

Patient Satisfaction: Impact on Public and Private Hospitals in Punjab

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Abstract

Health industry has been becoming challenging sector during last three decades. Actually patients describe their perceptions regarding satisfaction from various lenses. Recently Health service quality is considered to be very crucial in health industry. This study attempted to assess the impact of health service quality on patient satisfaction in Public and Private Hospitals in Punjab.

- Objective: The main objective of the study is to assess the impact of health service quality on patient satisfaction in public and private hospitals in Punjab. Specifically, objectives of the study include: impact of admission and reception, doctors and nurses's attitude and behavior, communication levels of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services, quality of food and diet of patients under study.
- Design/methodology/approach: Being descriptive study, survey sample research design was utilized in order to collect primary data from 500 respondents (patients) from Rup Nagar and Mohali.
- Tools of analysis: in order to analyze research data, CRONBACH's Alpha, correlation and Regression have been utilized in SPSS-22 Version software.
- Findings: From this study it is revealed that there is a positive impact for health service quality on patient satisfaction level in Private hospitals as compare to Public hospitals.

Keywords: Quality, health care, patient satisfaction, impact, suggestions.

1. Introduction

World is dynamic and competitive. Thus there are various communication channels all over the world. These channels create variations in decisions of public in every sphere of life. Health sector is one of them which has been impacting day by day because of increasing knowledge and awareness among patients regarding quality of health care services. This has increased pressure on health sector for promoting patient satisfaction. That is why patient satisfaction has become a big indicator of health care quality because it has direct impact on their financial performance. Pekacz A (2010) suggested patient satisfaction an integral part of quality assessment. In case of Punjab, health care services are being provided by public and private hospitals. In public hospitals, these are entirely managed by Ministry of Health and Ministry of Higher Education. Ministry of Health and Ministry of Higher Education have

been trying to provide better health services to public to maximum extent. But however people are not satisfied by their services because of some problems regarding admission and reception, doctors and nurses 's attitude and behavior, communication level of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services and quality of food and diet etc

GAroonroos (2001) revealed that service quality in health sector determines patient trends while treating in different hospitals. Quality provides convenience to patients while treating themselves.

2. Significance Of the Study

This study would be of great beneficial to patients and hospitals. In case of patients, this study will bring good quality services of health sector in the future. Health sector will try to solve the problems of patients in order to reap good fruits in order to improve their financial performance. This study would help health sector to formulate different strategies in order to increase patient satisfaction regarding their health services. This study will also provide difference in quality services health in case of Public and Private hospitals. Researcher feels that this is very vital and sensitive topic in health service sector.

3. Problem Of The Study

The problem lies in assessing the impact of health service quality on patient satisfaction in Public and Private Hospitals in Punjab. To obtain these objectives we answer the following questions:

- What is the impact of health service quality on admission and reception in Public and Private Hospitals in Punjab
- What is the impact of health service quality on doctor and nurses's attitude and behavior in Public and Private Hospitals. in Punjab.
- What is the impact of health service quality on communication levels of auxiliary staffs in Public and Private Hospitals in Punjab
- What is the impact of health service quality on waiting time in Public and Private Hospitals in Punjab
- What is the impact of health service quality on bed room quality and services in Public and Private Hospitals in Punjab
- What is the impact of health service quality on rest room quality and services in Public and Private Hospitals in Punjab
- What is the impact of health service on quality of food and diet in Public and Private Hospitals in Punjab

4. Review Of Literature

The review of literature assists to know the previous studies in order to find research gap. Further it determines research objectives of the current study. Thus review of literature
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of some prominent researches on the subject has been given below.

Review of studies

Brand image plays an important role in the area of product and service. It is a media through which full information is conveyed to consumers. This helps in creating effective buying decisions.

Shkukani (2003)¹ stated impact of perceived quality on profitability and growth by comparing commercial banks and private hospitals in Jordan. For this study data was collected from 1500 respondents. Finally it was researched that comfortable working environment must be accelerated in both sectors in order to increase customer satisfaction because it has positive impact on customer satisfaction.

Abu Musa (2004)² explained the main objective of service quality on customer satisfaction and profitability in Jordanian bank by studying Housing Bank and Jordanian Bank. This study tried to link with impact on rate return on investment. For this study, data was gathered from primary sources through questionnaires by distributing among clients, staffs and directors respectively. This study revealed positive impact between quality of services and customer satisfaction.

Aladham (2004)³ studied impact of perceived quality health in Palestinian hospitals including public, private and charitable. This study was based upon primary data collected through questionnaires on 650 employees and patients. This study concluded that public(Nablus) hospitals have paucity of workable system and there is a direct relationship between service procedure and patient satisfaction.

Al-Ghanim, S.A (2004)⁴ studied significant factors that motivate customers to utilize private clinics in Saudi Arabia. For this study, data had been gathered from patients regarding income, health services, education, gender, health insurance, location etc. It was researched that these study variables play an important role in impacting public clinics and private clinics.

Shahin(2006)⁵ studied on service quality and model of service quality gaps in Iran. For this study, primary data was utilized from 52 customers by using SERVQUAL SCALE. Finally it concluded that service quality plays a major role in satisfying customer. For improving quality, SERVQUAL SCALE must be used for checking quality of services.

Irfan, S.M., A and Farooq, M.M (2012)⁶ studied on five variables regarding quality like empathy, tangibles, timeliness and assurance. Findings resulted that public hospitals are not serious regarding delivering quality services to patients.

Sidhiqua, J. and Choudhry, A .H (2014)⁷ studied on service quality between public and private hospitals. After studying, it was concluded that private hospitals are providing satisfactory services to patient without considering income or occupation.

Francis, Michael & Mohammed (2016)⁸ highlighted comparative analysis of patient satisfaction between Private and Public hospitals of Bawku Presbyterian hospital and Case Medical Centre. in the upper east region of Ghana. For this study, data was gathered from 200 patients by using convenient sampling technique. Finally it was concluded that private hospitals have more quality health services as compared to public hospitals.

5. Objectives Of The Study

Objective: The main objective of the study is to assess the impact of health services quality on patient satisfaction in public and private hospitals in Punjab. It will include the specific objectives as given under

- 1) To assess the impact of health services quality on admission and reception in Public and Private Hospitals in Punjab under study
- 2) To assess the impact of health services quality on doctors and nurses's attitude and behavior in Public and Private Hospitals in Punjab under study.
- 3) To assess the impact of health services quality on communication levels of auxiliary staffs in Public and Private Hospitals in Punjab under study.
- 4) To assess the impact of health services quality on waiting time in Public and Private Hospitals in Punjab under study.
- 5) To assess the impact of health services quality on bed room quality and services in Public and Private Hospitals in Punjab under study.
- 6) To assess the impact of health services quality on rest room quality and services in Public and Private Hospitals in Punjab under study
- 7) To assess the impact of health services quality on quality of food and diet in Public and Private Hospitals in Punjab under study

6. Conceptual Frame Work

It is expected that health service quality is being influenced by patient satisfaction. Thus this current study has taken patient satisfaction as the dependent variable while admission and reception, doctors and nurses's attitude and behavior, communication levels of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services, quality of food and diet of patients are taken as independent variables.

7. Testable Hypotheses:

On the basis of upper stated objectives, the following hypotheses have been tested:

H01: There is no relationship between impact of health services quality on admission and reception in Public and Private Hospitals in Punjab under study

H02: There is no relationship between impact of health services quality on doctors and nurses 's attitude and behavior in Public and Private Hospitals in Punjab under study

H03: There is no relationship between impact of health services quality on communication level of auxiliary staffs in Public and Private Hospitals in Punjab under study

H04: There is no relationship between impact of health services quality on waiting time in Public and Private Hospitals in Punjab under study

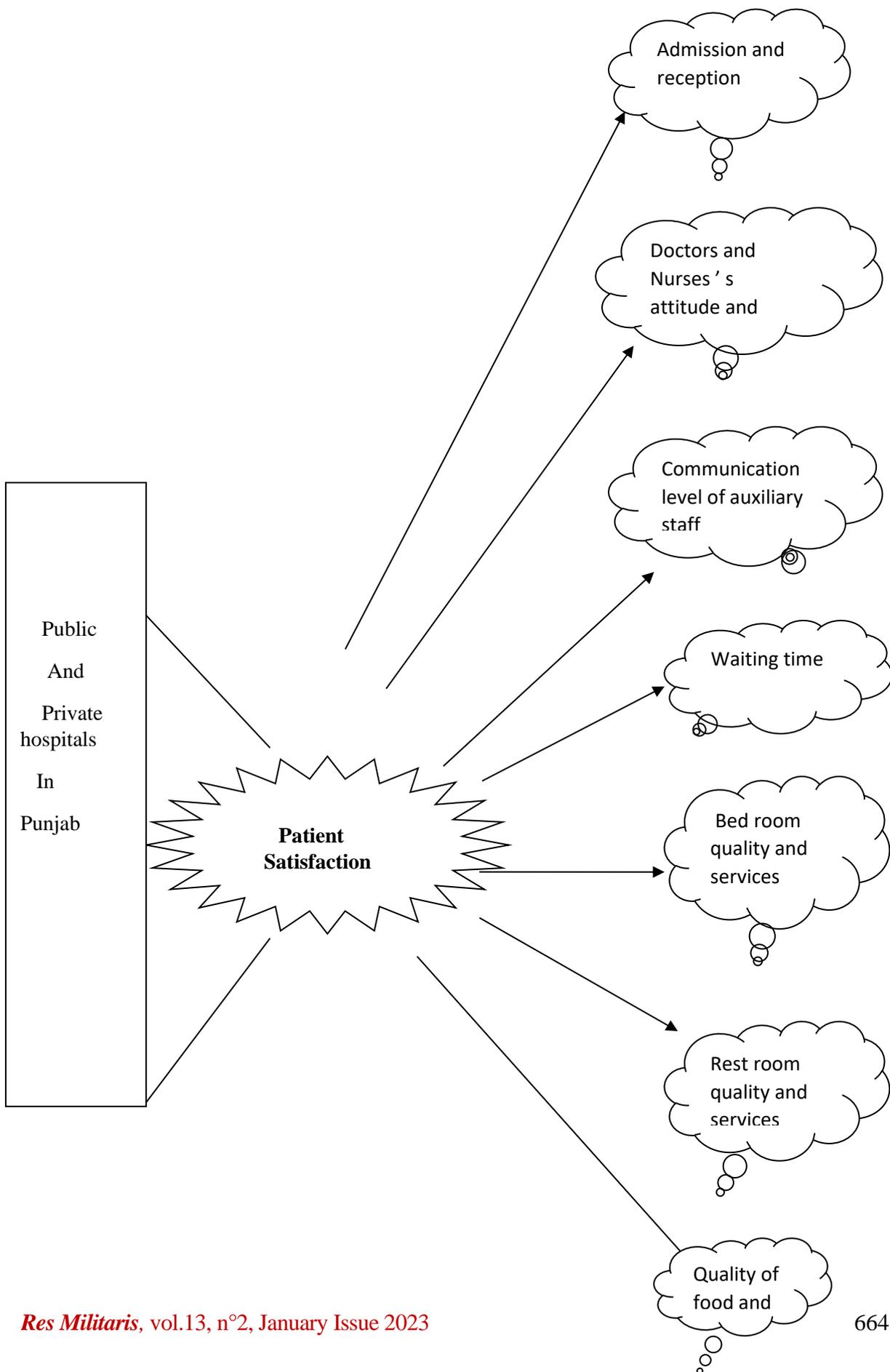
H05: There is no relationship between impact of health services quality on bed room quality and services in Public and Private Hospitals in Punjab under study

H06: There is no relationship between impact of health services quality on rest room quality and services in Public and Private Hospitals in Punjab under study

H07: There is no relationship between impact of health services quality on quality of food and diet in Public and Private Hospitals in Punjab under study

Dependent variable

Independent variables



8. Research Methodology

8.1 RESEARCH DESIGN: This study has adopted a survey research design through administration of Structured questionnaires raised on a five point Likert Scale pattern (SA=Strongly Agree (2), A=Agree (1), N=Neutral (0), D=Disagree (-1), Strongly Disagree (-2)).

8.2 Scope Of The Study

The study assessed the impact of health services quality on patient satisfaction on a sample of 500 patients from Rup Nagar and Mohali. In order to collect primary data, structured questionnaires had been constructed and distributed among patients for filling it.

8.3 Research Design

This study used descriptive research design. The main purpose of this research design is to find out the impact of health service quality on patient satisfaction in public and private hospitals in Punjab.

8.4 Sample and sampling techniques

The sampling frame list includes patients from Rup Nagar and Mohali.

8.5 Instruments

8.5.1 Questionnaires

Structured questionnaires have been used in order to collect primary data from 500 respondents. All the respondents were personally contacted in order to fill the questionnaires. The current study conducted reliability and validity test on questionnaires.

8.5.2 Data processing and analysis

Data was entered, edited and analyzed by using SPSS VERSION -22 through CRONBACH's Alpha, correlation and Regression.

8.5.3 Reliability and Validity

In order to check the internal reliability and validity, CRONBACH'S ALPHA Coefficient of a psychometric test score was run for study variables. The instrument has an acceptable level of reliability as CRONBACH's (CRONBACH, 1951) is greater than 0.70 for all the scales.

Table: 1 CRONBACH's ALPHA for reliability of study variables

Independent variables	CRONBACH's Alpha
Admission and reception	7.4
Doctors and nurses 's attitude and behavior	7.5
Communication level of auxiliary staffs	8.1
Waiting time	7.7
Bed room quality and services	7.1
Rest room quality and services	7.3
Quality of food and diet	7.7
Dependent variable	
Patient Satisfaction	8.1

8.5.4 Correlation

Patient satisfaction (DV)	Admission and reception (IV-1)	Doctors and nurses 's attitude and behavior (IV-2)	Communication level of auxiliary staffs (IV-3)	Waiting time (IV-4)	Bed room quality and services (IV-5)	Rest room quality and services (IV-6)	Quality of food and diet (IV-7)
	.69	.65	.72	.66	.64	.68	.63
Patient satisfaction							
Pearson Correlation							
Sig(2-tailed)	1	.00	.00	.00	.00	.00	.00
N	500	500	500	500	500	500	500

Table-2

The current study used correlation analysis to measure the inter-relationship between independent variables and dependent variable. This table depicts significant relationships between dependent variable and independent variables. The correlation of admission and reception is .69 that shows that admission and reception have large impact on patient satisfaction. The correlation of doctors and nurses's attitude and behavior is .65 that shows strong relationship between patient satisfaction and their attitude and behavior. This table also shows that communication level of auxiliary staffs has large impact on patient satisfaction. The correlation of waiting time is .66 that shows large impact of it on patient satisfaction. The correlation of the last three independent variables ie bed room and rest room quality and services, quality of food and diet are having correlation levels .64, .68 and .63 respectively that also show large impact of it on patient satisfaction.

9. 9 Regression Analysis

TABLE-3 *The current study used regression analysis whose main purpose is to evaluate and understand the relationships between the dependent and independent variables.*

Model Summary

Model	R	R Square	Adjusted Square	RStd Error of the estimate
1	.70a	.49	.47	.4327

Predictors: (Constants) admission and reception, doctors and nurses's attitude and behavior, communication levels of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services, quality of food and diet

a. Dependent variable: patient satisfaction

Table 9.1 shows the model summary in which value of R is .70. This shows that there is strong correlation between dependent variable and independent variables. Here the value of Adjusted R Square is .47 that shows that our model is good fit. Therefore our all alternative hypotheses are accepted having significance value less than 0.05. This shows that all independent variables have great impact on dependent variable patient satisfaction.

Table 4 ANNOVA

Model	Sum of square	DF	Mean Square	F	Sig
1 regression	381.49	1	381.49		
residual	325.94	26	12.53	28.40	.000
Total	707.43	27			

- Predictors: (Constant), admission and reception, doctors and nurses's attitude and behavior, communication levels of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services, quality of food and diet
- Dependent Variable: patient satisfaction
- This table shows that significance value of F (.000) which is less than 0.05. This

describes that all independent variables have done their good jobs in explaining dependent variable.

- Table 5
- Coefficients table of impact of patient satisfaction against the independent variables (admission and reception, doctors and nurses's attitude and behavior, communication levels of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services, quality of food and diet (coefficients)

Model	Un-Standardized coefficients		Std coefficients	Beta	T
	B	Std error			
		3.376			
Constants	.87	.042	.095	1.68	.023
Admission and reception	.274	.034	.033	6.808	.033
Doctors and nurses 's attitude and behavior					
Communication level of auxiliary staffs					
Waiting time	.424	.0185	.0185		.043
Bed room quality and services				5.890	
Rest room quality and services	.134	.575	.075		• .037
Quality of food and diet	.122	.455	.430		• .23
				2.73	
				4.23	
	.132	.344	.343		.37
				6.33	

.433 .453 .572 .34

4.78

10. Research Findings And Discussions

10.1 Response Rate

This study obtained excellent response rate according to table of Babbie (1990)

TABLE -6 *Of Babbie (1990)*

Adequate	50%
Good	60%
Very good	70%
Excellent	Above 70%

The study issued 500 questionnaires from which 500 filled questionnaires were returned. This brought the response rate to 100%.

11. Impact Of Health Service Quality On Patient Satisfaction In Public And Private Hospitals In Punjab

11.1 Descriptive Statistics Of Impact Of Health Service Quality On Patient Satisfaction In Public And Private Hospitals In Punjab

A very high percentage of respondents (100%) strongly agreed that admission and reception do not impact patient satisfaction in Public hospitals while (100%) respondents agreed that admission and reception impact patient satisfaction in Private hospitals. (80%) respondents agreed that patient satisfaction is being impacted by doctors and nurses's attitude and behavior in private hospitals while all respondents strongly agreed (100%) that patient satisfaction is not being impacted by doctors and nurses's attitude and behavior in public hospitals. (90%) respondents agreed that communication level of auxiliary staffs impacts patient satisfaction in public hospitals while (100%) respondents agreed that communication level of auxiliary staffs does not impact patient satisfaction in private. Hospitals. (60%) respondents agreed that waiting time impacts patient satisfaction in public hospitals while (90%) respondents agreed that waiting time does not impact patient satisfaction in private hospitals. On the other hand (83.33%) of respondents strongly agreed that bed room quality and services impact patient satisfaction to maximum extent in public hospitals while (100%) respondents strongly agreed that bed room quality and services do not impact patient satisfaction in private hospitals. 90% respondents agreed that rest room quality and services impact patient satisfaction in public hospitals while (100%)

respondents agreed that rest room quality and services do not impact patient satisfaction in private hospitals. All respondents (70%) strongly agreed that quality of food and diet impact patient satisfaction in public hospitals while (100%) respondents agreed that quality of food and diet do not impact patient satisfaction in private hospitals. It can be concluded that health service quality impacts patient satisfaction to maximum extent in public and private hospitals in Punjab.

11.2 Impact Of Admission And Reception On Patient Satisfaction In Public And Private Hospitals In Punjab

(100%) of the respondents strongly agreed that admission in private hospitals is very easy while (70%) respondents agreed that admission in public hospitals is not very easy while (100%) also agreed that admission process is very easy in private hospitals while (80%) respondents agreed that admission in public hospitals is not very easy. 90% respondents agreed that admission documentation is very less in private hospitals while (100%) respondents agreed that admission documentation is not very less in public hospitals. 100% of the respondents agreed that attendants of reception are difficult to locate in public hospitals while (100%) respondents agreed that attendants of reception are not difficult to locate in private hospitals. Thus it can be concluded that admission and reception deeply influence patient satisfaction in public and private hospitals in Punjab

11.3 Impact Of Doctors And Nurses 'S Attitude And Behavior On Patient Satisfaction In Public And Private Hospitals In Punjab

(90%) Of The Respondents Strongly Agreed That Doctors And Nurses Of Public Hospitals Behave Almost Rude While (100%) Respondents Agreed That Doctors And Nurses Of Private Hospitals Do Not Behave Almost Rude. (80%) Strongly Agreed That Doctors And Nurses Do Not Attend Patients With Keen Interest In Public Hospitals While (90%) Respondents Agreed That Doctors And Nurses Attend Patients With Keen Interest In Private Hospitals.(86%) Respondents Agreed That Doctors And Nurses Attend Patients Carelessly In Public Hospitals While (100%) Respondents Agreed That Doctors And Nurses Do Not Attend Patients Carelessly In Private Hospitals. 70% Of Respondents Strongly Agreed That Attitude Of Doctors And Nurses Is Against Humanity In Public Hospitals While 100% Of Respondents Strongly Agreed That Attitude Of Doctors And Nurses Is Not Against Humanity In Private Hospitals. Thus It Can Be Concluded That Doctors And Nurses'S Attitude And Behavior Influence Patient Satisfaction To Maximum Extent In Public And Private Hospitals In Punjab

11.4 impact of communication level of auxiliary staffs on patient satisfaction in public and private hospitals in punjab

(96%) of the respondents strongly agreed that auxiliary staffs in public hospitals do not help patient in difficult time while 100% respondents strongly agreed that auxiliary staffs in private hospitals help patient in difficult time.(93%) of the respondents strongly agreed that their services are useless for patients in public hospitals while 100% respondents strongly agreed that their services are not useless for patients in private hospitals 6.66% of the respondents are neutral regarding their role in public hospitals while (80%) of respondents strongly agreed that patients are ignored by auxiliary staffs in public hospitals while 100% respondents agreed that patients are not ignored by auxiliary staffs in private hospitals Thus it can be concluded that communication level of auxiliary staffs

impact patient satisfaction in public and private hospitals in Punjab.

11.5 impact of waiting time on patient satisfaction in public and private hospitals in punjab

(90%) respondents strongly agreed that patients wait for long time for doctors in public hospitals while 100% respondents strongly agreed that patients do not wait for long time for doctors in private hospitals. (93%) of the respondents strongly agreed that doctors are not available in public hospitals while 100% respondents strongly agreed that doctors are available in private hospitals. 16% of the respondents are neutral regarding waiting time in public and private hospitals. (97%) respondents strongly agreed that waiting time causes deaths in public hospitals while 98% respondents strongly agreed that waiting time does not cause deaths in private hospitals. Thus it can be concluded that waiting time also impacts patient satisfaction in public and private hospitals in Punjab.

11.6 Impact Of Bed Room Quality And Services On Patient Satisfaction In Public And Private Hospitals In Punjab

(99%) respondents strongly agreed that patients live in dusty and unclean room in public hospitals while (100%) respondents strongly agreed that patients do not live in dusty and unclean room in private hospital. (83%) of the respondents strongly agreed that cleanliness is ignored in public hospitals while (100%) respondents strongly agreed that cleanliness is not ignored in private hospitals. (66%) of the respondents are neutral regarding bed room quality and services in public and private hospitals. (98%) respondents strongly agreed that dusty and unclean rooms cause other diseases in public hospitals while (100%) respondents strongly agreed that dusty and unclean rooms do not cause other diseases in private hospitals. (98%) respondents strongly agreed that bed rooms are not airy and sunny in public hospitals while (100%) respondents strongly agreed that bed rooms are airy and sunny in private hospitals. Thus it can be concluded that bed room quality and services also impacts patient satisfaction in public and private hospitals in Punjab.

11.7 Impact Of Rest Room Quality And Services On Patient Satisfaction In Public And Private Hospitals In Punjab

(96%) respondents strongly agreed that patients are treated in dusty and unclean rest room in public hospitals while (100%) respondents strongly agreed that patients are not treated in dusty and unclean rest room in private hospitals. (83%) of the respondents strongly agreed that fans do not work properly in public hospitals while (100%) respondents strongly agreed that fans work properly in private hospitals. (98%) respondents strongly agreed that sweepers do not clean rest rooms all times in public hospitals while (100%) respondents strongly agreed that sweepers clean rest rooms all times in private hospitals. (98%) respondents strongly agreed that rest rooms do not contain clean bed sheets and curtains in public hospitals while (100%) respondents strongly agreed that rest rooms contain clean bed sheets and curtains in private hospitals. Thus it can be concluded that rest room quality and services impacts patient satisfaction to maximum extent in public and private hospitals in Punjab.

11.8 Impact Of Quality Of Food And Diet On Patient Satisfaction In Public And Private Hospitals In Punjab

(76%) respondents strongly agreed that patients eat food of inferior quality in public hospitals while (100%) respondents strongly agreed that patients do not eat food of inferior quality in private hospitals. (83%) of the respondents strongly agreed that diet of patient is not mostly preferred in public hospitals while (100%) of the respondents strongly

agreed that diet of patient is mostly preferred in private hospitals .(78%) respondents strongly agreed that food is not cooked well in public hospitals while (100%) respondents strongly agreed that food is cooked well in private hospitals.(98%) respondents strongly agreed that role of dietician is not important in public hospitals while (100%) respondents strongly agreed that role of dietician is important in private hospitals. Thus it can be concluded that quality of food and diet impacts patient satisfaction to maximum extent in public and private hospitals in Punjab.

11. 12 Analysis Of Hypotheses

12.1 Impact Of Admission And Reception On Patient Satisfaction In Public And Private Hospitals In Punjab

(100%) of the respondents strongly agreed that admission in private hospitals is very easy while (70%) respondents agreed that admission in public hospitals is not very easy while (100%) also agreed that admission process is very easy in private hospitals while (80%) respondents agreed that admission in public hospitals is not very easy. 90% respondents agreed that admission documentation is very less in private hospitals while (100%) respondents agreed that admission documentation is not very less in public hospitals. 100% of the respondents agreed that attendants of reception are difficult to locate in public hospitals while (100%) respondents agreed that attendants of reception are not difficult to locate in private hospitals. Thus it can be concluded that admission and reception deeply influence patient satisfaction in public and private hospitals in Punjab

Thus the hypothesis (H01) that there is no relationship between impact of health services quality on admission and reception in Public and Private Hospitals in Punjab under study stands to be rejected

12.2 Impact Of Doctors And Nurses 'S Attitude And Behavior On Patient Satisfaction In Public And Private Hospitals In Punjab

(90%) of the respondents strongly agreed that doctors and nurses of public hospitals behave almost rude while (100%) respondents agreed that doctors and nurses of private hospitals do not behave almost rude. (80%) strongly agreed that doctors and nurses do not attend patients with keen interest in public hospitals while (90%) respondents agreed that doctors and nurses attend patients with keen interest in private hospitals.(86%) respondents agreed that doctors and nurses attend patients carelessly in public hospitals while (100%) respondents agreed that doctors and nurses do not attend patients carelessly in private hospitals. 70% of respondents strongly agreed that attitude of doctors and nurses is against humanity in public hospitals while 100% of respondents strongly agreed that attitude of doctors and nurses is not against humanity in private hospitals. Thus it can be concluded that doctors and nurses's attitude and behavior influence patient satisfaction to maximum extent in public and private hospitals in Punjab

Thus the hypothesis (H02) that there is no relationship between impact of health services quality on doctors and nurses 's attitude and behavior in Public and Private Hospitals in Punjab under study stands to be rejected.

12.3 Impact Of Communication Level Of Auxiliary Staffs On Patient Satisfaction In Public And Private Hospitals In Punjab

(96%) of the respondents strongly agreed that auxiliary staffs in public hospitals do not help patient in difficult time while 100% respondents strongly agreed that auxiliary staffs in private hospitals help patient in difficult time.(93%) of the respondents strongly

agreed that their services are useless for patients in public hospitals while 100% respondents strongly agreed that their services are not useless for patients in private hospitals 6.66% of the respondents are neutral regarding their role in public hospitals while (80%) of respondents strongly agreed that patients are ignored by auxiliary staffs in public hospitals while 100% respondents agreed that patients are not ignored by auxiliary staffs in private hospitals Thus it can be concluded that communication level of auxiliary staffs impact patient satisfaction in public and private hospitals in Punjab

Thus the hypothesis (H03) that there is no relationship between impact of health services quality on communication level of auxiliary staffs in Public and Private Hospitals in Punjab under study stands to be rejected.

12.4 Impact Of Waiting Time On Patient Satisfaction In Public And Private Hospitals In Punjab

(90%) respondents strongly agreed that patients wait for long time for doctors in public hospitals while 100% respondents strongly agreed that patients do not wait for long time for doctors in private hospitals. (93%) of the respondents strongly agreed that doctors are not available in public hospitals while 100% respondents strongly agreed that doctors are available in private hospitals. 16% of the respondents are neutral regarding waiting time in public and private hospitals. (97%) respondents strongly agreed that waiting time causes deaths in public hospitals while 98% respondents strongly agreed that waiting time does not cause deaths in private hospitals. Thus it can be concluded that waiting time also impacts patient satisfaction in public and private hospitals in Punjab.

Thus the hypothesis (H04) that there is no relationship between impact of health services quality on waiting time in Public and Private Hospitals in Punjab under study stands to be rejected

12.5 Impact Of Bed Room Quality And Services On Patient Satisfaction In Public And Private Hospitals In Punjab

(99%) respondents strongly agreed that patients live in dusty and unclean room in public hospitals while (100%) respondents strongly agreed that patients do not live in dusty and unclean room in private hospital. (83%) of the respondents strongly agreed that cleanliness is ignored in public hospitals while (100%) respondents strongly agreed that cleanliness is not ignored in private hospitals. (66%) of the respondents are neutral regarding bed room quality and services in public and private hospitals. (98%) respondents strongly agreed that dusty and unclean rooms cause other diseases in public hospitals while (100%) respondents strongly agreed that dusty and unclean rooms do not cause other diseases in private hospitals. (98%) respondents strongly agreed that bed rooms are not airy and sunny in public hospitals while (100%) respondents strongly agreed that bed rooms are airy and sunny in private hospitals. Thus it can be concluded that bed room quality and services also impacts patient satisfaction in public and private hospitals in Punjab.

Thus the hypothesis (H05) that there is no relationship between impact of health services quality on bed room quality and services in Public and Private Hospitals in Punjab under study stands to be rejected

Impact Of Rest Room Quality And Services On Patient Satisfaction In Public And Private Hospitals In Punjab

(96%) respondents strongly agreed that patients are treated in dusty and unclean rest room in public hospitals while (100%) respondents strongly agreed that patients are not

treated in dusty and unclean rest room in private hospitals .(83%) of the respondents strongly agreed that fans do not work properly in public hospitals while (100%) respondents strongly agreed that fans work properly in private hospitals.(98%) respondents strongly agreed that sweepers do not clean rest rooms all times in public hospitals while (100%) respondents strongly agreed that sweepers clean rest rooms all times in private hospitals .(98%) respondents strongly agreed that rest rooms do not contain clean bed sheets and curtains in public hospitals while (100%) respondents strongly agreed that rest rooms contain clean bed sheets and curtains in private hospitals .Thus it can be concluded that rest room quality and services impacts patient satisfaction to maximum extent in public and private hospitals in Punjab.

Thus the hypothesis (H06) that there is no relationship between impact of health services quality on rest room quality and services in Public and Private Hospitals in Punjab under study stands to be rejected

Impact Of Quality Of Food And Diet On Patient Satisfaction In Public And Private Hospitals In Punjab

(76%) respondents strongly agreed that patients eat food of inferior quality in public hospitals while (100%) respondents strongly agreed that patients do not eat food of inferior quality in private hospitals .(83%) of the respondents strongly agreed that diet of patient is not mostly preferred in public hospitals while (100%) of the respondents strongly agreed that diet of patient is mostly preferred in private hospitals .(78%) respondents strongly agreed that food is not cooked well in public hospitals while (100%) respondents strongly agreed that food is cooked well in private hospitals.(98%) respondents strongly agreed that role of dietician is not important in public hospitals while (100%) respondents strongly agreed that role of dietician is important in private hospitals. Thus it can be concluded that quality of food and diet impacts patient satisfaction to maximum extent in public and private hospitals in Punjab

Thus the hypothesis (H07) that there is no relationship between impact of health services quality on quality of food and diet in Public and Private Hospitals in Punjab under study stands to be rejected

12. Implications Of the Study

The findings of this current study point towards certain study implications. Firstly this study brought the impact of health service quality on public and private hospitals in Punjab. This study will help hospitals strategies and policies according to aspirations of patients. The study revealed that there is an acceptance of impact of health service quality on patient satisfaction by taking into consideration admission and reception, doctors and nurses's attitude and behavior, communication levels of auxiliary staffs, waiting time, bed room quality and services, rest room quality and services, quality of food and diet

Thus the findings of this research can help the hospitals in the formulation of policies and practices for satisfying patients in the future.

13. Limitations Of This Study

Though this study throws light on impact of health service quality on patient satisfaction in public and private hospitals in Punjab. But it is not exhaustive. Thus it is not

free from limitations.

- 1 The sample size for the collection of primary data was limited to 500 respondents only.
- 2 This study has covered only Rup Nagar district and Mohali.
- 3 The findings and suggestions are based on the information collected through questionnaires
- 4 Cost and time constraints.
- 5 In spite of above limitations, this study is very helpful to hospitals since it throws light on impact of health service quality on patient satisfaction in public and private hospitals in Punjab.

14. Scope For Further Study

- 1 The main objective of this study was to throw light on impact of health service quality on patient satisfaction in public and private hospitals in Punjab.. This is not the end research of this constructs. Thus the study suggests a few aspects for further study in the future.
- 2 The present study investigated impact of health service quality on patient satisfaction in public and private hospitals in Punjab.. Further studies can be conducted by considering other variables.
- 3 Further study can be conducted by applying different methodologies.
- 4 Studies similar in nature and scope can be conducted in other area of India..

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