

# **Customer Satisfaction on Various Facilities Provided By Hospital**

**T.Sivasankar**

Student ,sathyabama Institute of Technology ,Chennai India ,India

**Dr.N.Kumar**

Assistant Professor, Faculty of Management Studies, Sathyabama Institute of Technology ,Chennai India

## **ABSTRACT**

In the current era of modernization and busy life, every human is suffering from various health problems associated with it. The life is also become unsecured with full of uncertainty. So, this situation force researcher to study such new topic which is definitely related to HRM. In which there must development and implementations of certain quality plans, policies and strategies under any unavoidable circumstances about the customer (patient) satisfaction by providing the service to the people of society. The main objective is to evaluate the medical facilities provided by multi-speciality hospital on customer satisfaction in the Madurai city In this context of study the sample plan is framed with 120-150 required respondents with the convenience sampling method. And is applied to collect relevant data are from the customers in probability sampling design with the collection of primary data by taking a survey by questionnaire and secondary data by literature review About the perceived professionalism of the doctors patients generally were satisfied. Majority of the patients however, felt that fees charged by doctors are on the higher side. Also patients feel that the doctor stresses on various tests and X-rays for minor illness to. The local corporation as well as municipal authority in collaboration jointly with, Local universities, local educational institutions and large hospitals may establish a school of nursing to train suitably prequalified and attitudinally inclined local talents. This type of training facilities (medical equipment, operation and nursing) will be an endeavor in value addition of this rural area is human resources and the fulfillment of social obligations by the local medico in return for their peaceful and prosperous practices.

**Keywords:** medical facility, medical services & care, customer satisfaction

## I INTRODUCTION

It is fascinating to see the concept of Human Resource Management and its role in health care system in Republic of India. It plays a crucial role in quickly ever-changing state of affairs of management connected with folks within the organisation. The approach of human resource considers the potentiality and vitality of the folks within the organisation. It's the overall inherent skills, non-heritable data and talent delineated by the skills and ability of the utilized person within the organisation. It's the method of managing the folks and providing the services to them with human approach. It's additionally vital to check this human approach with the health care system like hospitals and their organisation that is vital a part of the lifetime of everyone nowadays.

Hospital is an establishment for health care, typically however not perpetually providing for extended term patients stays nowadays, hospitals square measure usually funded by the govt., for-profit or non-profit-making health organisations, insurance firms, or charities, as well as direct charitable donations. In history they were typically supported and funded by spiritual orders or charitable people and leaders. Hospitals currently every day staffed by skilled physicians, surgeons and nurses; wherever as in history, this work was typically done by the findings spiritual orders or volunteers. The hospital might also act as Associate in Nursing almshouse for the poor or a pilgrims' hostel throughout the centre ages. Hospitals square measure typically distinguished from alternative style of medical facilities by their ability to admit and take care of inpatients. kinds of specialised hospitals in hospitals embody trauma centres, children's hospitals geriatric, hospital and hospitals for coping with specific medical desires like psychiatric issues, bound unwellness classes and then forth. A hospital is also one building or campus; some Hospitals square measure related to with universities for medical analysis and coaching of medical personnel. Worldwide, most of the hospitals square measure run-on a non-profit-making basis by agency for health services or personal partnership of or charities.

A medical facility smaller than hospital is named clinic and sometimes pass by agency or personal partnership for physicians (in nations wherever personal observe is allowed). Clinics typically offer solely patient services hospitals is also needed by law to possess make a copy power generators, just in case of blackout. in addition they'll be placed on special high priority segments of the general public works (utilities) infrastructure to confirm continuity of care throughout a state of emergency.

## II REVIEW OF LITERATURE

(Folkes and Patrick,2003) in their study show converging evidence of a positivity effect in customers' perceptions about service providers. According to them when the customer has little experience with the service, positive information about a single employee leads to the perception that the firm's other service providers are positive.

(Acharyulu, GVRK, Shekbar B Raja,2012) studied the supply chain management aspects and identify the areas in which they can improve the quality of service for efficient patient care. The purpose of this paper was to know the performance of the corporate hospitals in India based on well established criteria of what constitutes a quality supply chain system and concluded that Indian hospitals need to strengthen each activity in the value chain by focusing on continuous improvement in supply chain operations.

(Rohland, B., Langebehn, D., and Rohrer, J.,2000) The authors of this paper theorize that there is a relationship between satisfaction with services on the one hand and mental health status and increased life satisfaction on the other. Participants were selected from a sample of 18-64 year-old Medicaid recipients who received mental health services in Iowa in 1993. The random sample was selected within each category of the following stratifications: diagnosis (schizophrenia, affective disorders, anxiety disorders, and adjustment disorders), severity of illness, and Urban/rural County of residence. Surveys, sent to 2,530 patients and returned by 815 persons (32.3 percent response rate), assessed life satisfaction, satisfaction with services (focusing on the quality of interpersonal experience), and self-reported mental health status. Schizophrenics had higher levels of satisfaction with services and life than others, and a statistically significant relationship was found between life satisfaction and service satisfaction for schizophrenics, and those with affective and adjustment disorders.

(Arasli et al,2008) maintain that it is necessary to develop a systematic approach to find out the real requirement of patients, as this leads to greater customer's satisfaction and ultimately make the hospital more successful.

(Brown, J., Boles, M., Mullooly, M., and Levison, W.,1999).The purpose of this study was to test the effects of a common communication skills building program designed to increase physician's listening and

communication skills on patient satisfaction ratings of provider communication during specific medical care encounters. The program consisted of a 10-hour, two-part training. Physicians were recruited from the Kaiser Permanente Northwest Division in Portland, Oregon and in the usual way for a continuing education program. Once providers indicated their interest in the course, they were invited to participate in the study; providers were assigned to the intervention or control group. The intervention group simply attended the program in advance of the control group. Patient satisfaction was assessed using the Art of Medicine Survey and assessed patients' satisfaction Psych Research Page 28 Patient Satisfaction Survey for AIDS Institute with communication skills during a specific encounter and overall with care received from the clinician. Anonymous self-administered questionnaires were sent to patients within 10 days of their visit to the ambulatory care facility; data were collected during one year in 1995 and 1996. General estimating equations were created, controlling for baseline patient satisfaction scores and results indicated that while patient satisfaction scores were higher among the intervention group, the difference was not statistically significant. Providers in the intervention group reported improvements in communication skills and lower frustration with visits. The authors concluded that while communication has been determined to be related to patient satisfaction it is unrealistic to expect a single brief continuing education course to improve general patient satisfaction in the "contemporary health care environment."

### **III OBJECTIVES**

#### **Primary objective**

- ✓ To evaluate the medical facilities and customer satisfaction provided by lakshmana multi-speciality hospital in Madurai city.

#### **Secondary objectives**

- To measure the medical care experienced by the patients who have undergone the treatment of the hospital in the study
- To assess the medical services provided by the lakshmana multi-speciality hospital managements in the study area
- To study the behaviour of medical staff how they handling the patients in the hospital.

## IV METHODOLOGY

### RESEARCH DESIGN

A research style may be a matter set up specifying the strategies and procedures for collection and analyzing the required information. It's frame works for the analysis set up of action. analysis style supported the descriptive analysis technique using the survey methodology and analysis is created on this primary information collected for this comes study Descriptive analysis style was designated to realize the declared objectives. analysis studies square measure those, that square measure involved with describing the characteristics of a specific individual, or cluster on decisive the link between the variables on be measured descriptive analysis style was designated. the target of the descriptive style is to answer the “who”, “what”, and “how” of the topic beneath investigation. Descriptive analysis is well structured. Primary information is chosen for information analysis and there's no secondary information taken analysis.

### Measures

The standard populace length taken within a side the assignment is one hundred fifty. The standard pattern length taken within a side the assignment is 150 respondents of patients. The statistical evaluation gears used is SPSS for checking out the hypothesis, Chi Square check within a side the SPSS device and an ANOVA in the SPSS device.

### Procedure

The number one information is the ones which might accruing clean for the primary time, and consequently show up to be unique in the character. Here the cluster sampling approach is used to acquire the information-the usage of the questionnaire. We acquire the number one information for the duration of the path of doing experiments in experimental study. In our studies, information changed into accrued through the questionnaire approach. Secondary information is the ones is already accruing with

the aid of using person else. The secondary information is accrued with the aid of using reading numerous substances like hospital profiles, magazines, journals, beyond records, reviews, and websites

## V RESULT AND DISCUSSION

From the analysis of the data collected, the following results were obtained:

There is significant positive relationship between age group/satisfaction levels with the

1. Since p value is higher than 0.05, we accept the alternate hypothesis and reject the null hypothesis. Therefore, there is a different between age and customer satisfaction.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44.778 <sup>a</sup>	49	0.645
Likelihood Ratio	26.459	49	0.996
Linear-by-Linear Association	0.005	1	0.941
N of Valid Cases	13		

2. Significance level 0.442, 0.701 & 0.442, 0.691 which is high 0.05 there is a statistically a no significant relationship between the Medical care and Medical services. The null hypothesis is accepted.

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Doctor care	Between Groups	49.692	7	7.099	1.183	0.442
	Within Groups	30	5	6		
	Total	79.692	12			

Ambulance services	Between Groups	38.359	7	5.48	0.663	0.701
	Within Groups	41.333	5	8.267		
	Total	79.692	12			
staff care	Between Groups	49.692	7	7.099	1.183	0.442
	Within Groups	30	5	6		
	Total	79.692	12			
Laboratory services	Between Groups	38.859	7	5.551	0.68	0.691
	Within Groups	40.833	5	8.167		
	Total	79.692	12			

### Hypothesis: 1

Null hypothesis (Ho) is Rejected There is no association between age and customer satisfaction in the hospital management Alternate hypothesis (H1) is Accepted There is association between age and customer satisfaction in the hospital management.

### Hypothesis: 2

Null hypothesis (H0) is Accepted significance level 0.442, 0.701 & 0.442, 0.691 difference between medical service and medical care. Alternate hypothesis (H1) is Rejected There is no significance difference between medical service and medical care

### VI Suggestions

- Provide coaching to the hospital medical staffs to require care of patients • Make eye contact with the patient as usually as doable. Giving cues to the patient that you simply really care makes an enormous distinction. Chatting with patients in a very customized means can show them that they're being taken care of.
- One-on-one time spent with the patient at the hospital is usually one thing that's rush and leaves an individual feeling confused and unsure. Pay a touch longer to teach the patient, and provides written documents for them to require home if doable.

- Hospitals square measure in all probability one among the smallest amount quiet places to be. The noise, harsh lighting, sterile atmosphere, and fast-paced movement don't precisely encourage rest and relaxation. Hospitals square measure commencing to upgrade their interior decoration to form a hotter atmosphere and tackle the difficulty of pollution
- The current procedures for appointment programming, nurse decision buttons, sign age among the hospitals, or alternative factors might be leading to poor patient satisfaction. System improvement may need Associate in Nursing overhaul of 1 or several supply areas, however are often the most catalyst for rising patient satisfaction.
- Patients wish to be snug throughout their hospital keep, and wish there has to be met. Giving them a personalized expertise among your hospital will do exactly that. • give sensible quality of medical services to patients.

## VII CONCLUSION

“Customer satisfaction on various facilities provided by hospital”, Madurai from the duration of three months and by analyzing the result, the conclusion arrived is the majority of the respondents have satisfied with medical facilities and medical services measures. The study shows that hospital management should plan and implement new medical staff and services for improving the future growth of the management and to reduce the dissatisfaction of the patients. The study has indicated that most of the patients felt that medical cares by staff's were low, and they suggested improving medical staff quality.



## VIII REFERENCES

- Acharyulu, G.V.R.K.& Shekhar,B.Raja (2012). Role of value chain strategy in healthcare supply chain management: An empirical study in India. *International Journal of Management*, 29(1), 91-97.
- Arasli H, Ekiz EH, Katircioglu ST (2008). “Gearing service quality into Public and Private Hospitals in Small Islands: Empirical evidence from Cyprus”. *Int. J. on Healthcare Quality Assurance*, 21(1): 8-23.
- Brown, J., Boles, M., Mullooly, M., and Levison, W. (1999). Effects of Clinician Communication Skills Training on Patient Satisfaction: A Randomized, Controlled Trial. *Annals of Internal Medicine*; 131(11): 822-829.
- Folkes V.S. and Patrick VM (2003) The Positivity Effect in Perceptions of Services, Seen one, seen them all?. *Journal of Consumer Resources* vol. 30 pp. 125-137.
- Rohland, B., Langebehn, D., and Rohrer, J. (2000). Relationship Between Service Effectiveness and Satisfaction Among Persons Receiving Medicaid Mental Health Services. *Psychiatric Services*; 51(2): 248-250.