

## A Comparative Study on Service Quality at Public and Private Hospitals with Reference to Jaipur City

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### ABSTRACT

This study compares the quality of healthcare services provided by public and private hospitals in Jaipur, focusing on tangibility, trustability, empathy, assurance, and responsiveness. Data was collected via a questionnaire with 20 statements, completed by 50 respondents randomly selected from both types of hospitals. Results indicated significant differences, with private hospitals scoring higher across all assessed dimensions. Recognizing the pivotal role of distinguishing between hospital types, recommendations were made to enhance public hospital services and establish new facilities. The study underscores the importance of service quality in healthcare, highlighting its strategic significance in creating a competitive advantage. Quality healthcare services are deemed essential for organizational success, emphasizing the need for continuous improvement and patient satisfaction. Public hospitals, supported by government funding, offer treatment either free or at minimal charges, contrasting with higher costs in the private sector. Additionally, charitable institutions contribute to healthcare provision for the indigent population.

**KEYWORDS:** - Public Hospital, Private Hospital, Patient Satisfaction, Quality of Services.

### INTRODUCTION

The study compared the quality of healthcare services handed by public and private hospitals in Jaipur. I used a questionnaire with 20 statements related to tangibility, trustability, empathy, assurance, and responsiveness to collect data. A sample of 50 repliers, aimlessly drawn from one private and public sanitarium in Jaipur, completed the questionnaire. The findings revealed significant differences between private and public hospitals. Private hospitals scored advanced in tangibility, empathy, responsiveness, trustability, and assurance. The capability to distinguish

between the two types of hospitals was considered pivotal. To ameliorate access to healthcare, the government should concentrate on enhancing public sanitarium services and establishing new public hospitals. Suggestions were made to directors and healthcare professionals to enhance the overall healthcare delivery system. In the healthcare sector, hospitals frequently give analogous services, but the quality of these services can vary significantly. Ultramodern consumers have advanced prospects for services and express further dissatisfaction when their prospects are not met. Service quality becomes a strategic tool for isolation, creating a distinctive advantage that is challenging for challengers to match. The conception of “zero desertions” emphasizes excellent client service, which requires upgrading the service quality system. Quality healthcare services are essential for the success and sustainability of health associations, leading to increased fidelity and client satisfaction. Case satisfaction and nonstop enhancement are pivotal for enhancing healthcare delivery. Public hospitals, some of which are among the stylish hospitals in India, give treatment at taxpayers’ expenditure. Before profitable reforms in 1991, the most essential medicines were handed free of charge to all cases in these hospitals. Government hospitals give treatment either free or at minimum charges. For illustration, an inpatient card at AIIMS (one of the stylish hospitals in India) costs a onetime figure of rupees 10 and later inpatient medical advice is free. Treatment costs in these hospitals depend on the fiscal condition of the case and installations employed by them but are much lower than in the private sector. For a case, a case is given full treatment costs if they are below the poverty line. Another case may seek an air- conditioner room if he is willing to pay redundant for it. The charges for introductory in- sanitarium treatment and examinations are much less in public hospitals as compared to the private hospitals. The cost for these subventions comes from periodic fiscal allocations from the Central and State Governments. In addition to the network of public and private hospitals, there are charitable drugstores and hospitals, numerous of which give treatment and installations parallel to those handed by private hospitals at concessional rates or in some cases free of costs to the indigent population.

## LITERATURE REVIEW

**Kwateng, K. O., Lumor, R., & Acheampong, F. O. (2017). Service quality in public and private hospitals: A comparative study on patient satisfaction. International journal of healthcare management.**

Perceptions of quality of care from the lenses of patients accessing healthcare from healthcare delivery facilities are now considered to be very crucial in the health industry. This report presents the conclusions drawn from the study conducted into assessment of quality of healthcare service delivery in healthcare facilities in Ghana. The study sought to draw dichotomies in the quality of healthcare provision in public and private healthcare facilities with regards to level of care, attention and satisfaction received by patients at healthcare facilities. Also, the constraints of healthcare providers and the premium placed on customer service in their operations were examined in the study. A mixed approach was adopted to elicit responses from 400 patients of 30 hospitals using a questionnaire. The study adopted the SERVQUAL instrument to measure the five dimensions of service quality. Cross tabulation, Gap analysis and independent t-test were employed to analyze and interpret the data. Findings of the study indicate that there is higher level of care and attention at private healthcare facilities than the public. It is recommended that there should be a strong collaboration between relevant partners to enhance service quality in the provision of healthcare in Ghana.

**Mahapatra, S. (2013). A comparative study of service quality between private and public hospitals: Empirical evidence from India. Journal of Medical Marketing, 13(2), 115-127.**

Significant growth along with higher purchasing power of Indian customers has led to stiff competition in Indian healthcare sector. Customer perception of service quality plays a significant role when choosing or preferring a particular hospital. The objective of this study is to find out customer preference for healthcare services delivered by both public and private hospitals in India. For this purpose, 'SERVQUAL' instrument was used to measure patients' perception about service quality delivered by both public and private hospitals located in the capital city of India. An analysis covering 192 patients revealed a gap between patients' expectations and perceptions across public and private hospitals with reference to quality of services delivered on selected parameters. In this article logistic regression analysis was used to forecast the probability of a patient to visit public hospital over private hospital and vice versa. The regression model used had a classification accuracy of 94.9%. Preference for a particular hospital across various clusters was identified using cluster analysis. The findings of the present study aim to provide hospital managers an insight for efficient resource allocation and mobilization based on patients' evaluation of service quality delivered by these hospitals.

**Zamil, A. M., Areiqat, A. Y., & Tailakh, W. (2012). The impact of health service quality on patients' satisfaction over private and public hospitals in Jordan: a comparative study. International Journal of Marketing Studies, 4(1), 123.**

Saudi Arabia has witnessed significant transformations in its healthcare system aimed at enhancing service quality. This study evaluates healthcare service quality from the perspective of patients and compares the performance of public and private hospitals in the eastern region. Utilizing a quantitative cross-sectional design, a random sample of 258 inpatients participated, responding to a questionnaire based on the SERVQUAL dimensional model. Findings reveal that patients in private hospitals perceive a higher level of service quality compared to those in public hospitals ( $t = 3.390, p < 0.01$ ). The study underscores the importance of further research into financial and leadership dimensions to facilitate improved healthcare service planning.

**Singh, P. P. (2013). Comparison of service quality between private and public hospitals: empirical evidence from Varanasi district in UP. Paradigm, 17(1-2), 37-46.**

The Healthcare sector of a country calls for special attention from the government as the quality of healthcare offers hope and relief to the patients and their dependents. It also facilitates a healthy human capital that contributes to the development of the country. Currently quality has become the primary attraction for the customers while availing themselves of any services or buying a product and it is also a strategic advantage for the organizations to gain success and remain competitive in the market. The first and foremost task of private or public hospitals is to supply quality services to their patients and to increase the quality of care of services which is found to be critical. The objective of this study is to compare the quality of healthcare services delivered by the public and private hospitals to gain patient satisfaction in Varanasi district. For this purpose, the modified 'SERVQUAL' instrument was used to measure the patient's perception about service quality delivered by these hospitals. Five service quality dimensions; Tangibility, Reliability, Responsiveness, Assurance and Empathy were used to measure the patient's perceptions about the service quality of public and private hospitals in the district of Varanasi. Results showed that private hospitals are supplying enhanced quality of services to their patients as compared to the public hospitals. Hospital managers can recognize the patients' perceptions of health care quality and the level of their satisfaction based on the findings of this study.

Consequently, managers can design the marketing strategies that develop the quality of services for increasing patients' satisfaction and inclination to recommend the services of healthcare provider to others.

**Kamra, V., Sethi, S. K., & Sharma, J. (2019). An empirical study on service quality comparison between private and public hospitals in Delhi-NCR. *Int J Mark Bus Commun*, 8(4).**

The purpose of this study was to compare the healthcare service quality of private hospitals with public hospitals in Delhi-NCR. The data for the study was collected by means of a questionnaire comprising of 52 statements related to tangibility, reliability, empathy, assurance, and responsiveness. Only six tertiary-level health diseases were selected for this study. A sample of 249 respondents completed the questionnaire, 121 from private hospitals in Delhi-NCR and 127 from the public hospitals in Delhi-NCR that were selected randomly from two private and two public hospitals. Factor analysis and independent t-test techniques have been employed to analyze the data. The results obtained indicated that there was a significant difference in healthcare service quality between private hospitals and public hospitals in Delhi-NCR. Tangibility, empathy, responsiveness, reliability, and assurance all were better in private hospitals compared to the public hospitals. Tangibility was the most important factor that helps in determining the difference between private and public hospitals. Proper attention of the government is required to be able to improve the service quality of the public hospitals and the development of more public hospitals to maintain the healthcare of the people. Recommendations were made to the administrators and the healthcare providers to improve the healthcare delivery system. To improve the quality of healthcare services and for patient satisfaction, continuous monitoring of patient perception is required.

## OBJECTIVES

1. Evaluate patient satisfaction with the quality of services given by public and private hospitals in Jaipur.
2. Assess the accessibility and availability of healthcare services in public and private hospitals in Jaipur.
3. Evaluate the efficiency and effectiveness of medical treatments and procedures provided by public and private institutions in Jaipur.
4. To assess the responsiveness of healthcare professionals to patient needs and concerns in Jaipur's public and private hospitals.
5. To investigate the affordability of healthcare services in public and private institutions for various socioeconomic classes in Jaipur.

## SCOPE

**1. Patient Satisfaction:** Conduct surveys or interviews to measure patient satisfaction with the overall experience, communication with healthcare providers, cleanliness, and amenities in public and private hospitals. Understanding patient satisfaction can provide valuable insights into the perceived quality of services and areas for improvement.

**2. Wait Times:** Analyze waiting times for appointments, diagnostic tests, procedures, and emergency care in public and private hospitals to assess efficiency and accessibility of services. Long wait times can negatively impact patient experience and satisfaction, thus evaluating and comparing wait times can highlight disparities and inform strategies for improvement.

**3. Cost and Affordability:** Examine the cost of healthcare services, including consultation fees, diagnostic tests, medications, and hospitalization, to evaluate affordability and financial accessibility for patients. Cost is a significant factor influencing healthcare utilization and can affect access to care, particularly for socioeconomically disadvantaged populations.

**4. Quality of Care:** Evaluate clinical outcomes, adherence to medical protocols, infection rates, patient safety measures, and effectiveness of treatments in public and private hospitals. Assessing the quality of care provided by hospitals is crucial for ensuring patient safety and improving health outcomes. Comparing quality metrics between public and private hospitals can identify areas of excellence and opportunities for enhancement.

**5. Recommendations for Improvement:** Provide recommendations for enhancing service quality in both public and private hospitals based on the findings of the study, with a focus on addressing gaps and improving healthcare delivery in Jaipur city. Offering actionable recommendations can translate research findings into practical strategies for policymakers, healthcare administrators, and practitioners to enhance service quality and patient outcomes in both sectors.

## RESEARCH METHODOLOGY

### Difference in public perception of public and private hospitals in Jaipur:

**Cost:** The cost of treatment at a public healthcare facility is cheaper than the cost of treatment at a health care facility private healthcare and depends on the nature of treatment. The economic burden of treatment is huge for both the poor and the rich. However, due to lack of facilities, quality treatment capabilities, and other treatment methods, people are forced to go to more expensive private hospitals.

**Service quality:** The standard of something measured against other things of the same nature; the degree of excellence of something.

**Patient satisfaction:** Research shows that the first important factor affecting overall service quality as perceived by people is satisfaction. Hospitals should focus on patients by giving them individual attention, providing tailored help and recommendations, easy access, and physician availability. Behavior of doctors and emergency department staff as well as ensuring the accuracy of the billing system, etc.

**Punctuality:** This includes observing patients according to appointments, physician availability according to promised time, and submitting reports according to promised time.

**Staff and physician behavior:** The importance of understanding the high demand for disciplined professionalism and empathy for everyone is highly demanded in public and private hospitals.

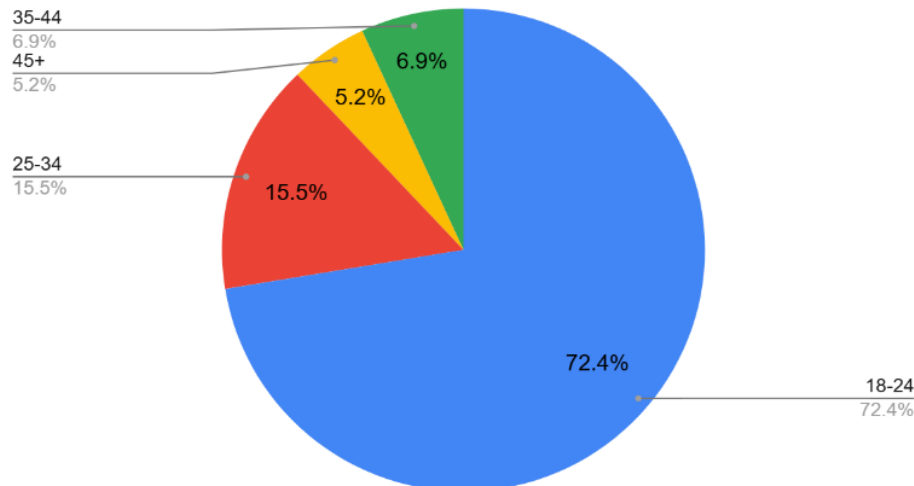
## METHOD OF DATA COLLECTION

Data is collected on the basis of survey and questionnaire given to the target population, in which the respondents were given questions that on satisfaction level scale, they were asked to rank their level of satisfaction with the hospital related to the hospital quality services between both public and private hospitals, also using the SERVQUAL method and all five SERVQUAL measures are taken into consideration while making the questionnaire and doing survey.

- 1. Surveys:** Develop structured questionnaires based on established service quality models (e.g., SERVQUAL) to assess patients' perceptions of service quality dimensions (e.g., tangibles, reliability, responsiveness, assurance, empathy).
- 2. Observations:** Systematically observe interactions between patients and healthcare providers, as well as the physical environment of public and private hospitals, to assess tangible aspects of service quality. Develop observation checklists to record factors such as staff behavior, cleanliness, waiting times, and the availability of amenities.
- 3. Focus Groups:** Organize focus group discussions with diverse groups of patients to explore their perceptions, preferences, and priorities regarding service quality in public and private hospitals. Facilitate group discussions using a moderator guide to stimulate conversation and encourage participants to share their experiences and opinions.

## DATA ANALYSIS AND INTREPRETATION

Count of Age



Response	Frequency	Percentage
18-24	42	72.4%
25-34	9	15.5%
35-44	4	6.9%
45+	3	5.2%

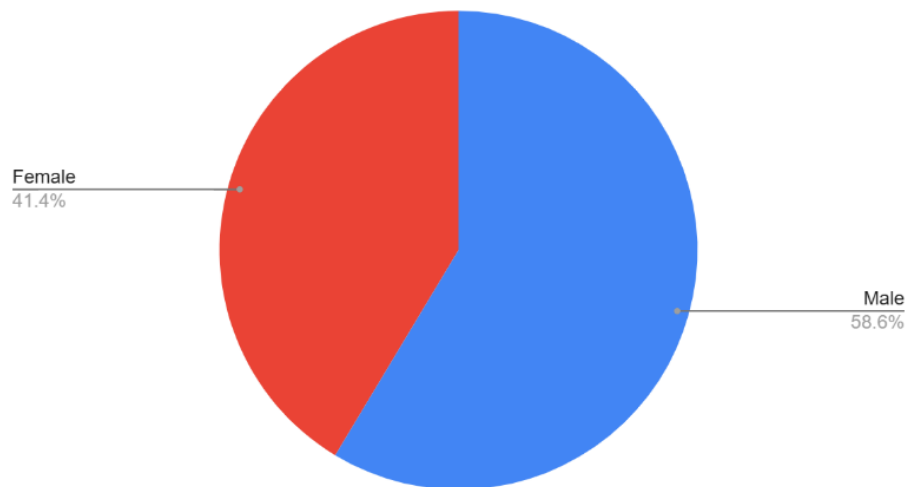
**DATA ANALYSIS:**

- 18-24: There were 42 responses from individuals aged between 18 and 24 years, which accounts for most of the responses at 72.4%.
- 25-34: 9 responses were recorded from individuals aged between 25 and 34 years, making up 15.5% of the total responses.
- 35-44: 4 responses were from individuals aged between 35 and 44 years, comprising 6.9% of the total responses.
- 45+: There were 3 responses from individuals aged 45 years and above, accounting for 5.2% of the total responses.

**INTERPRETATION:**

The data indicates that most respondents fall within the 18-24 age bracket, suggesting that this age group is the most actively engaged or represented in the given context. Respondents aged 25-34 also have a notable representation but to a lesser extent. Conversely, individuals aged 35 and above are less represented in the responses, with the proportion declining with increasing age. This could imply a trend of decreasing participation or interest among older age groups in the context being surveyed.

Count of Gender



Response	Frequency	Percentage
Male	35	58.6%
Female	23	41.4%
Total	58	100

**DATA ANALYSIS:**

The data provided shows the frequency of responses categorized by gender.

- Male: There were 35 responses from males, constituting 58.6% of the total responses.
- Female: There were 23 responses from females, making up 41.4% of the total responses.

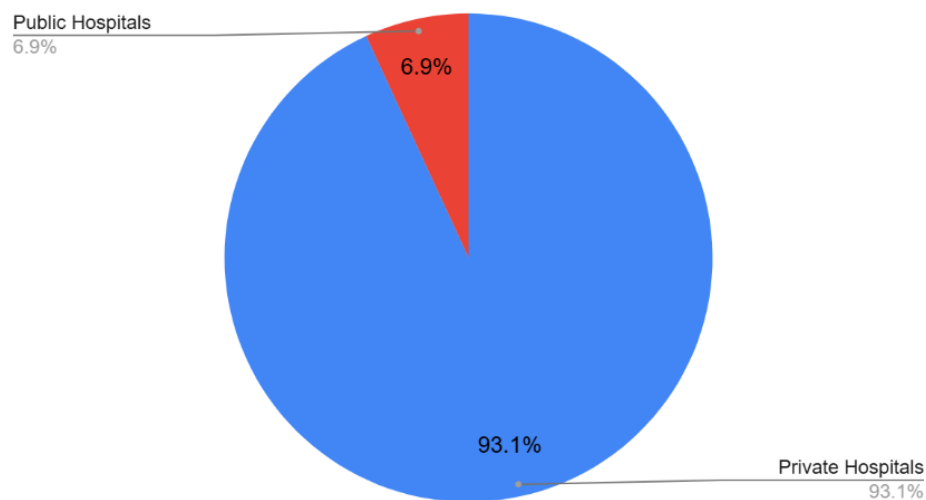


- Total: The total number of responses recorded is 58.

### INTERPRETATION:

This data suggests that there were more male respondents compared to female respondents, with males accounting for a larger portion of the total responses.

Count of Which Hospitals do you prefer mostly?



Response	Frequency	Percentage
Private	54	93.1%
Public	4	6.9%

### DATA ANALYSIS

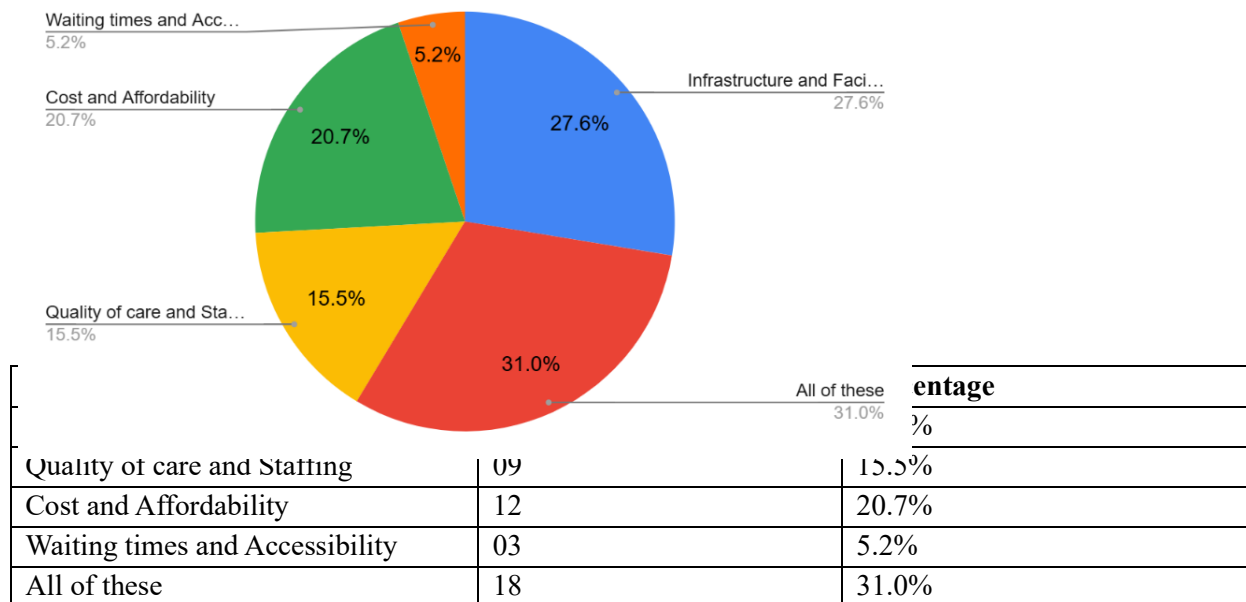
- Private: There were 54 responses from individuals affiliated with private institutions, accounting for the vast majority at 93.1%.
- Public: Only 4 responses were recorded from individuals associated with public institutions, making up a smaller portion at 6.9%.

### INTERPRETATION

The data suggests that a significant majority of respondents are affiliated with private institutions, indicating a dominance of private sector representation in the context being surveyed. Conversely, public institutions have a notably lower representation among the respondents. This distribution may reflect various factors such as the demographics of the target population, the nature of the survey, or the characteristics of the private and public sectors in the specific context.



Count of In your opinion, what are the key differences in service quality between public and private hospitals in Jaipur?



## DATA ANALYSIS

- **Infrastructure and Facilities:** 16 responses were related to infrastructure and facilities, constituting 27.6% of the total responses.
- **Quality of Care and Staffing:** 9 responses were associated with the quality of care and staffing, making up 15.5% of the total responses.
- **Cost and Affordability:** 12 responses were focused on cost and affordability, comprising 20.7% of the total responses.
- **Waiting Times and Accessibility:** There were 3 responses concerning waiting times and accessibility, accounting for 5.2% of the total responses.
- **All of These:** 18 responses indicated that respondents were concerned about all the mentioned aspects, representing 31.0% of the total responses.

## INTERPRETATION

The data suggests that respondents have varied concerns regarding healthcare, with a notable portion expressing concerns about infrastructure and facilities, cost and affordability, and quality of care and staffing. A smaller proportion of respondents mentioned waiting times and accessibility as areas of concern. Interestingly, a significant portion of respondents (31.0%) indicated that they were concerned about all the mentioned aspects, suggesting a comprehensive view of healthcare issues. This data highlights the multifaceted nature of healthcare concerns and the need for a holistic approach in addressing them.

## FINDINGS

- In India people still prefer the public sector in the convenience of service availability cheaper prices.
- People are still not aware of the services of different kind provided through the hospitals.
- According to the comparison of both sectors most of the customers' satisfaction feeling lies in the mind of the private health care service providers.
- In the rural areas people wholly depend on the public sector hospitals.
- Private sector hospitals mainly fulfill their money-earn target by providing better service to their customers.
- The pool of people surveyed in this research agreed with the point that both sectors are running with many loopholes in the matter of service. But still many think that private hospitals are better than public hospitals.
- As the number of private sector hospitals is increasing day by day in the industry this is making the people into a dilemma situation to choose the correct possibility for health service.
- Private hospitals are coming into the market with various new advanced technology and solutions to many diseases, so it becomes more popular than public sector.

## LIMITATION OF RESEARCH

- 1. Data Availability:** Difficulty accessing comprehensive data from both public and private hospitals due to privacy concerns and inconsistent record-keeping practices.
- 2. Sampling Bias:** Potential skew in results due to uneven representation of hospitals, particularly smaller or less-known ones, affecting the perception of service quality.
- 3. Patient Demographics:** Variation in patient characteristics between public and private hospitals, including socioeconomic status and health conditions, may distort comparisons.
- 4. Resource Disparities:** Challenges stemming from limited resources in public hospitals, such as funding, infrastructure, and staffing shortages, making direct comparisons with well-equipped private hospitals problematic.
- 5. Quality Assessment Metrics:** Complexities in defining and measuring service quality in healthcare, with certain aspects like patient satisfaction and wait times quantifiable but others, such as clinical outcomes and patient safety, requiring more nuanced evaluation methods.

## SUGGESTATION AND RECOMMENDATIONS

### For public sector:

- Public hospitals need to work on some of the aspects to improve the service quality. Cleanliness is the major issue which needs to be addressed.
- There is still public sector in demand among the huge group of public to take easy and cheap services so that it's a responsibility of this sector to remain their customer by providing good quality and satisfied services for the customer.
- The need is to relocate the responsibility in this sector for maintaining proper services.
- Make all the staff and responsible people aware of their responsibility to provide better healthcare support so that this sector will gain its real helping image to the people of the country.
- To provide proper cleanliness to the wards and surroundings of the hospitals.

### For private sector:

- This sector must lower its prices in such small cities as most of the public belongs to the middle or lower middle class of such cities.
- They should provide world-class facilities for their center.
- Also maintain isolated ward for communicated diseases.
- They should make it easy to approach for the public like public sector hospitals.
- In the private sector people of the elite class or the people who are needy they use to see these sectors mostly.
- In Jaipur city the public have approximately equal response to sector for various instruments provided through these sectors.

## CONCLUSION

Private hospitals prioritize excellence to meet financial obligations and maintain profitability, continually evolving to meet patient needs and improve healthcare delivery. Patient satisfaction surveys and empirical data indicate higher satisfaction levels with private hospitals compared to government ones. However, public health systems must prioritize efforts to enhance access to healthcare. While public hospitals may boast commendable infrastructure and operational performance, deficiencies persist in patient care quality due to factors like insufficient funding and overcrowding. Government intervention, such as increased funding, policy improvements, and collaboration between public and private sectors, is crucial to bridge this quality gap and ensure equitable healthcare access for all citizens.

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