Patient Satisfaction: Impact on Private and Public Hospitals in Haryana

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***Abstract*- Healthcare sector has been becoming challenging during the last decades. Now, Healthcare service quality is considered to be very crucial in health sector. This study purposed to assess the impact of hospitals service quality of patient satisfaction in private and public hospitals in Haryana. Descriptive and exploratory research design was used in the study. Data collection was done through interviews among randomly selected OPD patients in private and public hospital in Haryana. Likert's scale was used for assessment of patient perception on quality of health service and overall satisfaction. Based on the analysis, it was found that healthcare services including nutritional services, infrastructure services, accessibility, physician services, medical services, nursing services, administrative services and emergency services is found to be significant with *p*=0.000 (<0.05), indicating that difference between mean scores of all healthcare services is significant in relation to overall satisfaction of patients. Thus, it can be concluded that the healthcare services significantly explained the variance in overall patient satisfaction among all respondents**

Introduction

The Healthcare industry is a cornerstone of modern society, providing essential services that directly impact the well-being and satisfaction of individuals. In the pursuit of better healthcare outcomes, two distinct sectors have emerged as primary providers: private and public hospitals. Both private and public hospitals possess unique attributes, each offering a set of advantages and disadvantages that significantly shape the quality of healthcare services and patient satisfaction. Private hospitals have garnered praise for their efficiency, state-of-the-art facilities, and accessibility to a wide array of medical services. Their profit-driven model enables them to invest substantially in cutting-edge technology, attract top-tier medical professionals, and offer a more personalized patient experience. Patients who choose private hospitals often benefit from shorter waiting times, luxurious amenities, and a general perception of higher quality service. Public hospitals, in contrast, are dedicated to serving the entirety of society, irrespective of financial status. They play an indispensable role in delivering healthcare to underserved populations and often maintain a mission-driven focus on public health. Public hospitals can be cost-effective, as they receive government funding and subsidies, helping to control healthcare expenses for patients. This research paper endeavors to delve deeper into the critical facets of healthcare service quality and patient satisfaction in private and public hospitals. By undertaking a comprehensive examination of the pros and cons associated with each sector, we aim to provide a nuanced understanding of the multifaceted factors that influence patient experiences and outcomes.

Literature Review

Andaleeb (1992) conducted a study in a renowned hospital in Dhaka, Bangladesh, combining the SERVQUAL model with factor analysis to perform a regression analysis. The study examined various factors, including the attitudes of nursing staff, doctor behavior, additional charges for services, and the availability of medicines and lab investigations. Patient satisfaction served as the dependent variable, and the research revealed that these factors collectively explained approximately 67% of the variance in patient satisfaction. **Cronin and Taylor (1992)** highlighted the impact of a country's economic growth on customer expectations within the service industry. As economies improve, customer awareness and expectations increase. This growing awareness places greater emphasis on service organizations to provide quality services according to customer expectations, especially in the face of heightened competition resulting from economic growth. Customers become the deciding factor in gaining a competitive advantage, emphasizing the need for service organizations to align their services with customer needs and preferences.**Milosevic and Bayyigit (1999)** emphasized that the services offered by organizations play a crucial role in their overall growth. They stressed the importance of considering patient feedback to improve healthcare service quality. Patients entrust hospitals and doctors with their health and lives, making it essential for hospitals to meet patient expectations and gather feedback to address any gaps between expectations and actual service delivery. Patient satisfaction and feedback are instrumental in the continuous improvement of healthcare services .**Carman (2000)** argued that a patient's attitude and behavior significantly influence their perception of service quality. Satisfaction among patients is a key factor in evaluating service quality in hospitals. Patient attitudes toward service delivery

depend on two factors: the functional aspect and the technical aspect of services. **Bhardwaj et al. (2001)** studied patient expectations of hospital services and included demographic variables to analyze variations in responses. The research also considered marketing concepts such as brand image, peer influence, and word-of-mouth publicity to assess their impact on hospital selection. The study revealed that responses varied significantly based on demographic factors and marketing concepts. **Baker et al. (2002)** investigated various factors affecting the service quality of hospitals, including the physical environment (ambiance, lighting, decor), customer interaction with both tangible and intangible aspects of the environment. They found that individual behavior played a crucial role in assessing and evaluating the dimensions of service quality. The researchers recommended that managers interact with consumers to modify their behavior in alignment with the delivery of high service quality. **Blanas (2003)** argued that large multispecialty hospitals involve various departments with employees from diverse backgrounds who interact with different vendors to provide a single service. This complexity necessitates high levels of cooperation and coordination among different personnel. It challenges the notion that quality service delivery is solely the responsibility of doctors. Patients often lack an understanding of the technical aspects of hospital services. To meet patient expectations, effective communication, interaction, and empathy are essential. **Sohail (2003)** conducted a study of Malaysian private hospitals, using the SERVQUAL model and five dimensions (Reliability, Empathy, Assurance, Tangibility, and Responsiveness) to understand their impact on patient perceptions of service quality. The study found that patient satisfaction in selected hospitals was lower than expected, suggesting a need to improve service quality. Managers were advised to enhance service quality to ensure greater patient satisfaction, highlighting the significant impact of patient perception on service utilization. **Zeithaml and Bitner (2003)** argued that customer loyalty, long-term profitability, the creation of sustainable organizations, and customer retention all hinge on customer satisfaction. They emphasized the necessity for hospitals to prioritize customer satisfaction by delivering high-quality services. **Kang and James (2004)** conducted a study in the South Korean telecommunications sector, using the SERVQUAL model to assess the impact of technical and functional quality, brand image, and technical quality on customer perspectives of service quality. The study found that technical and functional qualities were vital in determining service quality in this context.**Rameshan (2004)** focused on service delivery in primary healthcare centers. Despite having basic infrastructure and human resources, these centers often provided unsatisfactory service delivery. The primary reason for this dissatisfaction was the poor quality of services. Patients experienced long waiting times, and health center staff struggled to address patient grievances. The study suggested that these centers required a change in service quality management, emphasizing community involvement and accountability. **Mostafa (2005)** investigated patient expectations in both government-managed and private hospitals to understand the variations in patient expectations based on the type of hospital. The study highlighted substantial differences in patient perceptions of service quality between government and private hospitals, with private hospitals generally receiving more positive feedback. The research also revealed the significant impact of patient perception on service utilization, underscoring the role of perceived service quality in healthcare. **Fahad Al-Mailam (2005)** argued that service quality is the primary factor in creating a customer-satisfying environment. To retain existing patients and attract new ones, healthcare organizations must focus on improving service quality and adopting quality leadership. By enhancing service quality, healthcare organizations can improve their overall performance and image, even though managers may not be directly involved in service delivery.**Gibson (2005)** emphasized the importance of being customer-oriented for any organization. Customer-oriented hospitals are known to provide better service quality and have more satisfied patient .**Jain et al. (2006)** studied the impact of demographic variables on the decision-making process for selecting hospitals among rural patients. Patients in rural areas often rely on traditional healing methods, turning to government healthcare facilities or private practitioners in cases of complications. In these areas, the head of the family significantly influences the choice of healthcare service provider, with the service quality of hospitals being a less critical factor in the decision-making process. However, when competition is present and patients have more choices, service quality becomes a vital determinant in selecting hospitals. **Mrinali Tikare (2015)**, emphasized the importance of the healthcare industry for a country's economic well-being and urged administrators and managers to ensure a good quality of work life for employees. This, in turn, would help healthcare staff better understand patients' needs.**Pouragha and Zarei (2016)**, concluded that patient behavior significantly influences the quality of services in hospitals. The study stressed the importance of improving service quality to enhance patient satisfaction and an organization's profitability and sustainability.**Naskar et al. (2016)**, highlighted the multi-dimensional nature of service quality in hospitals, noting that measurement is subjective and influenced by various factors. The study emphasized the need for continuous improvement to bridge the gap between patient expectations and experiences.

Objectives

To determine the overall customers' satisfaction with the resources provided by public and private hospitals in Haryana.

Conceptual Framework

It is stated that healthcare service quality is being influenced by patient satisfaction. Thus this current study has taken accessibility, administrative service, Infrastructure service. Emergency service, nursing service, physician interpersonal service, medical service, nutritional service as independent variables and patient satisfaction as dependent variable.

Testable Hypothesis

H01(a)- Accessibility service has not a significant impact on patient satisfaction levels in private and public hospitals in Haryana.

H02(a)-Administrative service has not a significant impact on patient satisfaction levels in private and public hospitals in Haryana.

H03(a)-Infrastructure-related service has not a significant impact on patient satisfaction levels in private and public hospitals in Haryana.

H04(a)- Emergency service has not a significant impacts patient satisfaction levels in private and public hospitals in Haryana.

H05(a)-Nursing service has not a significant impact on patient satisfaction levels in private and public hospitals in Haryana.

H06(a)-Physician interpersonal service has not a significant impact patient satisfaction levels in private and public hospitals in Haryana.

H07(a)- Medical service has not a significant impact patient satisfaction levels in private and public hospitals in Haryana.

H08.(a)-Nutritional service has not a significant impact patient satisfaction levels in private and public hospitals in Haryana.

H09(a)-combined healthcare service has not a significant impact patient satisfaction levels in private and public hospitals in Haryana.

H010(a)-Patient satisfaction has not a significant impact recommendation behavior levels in private and public hospitals in Haryana.

Research methodology

This study is based on the patient's perception of private and public hospital's service quality and patient satisfaction. The present study aims to study patient satisfaction in govt and private sectors. During the research work, descriptive and exploratory of research methodologies were used.

Research design

This study used descriptive and exploratory research design. The main purpose os search design is to impact of health service quality on patient satisfaction in private and public hospitals in Haryana.

Sample Size: In our present research, a sample size of 500 indoor patients has been taken from five districts of Haryana, namely Jind, Sonipat, Gurugram, Rohtak and Karnal. From every district, two hospitals, one government and one private have been taken on a random basis.

Sampling Technique: A judgment sampling technique was utilized for the present research study. Their satisfaction level is studied for those individuals availing of the Multispecialty hospital's services

Reliability of the questionnaire

Reliability can be defined as the item's consistency of the scale and the whole scale. It was obtained that the outcomes were highly satisfactory. It also helps in indicating that all the items were reliable. Cronbach's alpha was used to evaluate the internal consistency of each dimension of the instrument. A constant alpha was defined as one that was more than 0.7. The questionnaire was repeated two weeks later to examine the instrument's stability (test-retest reliability). The intra-class coefficient was used to evaluate the correlation between the two items. It was rated bad if the intra-class correlation Coefficient was less than 0.4, acceptable if it was between 0.4 and 0.75, and outstanding if it was larger than 0.75.

Results

According to reliability data, Cronbach's Alpha coefficient for the whole score was 0.917 [Table I]. This is more than 70%, which is a great internal consequence of the researched scale's conceptual architecture.

Table 1

		N	%
Cases	Valid	125	100.0
	Excluded[a]	0	0.0
	Total	125	100.0
Reliability Statistics			
Cronbach's Alpha		**N of Items**	
.917		69	

According to the results of Cronbach's alpha test on standardized items, the value of Cronbach's alpha was 0.917. This indicates that when the number of items increases, Cronbach's alpha becomes 0.892. The reliability coefficients for the other variables are quite high, ranging between 0.910 and 0.918.

Data analysis and interpretation Multiple regression analysis was performed to develop a model to determine the extent to which various healthcare facilities will explain the variance in dependent variable i.e. overall satisfaction of patients.

Correlation analysis

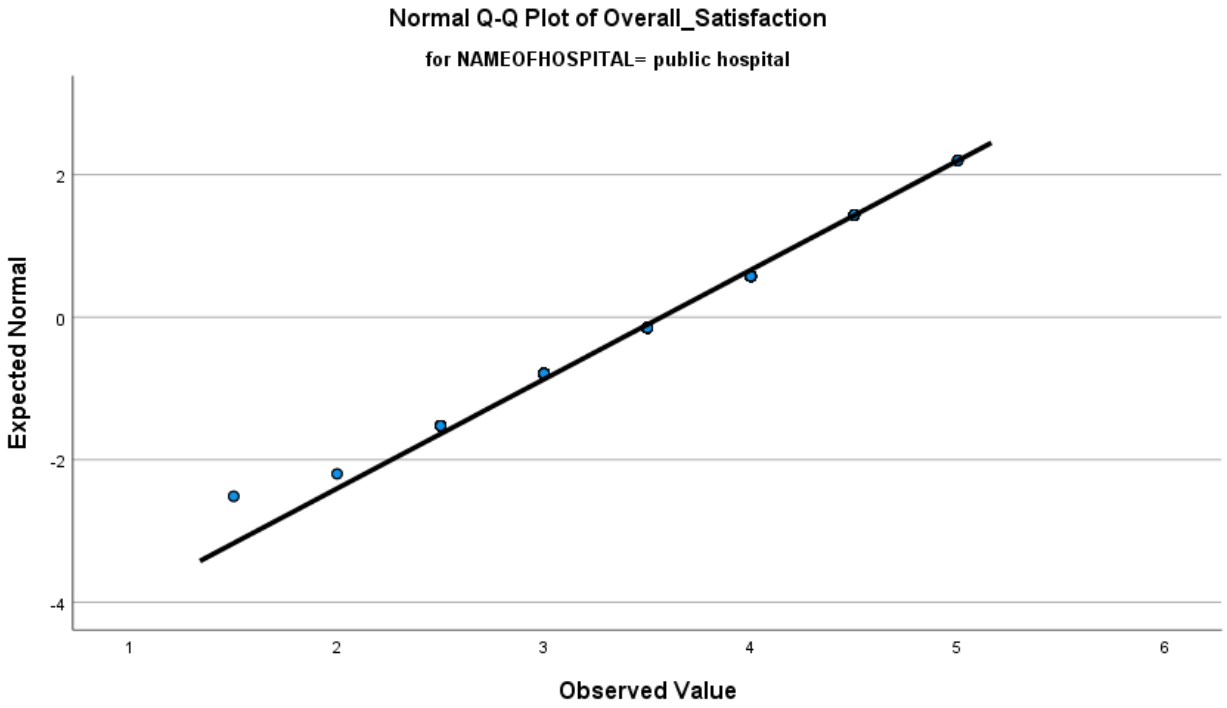
Correlations

	Accessibility	Administrative Service	Infrastructure Services	Emergency Services	Nursing Services	Physician Services	Medical Services	Nutritional Services	Overall Satisfaction
Accessibility	1								
Administrative Service	.476**	1							
Infrastructure Services	.403**	.567**	1						
Emergency Services	.389**	.460**	.609**	1					
Nursing Services	.303**	.418**	.450**	.572**	1				
Physician Services	.297**	.344**	.441**	.495**	.536**	1			
Medical Services	.251**	.279**	.294**	.328**	.363**	.352**	1		
Nutritional Services	.202**	.164**	.049	.125**	.174**	.164**	.492**	1	
Overall Satisfaction	.236**	.229**	.796**	.698**	.726**	.817**	.612**	.483**	1

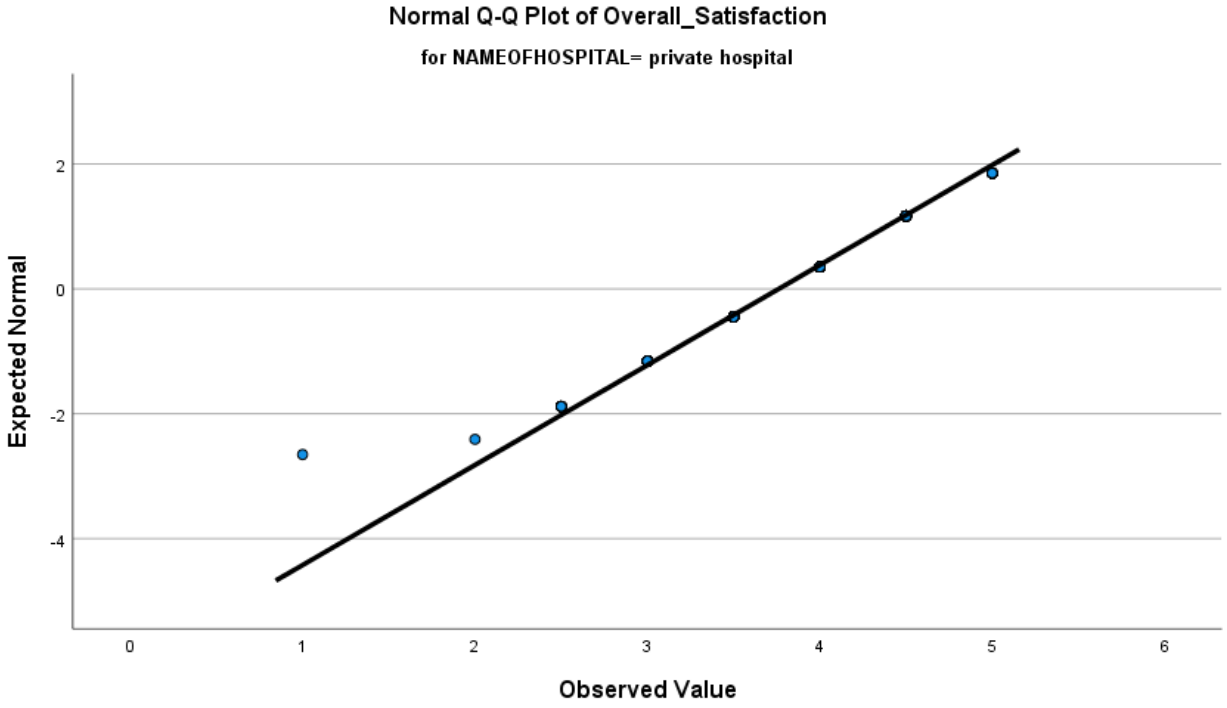
**. Correlation is significant at the 0.01 level (2-tailed).

Table….brings the correlation between nine variables. Pearson's correlation was carried out to assess the correlation between different healthcare services and patients overall satisfaction. Above table represents that all the variables are significantly correlated with each other. But specifically overall satisfaction of patients was found to be highly correlated with the infrastructure services (r = 0.796), emergency services (r = .698), nursing services (r = .726), physician services (r = .817) and with that of medical services (r = .612) as well. While the association of overall satisfaction with that of accessibility, administrative services and nutritional services was found to be very less (value of Pearson's r is less than 0.5). Hence it can be stated that all the variables mentioned in the table are depicting association with each other but to different extents.

Q-Q Plots



From this graph, it can be concluded that for overall satisfaction in public hospitals the data appears to be normally distributed as it follows the diagonal line closely and does not appear to have a non-linear pattern.



Above graph represents that the data related to overall satisfaction in private hospitals seems to be normally distributed as the plotted data follows the diagonal line closely. Moreover, that data does not appear to have a non-linear pattern

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.729	.318	.53253

Results of ANOVA for Healthcare services and overall satisfaction of patients

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	68.397	8	8.550	30.148	.000[b]
	Residual	139.241	491	.284		
	Total	207.637	499			

a. Dependent Variable: Overall_Satisfaction

b. Predictors: (Constant), Nutritional_Services, Infra_Services, Accessibility, Physician_Services, Medical_Services, Nursing_Services, Administrative_Service, Emergency_Services

The result of multiple regression analysis regressing healthcare services against overall patient satisfaction of all sample respondents are presented in table…….

The coefficient of multiple correlation between various healthcare services and overall patient satisfaction, as indicated by multiple R was 0.574, R square, the coefficient of multiple determination (R square) was 0.729, therefore, suggesting 72.9% of the variation in the overall satisfaction being explained by all healthcare services among the respondents.

Above table reveals that the calculated F-ratio (30.148) for different healthcare services including nutritional services, infrastructure services, accessibility, physician services, medical services, nursing services, administrative services and emergency services is found to be significant with p=0.000 (<0.05), indicating that difference between mean scores of all healthcare services is significant in relation to overall satisfaction of patients. Thus, it can be concluded that the healthcare services significantly explained the variance in overall patient satisfaction among all respondents.

Conclusion

The study was aimed to examine the quality of services and patient satisfaction of hospitals existing in selected districts of Haryana. During the research work, it was found that the patient is more likely to attractive by services of the hospital and its management instead of being public or private. If any hospital provides better service the patients will prefer to visit the more. The factor that effects the choose of the hospital is expenditure that must be paid special attention to. In general, it is considered that because private hospitals charge higher fees, they provide superior services to government hospitals. According to the study data analysis, however, the findings for government and private institutions are nearly identical for the majority of factors. This suggests that the services offered by government hospitals are not much inferior. These hospitals also operate effectively and provide acceptable care. In addition, regardless of the type of hospital, the dietetic department will determine the hospitals dietary offerings.

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