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A study on patient's perception towards service quality of corporate hospitals in Coimbatore district

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Abstract

India is second most populous country in the world. Although there have been major improvements in public health care sector in since 1950's. The country is passing through demographic and environmental transition which is adding to burden of diseases. Indian health care system and policy have been face much more challenges and issues in current consumers environment which is both technology and infrastructure facilities. Today's corporate hospitals environment played on significant role in global environment the last few decades has seen a magnificent development in the health and hospitals consciousness of the Indian public surroundings like minor and major health care problems. In present study investigate patient's perceptions about service quality in corporate hospitals in Coimbatore city and this study undertaken in corporate hospitals using SERVQUAL dimension Parasuraman, Ziethamal and L. Berry 1988. Health care service quality should be exclusively evaluated by the patients. This study also identifies some problems like High treatment cost, human and economic threat posed by Non – Communicable diseases, Unnecessary test, lack of time consuming, lack of sound public relations, Non utilizations of services of specialized people. And this study suggests technology and infrastructure will be game changes in the manner in which health care services will be delivered in India. The private sector will be the major driving force behind technology adoption in the health care system. This revolution can improve the patients experience and operate more efficiently.

Keywords: Corporate hospitals, Service quality and Patients perception. SERVQUAL evaluation

Introduction

Today's corporate hospital environment played on a significant role in global environment the last few decades has seen a magnificent development in the health and hospital consciousness of the Indian public surroundings. And they are carrying out functions like Inpatients, out patients, Research and Development and Training. As well as health care sector particularly corporate hospitals are played in key role of current consumer environment like minor and major health care problems and today's modern economic environment there is rapid changes in economic empowerment in society and numerous changes in the health care sector and which there has been increase the number of private hospitals and corporate hospitals and that provide health care service in both the town and cities.

The patients of olden days their approach the hospitals with unwillingness, anxious and fear of death but their enter into the hospitals willingly and confidently with the hope of improved the health, good quality and longer life. Present scenario of health care environment face very big challenges and pathetic situation of global environment. In India health care industries they have face much more challenges and issues in current consumer environment and India's health care system and polices still very poor which is compared to the developed nation and both the technological aspect and infrastructure facility. The most important concern for today's hospitals is patient satisfaction, corporate hospitals played on integral part in Indian health care system and some of the problems in corporate hospitals like High treatment cost, human and economic threat posed by Non – communicable diseases, Unnecessary test, lack of time consuming, lack of sound public relations, non-utilization of services of specialized people and lack of modern equipment and high technology facilities etc.

Patient service goes beyond quality of treatment its more than effectively meeting the patients needs and handling their grievances, patients service would be they if the hospitals

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develop the desired attitude and motivations to developed their capabilities in the direction of effective customer services, satisfaction is in fact of the perception towards service he or she gets from the hospitals and the human perception changes from one person to another person and within an individual from time to time. This changes in perception of patients makes them satisfying at all point of time is more challenges.

History of Coimbatore

Coimbatore like kovai, the Manchester of south India in located at western part of Tamil Nadu and bordering of Karnataka and Kerala and as well as it is glowing recognized by textiles industries and due to the wholesome climate the city is also known as underprivileged Ooty, and city has to good and excellence educational background and city is the hub for educational institutions both the science and Arts and engineering discipline. The Coimbatore city as per the 2011 population census Coimbatore district having total population of 34.58 lakh. In this district, both male and female population distributed more or less equally it is one of the distinctive features of this district. Among the total population literates were 26.36 lakh, which is comprise 76% of the total population. And the city is also famous for providing extensive and advanced health care facilities. And so many medical centers located in the Coimbatore city. It is amazing that more than hundred advanced medical centers providing world famous health services both the minor and major health problem. This is needed to be public in the city.

Administrative Setup

Revenue Administration: The district is divided in to two revenue divisions with 10 talukes comparing of 38 firkas and 295 revenue villages for the revenue administration purpose.

Development Administration: for the effective implementation of the developmental activities, the district having 1 corporation, 3 municipalities, 12 panchayat unions 37 town panchayats and 229 village panchayat.

Transport: The district is well connected with the other district and also other states by road and rail services. Air facility also available from Coimbatore city to other states and also the foreign countries apart from other destination of the states.

Education Hub: The Coimbatore city and surroundings is notorious for higher education system particularly for the technical education, nearly 60 sixty engineering colleges and ninety 90 arts and science colleges and one Law College, six medical college and six universities apart from them one forest college also located in and around the Coimbatore district. It is established fact that the students from different parts of country pursuing their qualitative higher education in these colleges.

Health: The city is also famous for providing extensive and advanced health care facilities. And so many medical centers located in the Coimbatore city. It is amazing that more than hundred advanced medical centers providing world famous health services both the minor and major health problem. This is needed to be public in the city.

Medical and Health (Only Government) 2014

Modern Medicine

S. No	Modern Medicine	Total
1	No of Hospitals	12
2	Dispensaries	56
3	Primary Health Centers (Wings)	58
4	Urban Primary Health Centers	22
5	Health Sub Centers	328
6	Other Medical institutions	Nil
7	Beds in Hospitals and Dispensaries	1905
8	Total no of Doctors	504
9	Total no of Nurses	1172

Indian Medicine (Ayurvedic/ Siddha/ Unani)

S.No	Indian Medicine	Total
1	Hospitals	3
2	Dispensaries	10
3	Total number of Doctors	8

Homoeopathy

S. No	Homoeopathy	TOTAL
1	Number of Hospitals	1
2	Total No of Doctors	1

List of Corporate Hospital in Coimbatore District

S. No	Name of The Hospitals
1	Ganga Hospital, Coimbatore
2	G Kuppaswamy Naidu Memorial Hospital (GKNM)
3	PSG Hospitals, Coimbatore
4	Rao Hospital, Coimbatore
5	Kovai Medical Center and Hospital, Coimbatore
6	Vikram Hospital and ENT Research Centre, Coimbatore
7	MedIndia Hospitals, Coimbatore
8	Ellen Hospital, Coimbatore
9	Arvind Eye Hospital, Coimbatore
10	Coimbatore Diabetes Foundation
11	Sheela Hospital, Coimbatore
12	Womens Center, Coimbatore
13	Sri Ramakrishna Hospital, Coimbatore
14	Naveen Hospital, Coimbatore
15	Kovai Diabetes Speciality Center, Coimbatore
16	Coimbatore Kidney Centre (CKC)
17	Coimbatore Cancer Foundation : CCF
18	Lotus Eye Care Hospital, Coimbatore
19	ESI Hospital, Coimbatore
20	The Eye Foundation, Coimbatore
21	The Eye Foundation, Coimbatore
22	The Eye Foundation & Lasik Centre, Coimbatore

Corporate Hospitals: Corporate Hospitals are either private limited or public limited companies formed under the Companies Act 1956, and are normally run on commercial lines. They can be either be general or specialized and both. And Corporate Hospitals has been played on important role in today's global environment for the minor and major health problems. Corporate hospitals is a service designed to reinforce relations with clients and to alleviate the guests up into signing new contracts for business purpose often with help of a slab system and a day at the battle.

- A large private and for the profit hospitals are known as corporate hospitals.

- The hospitals are run on the basis of profit earnings and are registered under companies act 1956 are called corporate hospitals.
- Corporate hospitals are public limited companies which are formed under the company's act 1956. And their normally run on the hospitals on commercial levels and they can be both general and specialized or both.

Objective of Corporate Hospitals

1. To provide all the possible medical care under within the one roof.
2. To provide good quality and international level medical care at reasonable cost.
3. To earn a reasonable return for the investors.

The size of the Coimbatore health care industry has been estimated as 1500 core (150 million) in 2010. There are nearly 750 hospitals in and around in Coimbatore with a capacity of 5000 beds. The first health care centre in the city was started in 1909. In 1969 it was upgraded to Coimbatore Medical College hospital, a government run tertiary care hospital with 1020 beds and provides free health care service. The city corporations maintains 16 dispensaries and 2 maternity homes and Coimbatore has large number of private hospitals which makes it a major center of medical tourism and a preferred health care destination for people from nearby district and from the neighboring state of Kerala.

The city has numerous hospitals apart from the government hospital, several multi-facilities hospitals function in the city. The district health department is amongst the best in terms of implementing government initiated health schemes also several rare surgical procedures have taken place here, the polio eradication programme is heavily assisted by the city rotary clubs, and who also regularly donate ambulances for smaller hospitals. The city also has numerous homeopathic clinics run by NGO's fast pace of industrialization spiraling population and the increase in the health awareness have lead to the growth of the health care industry in Coimbatore, and Coimbatore stands second to Chennai in Tamil Nadu for highly affordable and quality health care deliveries of international standards in Coimbatore is also the preferred health care destination to the floating population from the nearby towns and districts and also nearby states of Kerala. The growth of the hospitals in the city can be attributed to the vision of the industrialists have to bridge gap between growing health needs and the existing services many of the private hospitals in the city are promoted by industrialists as an extensions of their business portfolios and their services to the society. The first health care center started in 1909, later become to the Coimbatore medical college hospitals (CMCH) during 1960's etc.

Service Quality

Parasurman Zeithamal and Berry (1985), suggested ten key categories in to which consumer evaluations of service quality feel regardless of the type of service. These categories were labeled as service quality dimensions by them Parasurman *et al*, 1988 [6] later conceptualized a five dimensional model of service quality in which these ten dimensions were refined into five global dimension like Reliability, Responsiveness, Empathy, Assurance, and Tangibility.

Reliability: The ability to perform the promised service dependable and accurately.

Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence.

Empathy: To provision of caring, individualized attention to customers.

Responsiveness: In willingness to help customers and to provide prompt service.

Tangibles: The appearance of physical facilities, equipment, personal and communication materials.

Literature Review

Grönroos (1984) [4] In his study identified two dimensions of service quality namely functional quality to how the service was performed and technical quality - the actual outcome of the service that can be objectively measured, the health test was a administered a accurately.

Lehtinen and Laitamaki (1985) [5] their study emphasis Perception of hospital care is derived from a set of criteria based on perceptual cues that patients use. Their study came in to interesting conclusion like present a holistic view on how to measure, observe, and operationalize customer perceptions of service quality in health care organizations.

Parasuraman, Zeithaml & Berry 1988 [6] Service quality is defined as "a global judgment or attitude relating to the overall excellence or superiority of the service". The SERVQUAL instrument is a popular instrument applied in the healthcare industry extensively to measure service quality. Five dimensions (assurance, empathy, reliability, responsiveness and tangibles) are proposed and the magnitude of the differences between customer perceptions and expectations are implemented for measuring perceived service quality.

Tangibles: The appearance of physical facilities, equipment, appearance of personnel, and communication materials.

Reliability: The ability of hospital to perform the promised service dependably and accurately (that is, when something is promised, it is done and provision of services at the time promised).

Responsiveness: The willingness of hospital's personnel to help customers and provide prompt service.

Assurance: The knowledge and courtesy of hospital employees and their ability to inspire trust and confidence.

Empathy: The caring, individualized attention the hospital provides to its customers (that is, employees understand specific needs and employees give personal attention).

Ratnam (1994): This study investigates the socioeconomic conditions and satisfaction levels of customers in a corporate Hospital in Hyderabad. The study focused on the facilities, medical and nursing services. Majority of the respondents of all categories expressed satisfaction at the medical services. Satisfaction was comparatively less in nursing services. It was observed that the low-income category and low education status respondents were highly satisfied with the facilities provided in the hospital.

Objective of the Study

- To study examine patients perception towards the quality of service in corporate hospitals.
- To examine the health care system, and the infrastructure and technological facilities in India.
- To evaluate the service quality in corporate hospitals and measure the patients satisfactions level based on patients perceptions.
- To examine the patients awareness about human and economic threat posed by non-communicable diseases NCDs.

Research Methodology: The percent study analysis to patients perception about SERVQUAL of Corporate Hospitals using SERVQUAL model Parasuraman, Zeithaml & Berry 1988 [6], and Research suggested a total of 21 items for identified Five dimensions and evaluation of the research questions are carried out through the primary and secondary data. Primary data collected through observation and direct interview schedule in Corporate Hospitals. The study was conducted in corporate hospitals and health care centers in Coimbatore district. The secondary data have been collected from the newspapers and articles and district administration office at Coimbatore district to support the present study.

Limitation of the Study: The period of the study is conducted to three months. And the study will be conducted to admit in different wards and out patients, and study will depend upon the accuracy of information to given by the patients.

Sample Size and Sampling Technique: The sample size preferred for this study 50 respondent which including the general demographic profile of the respondents. And this study has to elect Non – probability sampling methods.

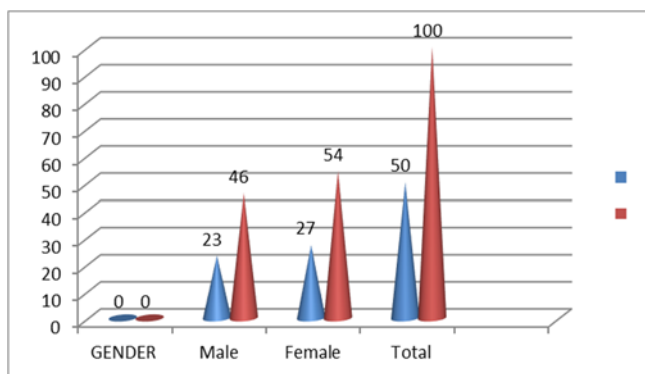
$$\text{Simple percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} * 100$$

Data Analysis

Table I: Gender of the Respondents

S.No	Gender	Respondents in Number	Respondents in %
1	Male	23	46
2	Female	27	54
	Total	50	100

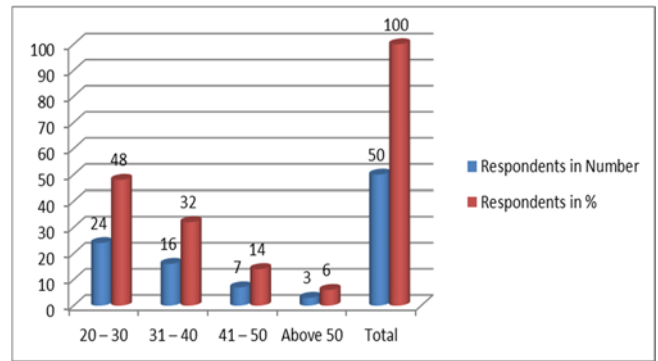
Interview schedule



Interpretation: The above table reveals that 46% of the respondents are males and 54% of the respondents are female.

Table II: Age wise Classification

S.No	Age Group	Respondents in Number	Respondents in %
1	20 – 30	24	48
2	31 – 40	16	32
3	41 – 50	7	14
4	Above 50	3	6
	Total	50	100



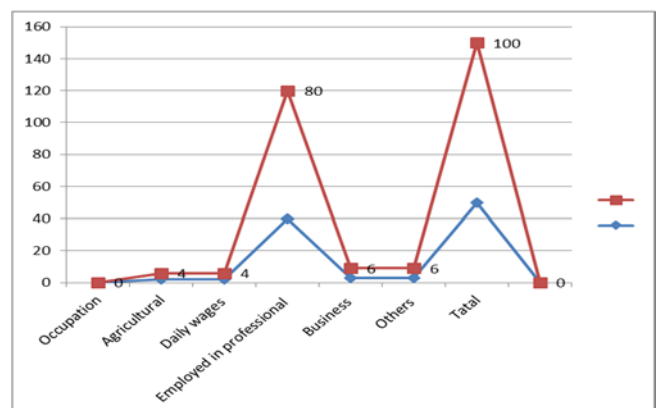
Interpretation

The above table reveals 48 percentages of the respondents are belonging to the age group of 20 to 30 those who contribute to their views on corporate hospitals.

Table III: Occupation status

S.No	Occupation	No of Respondents	Respondents in %
1	Agricultural	2	4
2	Daily wages	2	4
3	Employed in professional	40	80
4	Business	3	6
5	Others	3	6
	Total	50	100

Interview schedule

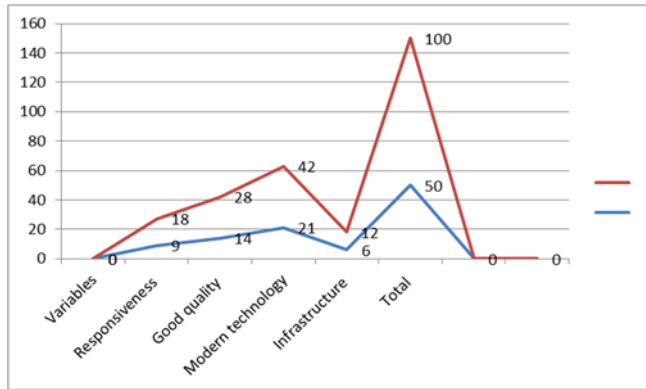


Interpretation: From the above table reveals the status of occupations level respondents 80% of the people are being employed in professional and 6% of respondents in both the Business and Other areas, 4% in agricultural and daily wages.

Perception of the Respondents on the Reasons to visit Corporate Hospital

S. No	Variables	Respondents in Number	Respondents in %
1	Responsiveness	9	18
2	Good quality	14	28
3	Modern technology equipment	21	42
4	Infrastructure	6	12
	Total	50	100

Interview schedule



Interpretation: About 42 percentages of the respondents reveals major reason to visit on corporate hospital for modern technology equipment.

Awareness about Non – Communicable Diseases

S. No	Variables	Respondents in Number	Respondents in %
1	Yes	24	48
2	No	26	52
	Total	50	100

Interview schedule

Interpretation: The above table shown as 52 percentages of people said No aware about the Non – communicable diseases in corporate hospitals.

If Yes, Awareness about Non – Communicable Diseases

S. No	Variables	Respondents in Number	Respondents in %
1	Advancement of Technology	10	45
2	Communication	3	14
3	Entry of more hospitals	2	9
4	Advancement of Education	4	18
5	Others	3	14
	Total	22	100

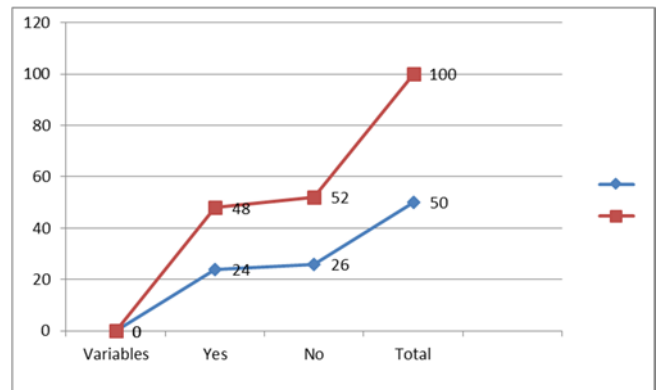
Interview schedule

If No, Awareness about Non – Communicable Diseases

S.No	Variables	Respondents in Number	Respondents in %
1	Lack of education	14	50
2	Lack of high technology	4	14
3	Insufficient skilled doctor	7	25
4	Others	3	11
	Total	28	100

Interview schedule:

Interpretation: The above table reveals that only 22% of the respondents said yes should aware about the non – communicable diseases and out 50 respondents' 28% majority of the respondent's state if no awareness about the non – communicable diseases.



Infrastructure Facilities Are Attractive In Corporate Hospitals

S.No	Variables	Respondents in Number	Respondents in %
1	Yes	33	66
2	No	17	34
	Total	50	100

Interview schedule

Interpretation: The above table shown as 66 percentages majority of the respondents said infrastructure facilities are attractive in corporate hospitals and remaining 34% of respondents reveals no.

Factor Influencing In Select Corporate Hospital in Quality of Treatment

S. No	Variables	Respondents in Number	Respondents in %
1	Infrastructure	5	10
2	Skilled and trained doctors	15	30
3	Advancement of technology	15	30
4	Quality of treatment	10	20
5	Responsiveness	5	10
6	Availability	0	0
	Total	50	100

Interview schedule:

Interpretation: If is learn from the above table that 30% of the respondents have been influenced by the skilled and trained doctors and advancement of technology and remaining 10% of the respondents influenced by the infrastructure and responsiveness, and remaining 20 percentage of respondents influenced by the quality of treatment.

Suggestion and Recommendations

Today's corporate hospitals environment played on significant role in global environment the last few decades has seen a magnificent development in the health and hospitals consciousness of the Indian public surroundings like minor and major health care problems.

- The hospitals should implement suitable managerial and technological support and including good infrastructure facilities.
 - Today's modern hospitals environment provide all the possible medical care under within the one roof with reasonable cost.
 - Corporate hospitals should provide Quality of Treatment with affordable cost and good Quality, because Patient service goes beyond quality of treatment it's more than effectively meeting the patients needs and handling their grievances and it should be develop the hospital environment.
 - It should be implement appropriate changes in activities, attitudes, education and training towards better social relevances.
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 8. Note: If you face any problem, please feel free to call us at Toll free helpline at 18001234070 or at +91-9711224068

Conclusion

India is second most populous country in the world after that china. Although there have been major improvements in public health care sector in since 1950's. In the modern economic environment corporate hospitals played on very important role in today's human environment, and last few decades corporate hospitals has seen magnificent development in the health and hospitals consciousness in public surroundings, in various burden of diseases. While improvement of technology and entered into more multispecialty hospitals in present competitive global environment. As well as increasing the literacy level and advancement of education hub. Because today's consumer environment looking forward best price, good infrastructure facilities, technological improvement and availability, best payment options and good quality of service and treatments. this study suggests technology and infrastructure will be game changes in the manner in which health care services will be delivered in India. The private sector will be the major driving force behind technology adoption in the health care system. This revolution can improve the patients experience and operate more efficiently. This study suggests technology and infrastructure will be game changes in the manner in which health care services will be delivered in India. The private sector will be the major driving force behind technology adoption in the health care system. This revolution can improve the patients experience and operate more efficiently.

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