

## **A STUDY ON IMPACT OF CUSTOMER SATISFACTION TOWARDS THE SERVICE OF HOSPITAL SECTOR**

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### **ABSTRACT**

Employees who are actively engaged in their job and committed to their organizations provide significant competitive advantages to their organizations, such as increased productivity and fewer employee turnover. The research focused on the practices used in the organization to engage employees. The objective of this research was to determine the amount of dedication, employee perception of their job, and top management support in the business. In order to investigate employee engagement, this study used a descriptive survey approach.

### **INTRODUCTION:**

In the ever-evolving landscape of healthcare, the concept of patient-centered care has gained paramount significance. As hospitals and healthcare providers continue to adapt to the changing needs and expectations of their patients, understanding and enhancing customer satisfaction has become a focal point. This study delves into the dynamic relationship between customer satisfaction and the quality of services in the hospital sector, seeking to illuminate the implications, challenges, and potential solutions for healthcare organizations striving to improve patient experiences.

**Objectives for the study:**

- To examine the factors influencing customer satisfaction in the hospital sector.
- To analyze the impact of customer satisfaction on patient loyalty, word-of-mouth recommendations, and hospital reputation.
- To identify potential areas for improvement in the delivery of healthcare services based on patient feedback.
- To propose recommendations for hospital administrators and policymakers to enhance patient satisfaction and service quality.

**Scope of the study**

- Service Quality Dimensions
- Patient Demographics
- Hospital Types
- Geographic Variations
- Employee Job Satisfaction
- Service Recovery
- Health Outcomes
- Technology and Innovation
- Healthcare Policies and Regulations
- Cultural Sensitivity and Diversity

**Need of the study**

- Quality Improvement in Healthcare Services:
- Enhanced Patient-Centered Care:
- Strategic Decision-Making for Healthcare Providers:
- Optimization of Resource Allocation:
- Development of Patient-Centric Policies:
- Identification of Demographic Disparities:
- Financial Implications for Healthcare Providers:
- Employee Engagement and Satisfaction:
- Evidence-Based Practice in Healthcare Management:
- Improved Healthcare Reputation and Competitiveness:

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## RESEARCH DESIGN:

### Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

## SAMPLING TECHNIQUE:

### Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

## SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

- **Primary Data**
- **Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

## STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about EMPLOYEES and the second part contained the **respondent 's opinions about employee engagement at THE HINDU NEWSPAPER**

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions
- Suggestion Question

## SAMPLE SIZE

The sample size for this research project is 75

## SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non- probability sampling is used.

### Sampling

- ☐ Sampling design : Non-probability sampling
- ☐ Sampling technique : convenience sampling
- ☐ Sample unit : Relatives, Friends and Patients
- ☐ Sample size : 75 respondents

## HYPOTHESIS

1. **Null Hypothesis (H0):** There is no significant relationship between customer satisfaction and service quality in the hospital sector.

**Alternative Hypothesis (H1):** There is a significant positive relationship between customer satisfaction and service quality in the hospital sector.

This hypothesis tests the basic relationship between customer satisfaction and service quality in hospitals.

2. **Null Hypothesis (H0):** Customer demographics (e.g., age, gender) do not significantly influence their satisfaction with hospital services.

**Alternative Hypothesis (H1):** Customer demographics significantly influence their satisfaction with hospital services.

This hypothesis explores whether factors like age, gender, and other demographic variables play a role in shaping customer satisfaction

## PERCENTAGE ANALYSIS

### 4.1.1 GENDER RESPONDENT

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	40	53.3
FEMALE	35	46.7
TOTAL	75	100

#### Interpretation

From the above table it is interpreted that 46.7% of respondents are in the category of female, 53.3% respondents are in the category of male.

## FINDINGS

- From the above table it is interpreted that 4% of respondents are in the category of the age of 35-44, 57.3% respondents are in the category of 25-34 age.
- From the above table it is interpreted that more of 42.7% of people are ready to give the survey of their opinion.
- From the above table most of the people of 38.7 is like to go to hospital rarely from the observation
- From the above scale table most of the people of are is like to go to hospital and from the observation 34.7% of people are prefer to go to hospital
- From the above table most of the people of 70.7% is like to go to private hospital from the observation is clearly determine
- From the above table most of the people of 48% is like to go to hospital which was cleanliness and hygiene from the observation
- From the above table most of the people of 52% is like to go to hospital which was responsiveness



from the observation

- From the above table the quality is get more priority of 53.3% of people are like
- From the above table most of the people of 41.3% are ready to wait because it has some rules and regulation
- From the above table we observe that the quality of medical care is important from the opinion most of the people give good.
- From the above opinion of people are need careness from the hospital side and then need to take care of patient health
- From the above opinion most of the people are tell about that they are waiting longer is affect the overall satisfaction
- From the above opinion of people are here about this survey by the healthcare provider is observe 38.7%
- From the above chart that most of 49.3% of people are maybe ready to give interview on the basis of hospital

## **SUGGESTION**

- Improving Communication
- Reducing Wait Times
- Staff Training and Empowerment
- Personalized Care Plans
- Utilizing Technology
- Feedback Mechanisms
- Emphasizing Emotional Support
- Enhancing Facility Amenities
- Transparency in Billing and Costs
- Crisis Management and Resolution
- Community Engagement Programs

## CONCLUSION

In the dynamic landscape of healthcare, customer satisfaction has emerged as a crucial determinant of the overall success and effectiveness of the hospital sector. This study delved into the multifaceted relationship between customer satisfaction and the quality of services provided by hospitals. The findings underscore the profound

impact that satisfied patients can have on the reputation, loyalty, and success of healthcare institutions. The study identified various factors influencing customer satisfaction, ranging from effective communication and reduced wait times to personalized care plans and the utilization of technology. It is evident that a positive hospital experience extends beyond the clinical aspects of care, encompassing the entirety of a patient's journey within the healthcare system.

One key takeaway from this research is the recognition of the importance of staff training and empowerment. Healthcare professionals and support staff play a pivotal role in shaping the patient experience. Investments in ongoing training programs that prioritize interpersonal skills, cultural competence, and patient engagement can significantly contribute to heightened levels of satisfaction.

The significance of technology in modernizing healthcare services cannot be overstated. The adoption of digital solutions, such as online appointment scheduling, telemedicine, and electronic health records, not only enhances efficiency but also aligns with the preferences of a tech-savvy patient population. Embracing these technological advancements can contribute to a more accessible and patient-centric healthcare environment.

Transparent communication, particularly regarding billing processes and costs, emerged as a critical factor in patient satisfaction. The study highlights the importance of hospitals providing clear information about financial aspects, insurance coverage, and potential out-of-pocket expenses to reduce stress and foster trust.

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- Google Scholar (<https://www.sciencedirect.com/>): A freely accessible search engine that indexes scholarly articles across various disciplines.
- ProQuest (<https://proquest.com/>): A multidisciplinary database covering a wide range of subjects, including healthcare and business.
- PubMed (<https://pubmed.ncbi.nlm.nih.gov/>): A comprehensive database for biomedical literature that includes articles on healthcare management, patient satisfaction, and service quality in the hospital sector.
- ScienceDirect (<https://www.sciencedirect.com/>): A leading full-text scientific database offering articles on a wide range of topics, including healthcare management and service quality.
- JSTOR (<https://www.jstor.org/>): A digital library that provides access to academic journals, books, and primary source materials. It covers various disciplines, including healthcare management.