

Customer satisfaction towards multi-specialty hospitals in Parassala- a comparative study

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ABSTRACT

The paper is about customer satisfaction towards multispecialty hospitals. It is a comparative study. For the study the Multispecialty hospitals which is situated in parassala panjayat are selected for data collection. 120 sample was taken for the study. 25 Questions were asked to the respondents for data collection.

Keywords: Outpatient, Communication, Physical facilities, Time management.

1. INTRODUCTION

In the modern medical era of hospitals, it is very important to understand and satisfy the needs of the patient. The good old traditions are changing very fast. Customers are the boss as long as he remains in the hospital. The patients are deciding everything about themselves. So all the hospital services should be patient centered so that patient should be intoxicated with satisfaction, which impressed client of the hospital and to make the hospital big success. Quality in health care institutions is different from other organizations because the service, i.e. the patient care, is a multifaceted and multidimensional service and is delivered personally to the customer, by the doctors, nurses, and other staff. Further because of its role in improving the efficiency of care as well as lowering the cost of treatment in the long run, it is the single most important factor affecting the satisfaction of patients.

Statement of the problem: In this modern world it is very important to satisfy the customers' needs and also the facilities provided by the hospital should be according to that. The hospital have to pay more attention to the customers. If they are not giving quality service to the customers it will affect the customers as well as the working of the organization. In the busy life they are not willing to spend more time in a hospital so the time management of the hospital is very important. Customers are ready to pay money but they want quality service.

Objectives of the study:

- To determine the patient perception on physical facilities of the hospital.
- To find out the time management of the patient in the hospital.
- To find out how the patients perceive communication of the hospital staff.
- To provide suggestions based on outcome of this study

2. METHODOLOGY

After finalizing the topic, to get through and deep insight knowledge on the problem the researcher conducted and intensive literature survey. It includes Journals, books, other publication etc. After taking literature survey supplement by the knowledge from knowledgeable person and subject experts the researcher was able to form certain ideas regarding the conduct of study. The study is descriptive in nature and is based on both primary and secondary data. The chief source of primary data is the sample survey conducted among the hospitals. A convenient sampling was done to select a sample of 120 outpatients.

Data collection: Primary data was collected through specially designed questionnaire which were circulated among the selected customers. It was made sure that the criteria of reliability and validity and all necessary data require should be collected. The data collection was done during morning OP time based on the convenience of the customers. It was worth mentioning that the respondents heartedly co-operated during the course data collection and was actually helping in providing additional information to supplement the study. Every possible step were taken to minimize the error in the data collection.

Selection of sample: The sample for the study has been selected at random from the hospitals

Tools used for analysis: Statistical tools such percentage analysis is used

3. ANALYSIS OF THE STUDY

Table.1.Table showing the age group of the customers

Age(in years)	No. of Respondents	Percentage
Below 30	19	15.83
30-40	60	50
40-50	25	20.83
Above 50	6	5
	120	100

Source: Primary Data

The table shows that 15.83% of the customers are below the age of 30 and 50% of the customers are 30-40 age group, 20.83% of the customers are 40-50 age group, 5% of the customers are above the age group.

Table.2.Table showing the gender of the customers

Gender	Number of Respondents	Percentage
Male	74	61.66
Female	46	38.33
Total	120	100

Source: Primary Data

The above table shows that 61.66 percentage of the customer are male and 38.33% of the customers are female.

Table.3.Table showing the income level of the customers

Income(in rupees)	Number of respondents	Percentage
below 5000	5	4.1
5000-10000	25	20.83
10000-15000	42	35
15000-20000	33	27.5
20000-25000	10	8.33
Above 25000	5	4.1

Source: Primary Data

The above table shows that the customers who all are coming in this hospitals most of the customers are 15000 t 20000 income Level. The below table shows that most of the customers are satisfied about the facilities provided by the Saraswathy Multispecialty hospital.

Table.4.Table showing the satisfaction level of customers towards physical facilities provided by the hospitals

Physical facilities	Sarswathy Multispecialty Hospital	SP Multispecialty Hospital
Seating Arrangement	74	26
Drinking Water	68	32
Toilet Facility	57	43
Adequate Light	69	31
Sign Boards	55	45
Fan	40	60
Lift	50	50
Space Provided For Waiting Area	70	30
Average	Average	39.625

Source: Primary Data**Table.5.Table showing the satisfaction level of customers towards the time spend in the hospitals**

Time Management	Sarswathy multi-specialty Hospital	Sp multispecialty Hospital
Time Taken	68	32
Reception	73	27
Registration	82	18
Billing	67	33
Consultation	59	41
Lab	80	20
Pharmacy	75	25
Average	72	28

Source: Primary Data

The above table shows that the customers who spending more the time in SP Multispecialty hospital.

Table.6.Table showing the income level of the customers

Communication	Sarswathy multispecialty Hospital	Sp multispecialty Hospital
Receptionist	75	25
Registration Counter Staff	70	30
Billing Or Cash Section	90	10
Public Relation Staff	80	20
Security	50	50
Average	73	27

The above table shows that the communication get from the hospitals most of the customers are satisfied about the service provided by the saraswathy Multispecialty hospital.

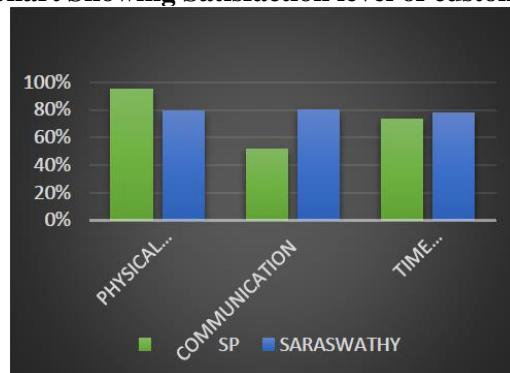
Table.7.Table Showing Satisfaction level of customers towards all theVariables

Total	Sp	Saraswathy
Physical Facilities	38	62
Communication	49	51
Time Management	40	60

Source: Primary Data

The above table shows that the 62 percentage of the customers are satisfied about the physical facility provided by the saraswathy hospital, 51 percentage the customers are satisfied about the communication, 60 percentage of the customers are satisfied and abut the SP hospital 38 percentage of the customers are satisfied about the physical facilities, 49 percentage of the customers are satisfied about the communication and 40 percentage of the customers are satisfied about the time management.

Figure.1.Chart Showing Satisfaction level of customers towards all the



Source: Derived from Table number7

Findings of the study: More than of the customers are male. The customers who all are coming in both hospitals are average income level people. By income level of the customers who all are in the income between 15000-20000 prefer Saraswathy hospital

Suggestions: Both the hospital has to improve the communication skill of the hospital staff for that proper training should give to the staff. The physical facilities of the Saraswathy hospital has to improve. The total time spending by the customers in the OPD can be reduced.

4. CONCLUSION

From this study the researcher find out that most of the customers are satisfied with the facilities provided by the Saraswathy hospital than the SP multispecialty hospital.

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