable to provide quality services, and they prefer private hospitals as there isn't a question in the efficiency with them. Private hospitals offer the latest facilities and quality for administrative work. This study indicates that the better quality services provided by hospitals create a positive impact on customer satisfaction. The result suggests that there is a positive relationship between customer satisfaction and the success of Government and Private Hospitals.

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