

RELATIONSHIP BETWEEN CUSTOMER HAPPINESS AND HEALTH CARE SERVICE QUALITY WITH RESPECT TO RELEVANT METRICS IN PRIVATE HOSPITAL

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Abstract

Consumers are significant stakeholders in businesses, thus management places a high focus on ensuring their pleasure. Customer happiness now heavily depends on the level of service. This research makes an effort to quantify customer satisfaction and service quality in relation to service quality parameters in the health care industry. To assess the link between service quality dimensions, service quality and customer satisfaction factors, descriptive statistics, correlation analysis, and regression analysis have been employed. 50 sample clients who are actively using hospital out-patient services utilized in the study. For the development of service quality and client satisfaction in the health care industry, each of the service quality dimensions namely, tangibles, dependability, responsiveness, assurance, and empathy is critical. Service quality significantly influences customer satisfaction.

Keywords: Service quality, customer satisfaction, perceptions of quality, hospitals, and health care

Introduction

In very competitive company situations, offering high-quality service to draw in and keep clients has been acknowledged as a strategic need. Superior service quality allows businesses to gain their market share quickly and boost their revenues. Since the client's experience with a specific service has been seen to be the basis for measuring customer happiness. It is a truth that essential factors in company research on consumers include service quality and customer happiness. According to study that has been conducted and examined the relationship between service quality, value, satisfaction, and behavioral intentions in the Indore health care industry, service quality was found to have a substantial influence on customer satisfaction and value perceptions.

- By this research, the following questions are intended to be answered:
- What impact do aspects of the physical environment, a customer-friendly atmosphere, responsiveness, communication, privacy, and safety have on patient satisfaction and loyalty?
- Can patient satisfaction play a role in mediating the link between patient loyalty and the quality of healthcare services?
- Are there any gaps or differences in the physical environment, customer-friendliness, responsiveness, communication, privacy, and safety aspects of the quality of health care services?
- How does patient loyalty relate to the elements of health care service quality (physical environment, customer-friendly atmosphere, communication, privacy and safety, and responsiveness)?

Review of Literature

Many studies on the quality of service have been undertaken, and it has been found that the main dependent variable that all of these studies have revolved around is customer satisfaction.

Regardless of whether these notions were cumulative or transaction specific, some researchers hypothesized that the link between service quality and customer satisfaction would be antecedent to consumer satisfaction. Researchers have become more specific about the definitions and measures of service quality and customer satisfaction when linking them. Although satisfaction and service quality have certain similarities, contentment is often a more generic notion whereas service quality focuses explicitly on the dimensions of the service.

Previous studies on service quality and customer satisfaction have shown that service quality affects consumer satisfaction. According to Parasuraman et al. (1995), better perceived service quality will result in greater customer satisfaction. Several writers did grasp the concept raised by Parasuraman (1995), and they agreed that customer pleasure depends on the quality of services offered by the service providers.

The SERVQUAL model that was provided contained five dimensions and 22 pairs of Likert-type questions. Physical facilities, tools, and staff appearance all have a tangible quality.

Reliability: The capacity to provide the given service consistently and correctly. Response: a readiness to assist clients and provide fast services

Assurance is the capacity of staff members to instill confidence and trust via their expertise and civility. Empathy: the considerate, one-on-one service the business offers to its clients.

- Zeithamal et al. (2006) said that service quality is a focused assessment that represents the customer's view of dependability, assurance, responsiveness, empathy, and tangibles in order to support the validity of the SERVQUAL model in the evaluation of service quality. They continued by saying that dependability has constantly been proved to be the most crucial aspect of service quality among these characteristics.

- The focus of the current study is on how customers perceive the impact of service quality characteristics (SERVQUAL) on customer satisfaction in the health care industry.

- The following goals are the focus of this study:

- • To determine which of the service quality aspects has the greatest impact on total service quality and customer satisfaction.

- To gauge the connections between customer happiness and the various aspects of service quality.

Objective-

The primary goal of the research is to quantify the discrepancy between patients' expectations and perceptions of the quality of the services they get and to pinpoint the underlying causes of this discrepancy.

Methodology & Data Collection

For this study, quantitative techniques or survey research are used. The respondents' direct replies were recorded. Data were produced on a five-point Likert scale with "Strongly Disagree" = "1" and "Strongly Agree" = "5" as the anchors. The SERVQUAL model of Parasuraman et al. was used as a reference for the questionnaire (1988).

The research will include 50 patients who have used or visited the xyz hospital's outpatient services.

Analysis

The data collected was analyzed through IBM-SPSS using data reduction factor analysis method followed by extraction of factor loading & determining Eigen value with percentage variance and finally optimizing Factor name.

Q. No	Statement	Factor Loading	Eigen Value with % Variance	Factor Name
4	visually appealing materials associated with service	0.833	2.430 with % of variance 11.043	Appearance
2	visually appealing physical facilities	0.732		
7	provision of prompt treatment	0.826	5.289	reliability
15	safe and timely medical treatment	0.675	1.95	safety and time
17	employees have the knowledge to answer customers question	0.598	1.563	
22	hospital understands the specific need of their patients	0.703	0.427	assurance
11	employees providing prompt service to the customer	0.659	3.934	
21	provision of heart filled services	0.804	0.758	empathy
1	availability of modern looking equipment	0.6	20.209	Appearance
16	courtesy towards customer	0.755	1.648	courtesy
8	timely execution of services as promised	0.684	5.127	reliability
14	instill confidence in patients	0.749	2	
20	Employees assures personal attention to every patient	0.579	0.948	

13	availability of employees for solving customer problems	0.743	2.572	assurance
10	employees effectively informing regarding the schedule of services	0.667	4.119	
19	convenient working hours	0.858	1.12	convenience

Conclusion

This research was conducted to determine how well health care services are delivered based on patient expectations for service quality and their perceptions of such services. The primary factor influencing customers' value and degree of satisfaction is perceived quality. Several components that should be commended to hospital management and authorities are discovered when the offered framework is assessed in light of the study's conclusions. As comparison to other hospitals, the management and the authorities must pay closer attention to and respond to quality activities in their facilities.

While educating staff and considering all university hospital employees, it is important to include intangible quality characteristics such as assurance, politeness, and empathy. It is important that patients have confidence in the doctors and other staff members. Yet, it may be claimed that university hospitals provide assurance that is seen to be of a better caliber. Should be backed up by other positive traits like civility and empathy.

The study findings will provide insight for future studies when the relevance of the above-mentioned notion for the industry is taken into account. Hospital managers, individuals working in the quality area in hospitals, academics, notably policy makers, can benefit from knowing the variations between various hospital tie-ups regarding quality and patient satisfaction, which were carefully analyzed in the research.

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