# Healthcare Service Quality measurement of Hospitals in Haryana using SERQUAL MODEL: An Empirical Study

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*Abstract-* **The healthcare industry in India is booming right now. Using the service quality gap approach, this article explores how people see and anticipate receiving healthcare. We also want to learn whether and how discrepancies in patients' perceptions of and expectations for service quality affect their levels of satisfaction. The questionnaire was developed using the SERVQUAL framework. Govt. Hospitals in the Jind district of Haryana have been randomly chosen to receive a sample of 200 respondents. Finding the quality gap in health care services is the primary focus of the research.**

*Keywords:* **Service quality, expectation and perception. SERVQUAL**

## INTRODUCTION

Institutions in the healthcare industry treat patients with the aid of highly trained medical professionals and cutting-edge technology, but they don't always provide the option of a permanent residence (Solayappan.A.,Jayakrishan. J.2011) Patients' impressions of a hospital are shaped by a variety of factors, including the doctor's skill and demeanour in patient interactions, the conduct of paramedical and support personnel, and the facility's general cleanliness and atmosphere (R. Gopal, Satvindersinghbedi 2014) Major flaws in the Indian healthcare system include inadequate coverage, high costs, and huge quality differences between the public and private sectors (Planning commission 2013). The healthcare industry is expanding every day. The healthcare industry is likewise experiencing fast change to meet the rising expectations and requirements of patients. The evolution of hospitals is driven by the needs of patients and the public at large. Professional practise standards were formerly the primary basis for determining the quality of healthcare, but nowadays the patient's perspective and expectations are just as significant. (Qudri.S.S.2012). Satisfaction among patients is a vital indicator of healthcare providers' ability to meet their needs and those of their patients. Patient feedback on healthcare services is a crucial source of information on how individuals rate the quality of treatment they get (Hussian.A.,Sial.M.S.2019)

Patient happiness has been studied extensively as a means of enhancing the quality of healthcare many times before. This research used the SERQUAL Model to empirically assess healthcare quality in Haryana's hospitals.

## LITERATURE REVIEW

**Rani, phougat&kaur(2021**)The purpose of this research was to assess patients' levels of ease and contentment throughout medical procedures. The contentment and ease with which participants dealt with health care were measured using a sample size of 330. According to the results of this survey, over half of patients were content with the admissions procedure, and all patients were satisfied with sample collection at the laboratory. Maximum patients were satisfied with the hospital's dining options.**Pulla, Bolisetti, &Aishwariya(2020)**This research found that the OOP expenses for non-hospitalized patients were lower in locations where healthcare was given for free, whereas the OOP expenses for hospitalised cases varied among regions. As a result, the government should take action to increase spending on healthcare and make necessary medical services (such as diagnostic testing and medicines) available free of charge. **Juneja& Dr. Singh(2020)**The purpose of this research was to learn how content patients were with the treatments they received. According to the results of this survey, the vast majority of patients are pleased with the care they get in hospitals. In addition, the hospital's nursing staff, cleanliness, food, drink, and administrative services were all above average. The level of patient satisfaction was satisfactory across the board.**Kamra& Kaur Sethi(2019)**The goal of this research was to examine the differences in the quality of treatment provided by public and private hospitals in the Delhi-National Capital Region. A questionnaire was used to gather information for the research; it included 52 statements on tangible, dependability, empathy, assurance, and responsiveness. This research showed that private hospitals were superior to public ones in terms of tangibility, empathy, responsiveness, dependability, and assurance. There is a pressing need to enhance the administrative and delivery systems moving forward.**Mohammed Ali Al-Daoar&Munusamy(2019)**The purpose of this research is to quantify Arab patients' perceptions of the staff quality, patient happiness, and patient referrals at an Indian private hospital. The data was analysed using structural equation modelling, and the model and hypotheses were tested. To predict Arab patient happiness and word of mouth, we discovered that doctor and nurse quality dimensions were relevant, but quality dimensions were not.**Princy&Rajeswari(2019)**According to the results of this research,

physician assistants are vital members of the healthcare team. Medical assistants treat their patients with kindness and compassion. The need for PAs is rising because of the decreasing amount of time doctors spend with their patients. For this reason, the government need to employ additional medical assistants.**Alumran&Almutawa&Alzain&Althumairi& Khal(2019)**Patient satisfaction with healthcare services was evaluated and the relative merits of public and private hospitals in the eastern part of Saudi Arabia were compared in this research. Patients have a more positive impression of private hospitals than public ones, particularly in terms of safety, since they are under the impression that the former provide superior care. Time constraints and the inaccessibility of medical personnel were cited as reasons for the study's shortcomings. **Anabila, KwadjoKumi&Anome(2019)**Patient satisfaction and customer loyalty are shown to have a favourable relationship with service quality in this research. The Ghana Hospital in Gujarat provided the data for this analysis. In terms of service quality, tangibles, assurance, empathy, etc., private hospitals outperformed their public-sector counterparts. However, in-hospital coverage for patients in severe situations is required, and this research only included out-patients.**Raju, Bahuguna & Rao(2018)**"This research found that patient satisfaction was higher in hospitals that offered care in a variety of specialties. While the doctors and nurses provided excellent care, the operators, the behaviour of security officers, the quality of the food, and the dietary services all fell short. **Chauhan,patel,Patel&kosambiya(2018)**Medical care, nursing care, diagnostic and referral services, hospital admission and discharge procedures, and physician services were all deemed satisfactory in this article. Wait times for treatment and the quality of the consultation time provided were the primary sources of dissatisfaction..**Iswarya , Muruganand Kumar, Swaminathan & Gunasekaran(2018)**Outpatient clinics at the Government Medical College and ESI Hospital in Coimbatore, Tamil Nadu, were the sites of this cross-sectional research. Patients in the outpatient centres at both the Government Medical College and the ESI Hospital were interviewed as they were leaving the facility. According to this study, 81% of patients were happy with the amount of time it took to schedule an appointment with their doctor. **Sathish, Indra devi&Gangineni(2018)**The goal of the research was to evaluate the quality of care provided by a South Indian multi-specialty hospital. The quality of the provided services was evaluated using the SERVQUAL methodology, and responses were gathered from a representative sample of the population using a pre-tested, pre-structured questionnaire. A non-probabilistic convenience sample of hospital visitors was used to compile this data. The hospital's care was well-received by its patients.

## NEED OF STUDY

Numerous research have been undertaken on the topic of consumers' level of contentment and their purchasing habits. However, research on service deficiencies is lacking. Because of the vital nature of hospital care, it is crucial to understand and meet patients' needs and expectations in terms of tangibles, dependability, responsiveness, assurance, and empathy. These aspects of customer service are crucial for any service company, but they are particularly crucial for the healthcare industry. The results of this research will be useful to the healthcare sector in understanding patients' needs and perspectives while they are hospitalised.

## OBJECTIVE

To determine the gap score between patient expectation and perception in Haryana

**Sampling:**

| **Variables** | **Number of respondents** | **Percentage of respondents** |
|---|---|---|
| **Age group** | | |
| Above 18 to 25 yrs | 70 | 70 |
| Above 25 to 33 yrs | 71 | 71 |
| Above 33 to 41 yrs | 24 | 24 |
| Above 41 to 49 yrs | 10 | 10 |
| Above 49 to 57 yrs | 18 | 18 |
| Above 57 yrs | 7 | 7 |
| **Total** | **200** | **200** |
| | | |
| **Sex** | | |
| Male | 85 | 85 |
| Female | 115 | 115 |
| **Total** | **200** | **200** |
| | | |
| **Education qualification** | | |
| SSLC/HSC | 81 | 81 |
| Graduate | 42 | 42 |
| Post graduation | 33 | 33 |

| | | |
|---|---|---|
| Diploma | 27 | 27 |
| Other | 17 | 17 |
| **Total** | **200** | **200** |
| | | |
| **Family Income** | | |
| Up to 10000 | 57 | 57 |
| Above 10000 to 30000 | 32 | 32 |
| Above 30000 to 50000 | 27 | 27 |
| Above 50000 to 80000 | 35 | 35 |
| Above 80000 to 150000 | 28 | 28 |
| Above 150000 | 21 | 21 |
| **Total** | **200** | **200** |
| | | |
| **Marital Status** | | |
| Married | 75 | 75 |
| Unmarried | 125 | 125 |
| **Total** | **200** | **200** |

## METHODOLOGY

To gauge people's anticipation of and satisfaction with hospital care, a survey was administered. The quality of the hospital's services was evaluated using the SERVQUAL methodology. The degree to which one agrees with or disagrees with an expectation or perspective is rated on a five-point scale. Purposeful sampling was used to choose 200 participants. Information is gathered using standardised questionnaires. The Haryana province of Jind is the focus of the investigation.

## DATA COLLECTION

Data was collected from two sources:

**(1) Primary data**

Primary data has been collected from govt. Hospital in Jind Haryana.

**(2) Secondary data**

Journals, books, Magazines, Electronic Data

## DATA ANALYSIS OF GAP SCORE

| | Statements | P | E | E-P |
|---|---|---|---|---|
| Tangibles | 1. Ease of access to facility. | 1.7 | 4.8 | 2.1 |
| | 2. A well trained team of reputed Doctor. | 3.4 | 4.3 | 0.9 |
| | 3. Adequate medicines are available with pharmacy. | 2.3 | 4.5 | 2.2 |
| | 4. Enough space in waiting is to accommodate patients and visitors. | 4.3 | 4.9 | 0.6 |
| | 5. Hospital staff is taking care of hygiene and adequate procedures. | 1.7 | 3.8 | 2.1 |
| | 6. Modern medical equipments are available with hospital. | 3.4 | 4.2 | 0.8 |
| | 7. Overall information of hospital. | | | |
| Assurance | 1. Clarity in communication of disease, service, tests & treatment to patients & family. | 3.7 | 4.8 | 1.1 |
| | 2. Behaviour with patients, family and visitor. | 4.2 | 4.6 | 0.4 |
| | 3. Friendliness and courtesy with proper counselling towards patients and visitors. | 4.1 | 4.8 | 0.7 |
| | 4. Doctor are trustworthy | 4.6 | 4.9 | 0.3 |
| | 5. Doctor, nurses are knowledgeable to respond my questions. | 3.8 | 4.9 | 1.1 |

| | | | | |
|---|---|---|---|---|
| Reliability | 1. Drs. and nurses perform its services without errors. | 3.8 | 4.4 | 0.6 |
| | 2. Hospital services are performed within the promised time. | 2.3 | 4.2 | 1.9 |
| | 3. Availability of Doctor in Emergency. | 2.7 | 4.3 | 1.6 |
| | 4. Availability of Nursing & support staff in Emergency. | 3.5 | 4.5 | 1.0 |
| | 5. Clear understanding of process of admission & discharge. | 3.0 | 3.8 | 0.8 |
| Responsiveness | 1. Responsiveness to queries. | 1.8 | 3.7 | 1.9 |
| | 2. Friendliness and courtesy with proper counselling towards patients and visitors. | 3.3 | 4.5 | 1.2 |
| | 3. Drs.& nurses are always willing to help. | 2.6 | 4.8 | 2.2 |
| | 4. Doctors are willing to explain of test and treatment. | 2.3 | 4.7 | 2.4 |
| | 5. Doctor skills, knowledge &experience to treat disease. | 2.5 | 3.8 | 1.3 |
| Accessibility | 1. Hospital is easily accessible to patients. | 2.3 | 4.5 | 2.2 |
| | 2. In-house care is easily available. | 2.1 | 3.7 | 1.6 |
| | 3. Hospital is easily accessible in case of medical emergency. | 1.3 | 4.8 | 1.5 |
| | 4. Hospital lab is easily accessible to patients. | 5.4 | 5.5 | 1.1 |
| | 5. Appropriate directions are provided suitably to reach required care. | 4.3 | 4.6 | 0.3 |
| | 6. Transport /Ambulance service are easily available to hospital. | 3.1 | 4.9 | 1.8 |
| Empathy | 1. Hospital staffs are kind &polite in their behaviour. | 3.1 | 4.9 | 1.8 |
| | 2. Hospital staff will give patients individual attention. | 4.2 | 4.5 | 1.3 |
| | 3. Hospital will best care to patients. | 3.4 | 4.6 | 1.2 |
| | 4. Doctor shows keen interest in each customer. | 4.3 | 4.7 | 0.2 |
| | 5. Hospital staff shows understanding of my specific need. | 4.2 | 4.7 | 0.5 |

Public hospitals are the respondents in this survey. The data was collected using a convenience sampling strategy. The survey participants are chosen at random. Costs may be lowered with the use of random data. Secondly, it facilitates the retrieval of raw data for further examination. Two hundred people have filled out the survey that was developed and sent out. There are now 33 questions across 6 dimensions in the revised questionnaire. The SERVQUAL model, upon which the questionnaire was built, includes sections on both customer perceptions and expectations. Participants were polled about their experiences with and expectations for public hospital care. Both the anticipation and realisation were rated on a five-point likert scale.

Different aspects of service quality are shown in the table below. There are seven remarks on intangibles; the availability of cutting-edge medical technology at the hospital is mentioned just once (0.8). Most buyers agree with this assessment, as seen by these comments. Medical supplies are readily accessible from the hospital's pharmacy. Disagreement among responders was evident at the 2.2 level.

The second axis is assurance, and it consists of five assertions as well. The percentage of patients that believe their doctors is 0.3. Indicating that those polled found the statement to be true. With a score of 1.1 for respondents' satisfaction with the statement of clarity in communicating with patients' families about illness, service testing, and treatment, it is clear that they are not satisfied with this statement. The third dimension is five-dimensional dependability. There is a

narrowing of the competence gap between doctors and nurses. With a score of 0.6, over two-thirds of respondents agree with the statement.

There are five assertions that make up the fourth degree of responsiveness. There is less of a chasm between how well staff treat patients and visitors and how well they are counselled. It indicates that the majority of people agree with the statement. The fifth criterion is ease of access, and it consists of six assertions, all of which address whether or not patients are given clear, step-by-step guidance to the treatment they need. This indicates that the respondents found the statement to be true. The sixth component is empathy" and it consists of the five claims that Doctor Show takes a personal interest in each patient. This indicates that the respondents found the statement to be true.

## CONCLUSION

Respondents from government hospitals in Haryana's Jind district had their gap scores examined for this research. The data demonstrates that the gap score for empathy is rather low. Modern hospitals are well-equipped, and medical staff members present themselves in a professional manner. Many people say they can trust hospitals. This finding demonstrates the hospital's ability to swiftly eradicate mistakes. Researchers found that overall hospital performance was high and that service quality gap scores were generally low. However, with an ever-increasing number of previously undiscovered diseases posing a threat to humankind, there is often a tremendous gap in responsiveness, accessibility, and tangibleness. The healthcare sector has a massive and challenging job ahead of it in ensuring patients get timely care and remain healthy. The services advertised by hospitals should be delivered. Here, hospitals are responsible for making sure patients get the necessary preventative treatment, such as medication, blood pressure checks, and heart rate monitoring. Government Hospital Jind provides excellent care overall. According to the results of this research, healthcare facilities should focus on the needs of their patients rather than their own.

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