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RKDF GROUP OF INSTITUTE
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ABSTRACT

In this research article we have discuss about relationship between service quality and patient's satisfaction towards the private sector health industries in India, five service quality dimensions has been discussed namely tangibility, reliability, responsiveness, empathy and assurance to determine the quality of service provided by health industries from the patients point of view, data has been taken from 97 individual who have subscribed service from the health care industries. Finding of the study suggested that there is positive relationship between service quality and patient's satisfaction in the dimension of reliability, empathy and assurance on the other hand there is no significant relationship between service quality and customer satisfaction in the dimension of tangibility and responsiveness, with the help of finding we have suggested that private sector health care industries should be proper attention towards the service in order to maintain their tangibility and responsiveness.

KEYWORDS

service quality, health care industries, patient's satisfaction.

INTRODUCTION

ervice quality and customer satisfaction has become very important issue for private sector organization, however we can say that this is important for both customer as well as organization. Determination of service quality and customer satisfaction is very complex issue because both issues differ from product to product and person to person. Quality is the combination of need as well as expectation of customer (Parasuraman et al 1991)^[17]. And customer satisfaction is fulfillment of customer response towards service provider (Oliver 1997)^[16], it is also to be say that as judgments of product or service feature. Whereas service quality is very important for private sector industries, in present number of personal industries providing different type of service to their customer, Due to variation in service quality it is difficult to maintain customer in long run. In this study we have discuss about service quality and customer satisfaction towards personal health care industries providing different type of service to the patients in various area, due to the ability of latest and update machinery towards medical facility number of people subscribed service from there. In the past few decades India has become popular about medical facility and so many private health care industries has been come before us. Now a days it has become great challenge to personal health care industries to consider all aspect of medical facility including Physicians, professionalism level, latest treatment technology cleanness moral behavior of hospital employee, certification of service and ethical issue. While we can say that development of health care industries may be positive impact on development of country. In the present time due to competition among the health care industries all the personal health care industries improving service quality by including commitment to the patients and other people about other facility such as travel arrangement, consideration in cost of treatments, visit of out side physicians etc. (York, Dino 2008)^[25]

REVIEW OF LITERATURE

SERVICE QUALITY

If we are talking about service quality so we can define service quality has become very significant issue for survive the business for a long period. So many researches has been conduct to measure the service quality of the industries, Parasuraman (1985, 1988, and 1994)^[18, 19, 20] has developed 22 item of SERVQUAL with the help of five quality dimension namely reliability, tangibility, assurance, empathy and responsiveness for the determination of gap between expectation and actual performance. Rust and Oliver (1994)^[19] provide a model for calculating quality of service by including three components known as service product, service delivery and service environment, but not many researchers has used this model for measuring the quality of service but after some time (Mc Alexander, Kaldenberg and Koenig 1994) tested this model in retail banking and health care industries and define support to measure the service quality. According to the Kotler et al (2006)^[9] service quality must be concern with four characteristic of service namely intangibility, perishability, inseparability and heterogeneity

PATIENT'S SATISFACTION

Patients satisfaction may be define as the satisfaction of customer towards the service provider because a patient is just like a customer. Customer satisfaction may be described as expectation and perception of customer where expectation refers to the pre purchase intention of the customer and perception refers to the post purchase intention of the customer towards the service provider (Oliver 1997, Westbrook & Oliver 1991)^[16, 23]. However according to the Levesque and McDougall (1996)^[12] customer satisfaction may be calculated as a customer overall attitude towards service provider on the other hand customer satisfaction is customer fulfill response about service or product (Oliver 1997)^[16]. Customer satisfaction is known as customer experience after subscribed service from ant particular service provider. Yi. (1990)^[24] has defined that customer satisfaction may be influenced by two factor expectation before purchased and experience after purchased towards the service provider, on the other hand we may say that customer may be satisfy if service provider perfume well Three general components for satisfaction are expectation or not. This is in strict conformance with the described below: (i) Satisfaction is a response, which can models in the literature on service quality, which be emotional or cognitive; (ii) The response related to a describes it as the ability to consistently meet external and particular focus, such as product, expectation and internal customers' needs, wants and expectations consumption experience; (iii) The response occur at particular time for example after consumption, after further review of literature reveals that service quality has purchase or after accumulated experience (Gise, J. and J. Cote, 2000)^[10]

OBJECTIVES OF THE STUDY

The objectives of the study are as under

- To identify the relationship between service quality and patient's satisfaction
- To measure the service quality of private health care industries
- To identify most important dimension of service quality from the patient's point of view
- To measure the satisfaction level of patient's towards the private health care industries

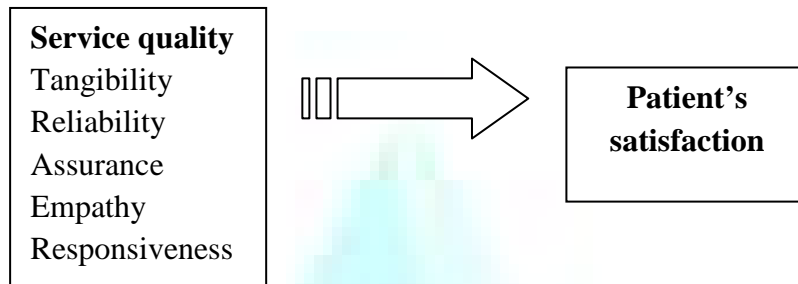
RESEARCH METHODOLOGY

DEFINING RESEARCH METHODOLOGY

Research is a common parlance refers to a search for knowledge. In the other word we can define research comprises of defining and re-defining problem, formulation of hypothesis, or suggested solution and evaluating data making deduction and reaching solution.

RESEARCH FRAMEWORK

To analyze the service quality of private health care industries we have used the service quality model given by parsurman (1991)^[17] by including five dimensions namely reliability, assurance, empathy, tangibility and responsiveness, I also assumed the relationship between service quality provided by private health care industries and patients satisfaction.



DEVELOPMENT OF HYPOTHESIS

➤ **Relationship between tangibility and patients satisfaction**

This aspect of service quality refers to the physical facility perceived by customer including, equipment, and appearance of personnel (Parsurman et.al 988)^[19]. This is the most important issue for service industries while measuring the quality of service therefore my first hypothesis is

H1: there is a significant relationship between tangibility and patient's satisfaction

➤ **Relationship between reliability and patients satisfaction**

This aspect of service quality refers to the patients dependably on service provider (Parsurman et.al 988)^[19]. Satisfaction level of customer is high if the service provider shows their honesty about customer services hence my second hypothesis is

H2: There is a significant relationship between reliability and patient's satisfaction

➤ **Relationship between Responsiveness and patients satisfaction**

Responsiveness refers to the willingness of employee to help the customer and give them proper information about service (Parsurman et.al 988)^[19]. Whereas this efforts refers to increased the process about performance towards the service to make the customer satisfy by this segment my third hypothesis is

H3: There is a significant relationship between responsiveness and patient's satisfaction

➤ **Relationship between assurance and patients satisfaction**

This factor of service quality refers to the employee knowledge about service, good manner/behavior to create trust and confidence in the heart of customer (Parsurman et.al 988)^[19], it may create positive impact on customer satisfaction hence my fourth hypothesis is

H4: There is a significant relationship between assurance and patient's satisfaction

➤ **Relationship between empathy and patients satisfaction**

This aspect of service quality refers to the caring and personal attention provided to the customer (Vuori, H., 1987)^[22], on the other hand empathy has positive relationship to make the relationship with customer and has positive impact on customer satisfaction (Cronin, J.J. and S.A. Taylor, 1992, Carman, James M., 1990, Finn, D.W. and C.W. Lamb, 1991)^[05,06,09]. Therefore my fifth hypothesis is

H5: There is a significant relationship between empathy and patient's satisfaction

METHODOLOGY

SAMPLE AND DATA COLLECTION

In this study we have investigate the relationship between service quality and customer satisfaction by taking five dimension of service quality namely reliability, tangibility, assurance, empathy and responsiveness giving by parsurman et. Al (1988)^[19] Data has been taken from 97 individual who has subscribed and taking treatment from private health care industries in India the measurement of data has been done by the use of five likert scale 1 strongly disagree to 5 strongly agree

FINDING OF THE STUDY

TABLE 1: FREQUENCY DISTRIBUTION

Variables	frequency	percentage
Age		
30-35	25	25.77
36-41	31	31.95
42-45	29	30.85
45-49	12	12.37
Gender		
Male	57	58.76
Female	38	39.17

TABLE 2: RELIABILITY ANALYSIS

Variable	Number of item	Cronbach alpha
Tangibility	5	0.86
Reliability	4	0.79
Responsiveness	3	0.75
Assurance	4	0.93
Empathy	4	0.69
Customer satisfaction	6	0.81

TABLE 3: MEAN AND S.D

Variable	Mean	S.D
Tangibility	3.7021	0.61201
Reliability	3.2032	0.79521
Responsiveness	3.4612	0.81201
Assurance	3.6321	0.52122
Empathy	3.5102	0.58512
Customer satisfaction	3.6285	0.52201

TABLE 4: REGRESSION ANALYSIS

Variable	Std. Coeff. β	t	Sig.	R ²	F
Customer satisfaction(constant)	—	7.421	0.000	0.412	10.26
Tangibility	0.101	1.412	1.295	—	—
Reliability	0.186	3.126	0.003	—	—
Responsiveness	0.159	2.421	0.210	—	—
Assurance	0.242	2.216	0.000	—	—
Empathy	0.232	3.226	0.001	—	—

Data has mean calculated by the SPSS computer package, table first indicated the demographic distribution of the respondents, where all the individual for the present study are between 30- 49 years old, in the all individual 58.76 percent individual are male and 39.11 are female, table 2 show reliability analysis between all variable the value of alpha between 0.75 to 0.93 and in table 3 show value of standard deviation is 0.52 to 0.81, table 4 show regression analysis, we can see service quality stand at 41 percent ($R^2 = 0.41$) Of Variance of Patients Satisfaction, as seen in table 4 the significant value ($F=10.26$, $p<0.001$). According to the testing of hypothesis reliability ($\beta=0.18$, p value <0.01), assurance ($\beta=0.24$, p value <0.01), empathy ($\beta=0.23$, p value <0.01) are significantly related to patients satisfaction on the other hand tangibility ($\beta=0.101$, p value >0.05), and responsiveness ($\beta=0.15$, p value >0.05) are not significantly related to patients satisfaction

FINDINGS

- H1: not supported
H2: supported
H3: not supported
H4: supported
H5: supported

DISCUSSION

In this research article we have discuss about impact of service quality in patient's satisfaction towards the private sector health industries in India. Finding of the study show that there is not significant relationship between tangibility and patients satisfaction, therefore we can say that private sector health industries try to improved quality of service in order to increased physical aspect of service like medical treatments, equipments etc. in the second finding indicated that there is significant relationship between reliability and patients satisfaction, this refers to patients dependently on service provider for accurate service without any mistake. Third finding indicated that there is not significant relationship between responsiveness and patient's satisfaction thus we can say that positive response of employee is required to help the patients by providing proper information in order to win their satisfaction. Fourths finding indicated that there is positive relationship between assurance and patient's satisfaction it refers that how the medical staff has to fulfill the psychological need of the patients to create the satisfaction base. At the last finding clearly indicated that there is positive relationship between empathy and patients satisfaction with the help of this we can say that there should be proper attention on individual service towards the service providing to patients

CONCLUSION

There are so many private health industries in India, there are need to more efforts to develop and promote the industries towards the service quality and patient's satisfaction. The result of the study has indicated that tangibility and responsiveness ahs no significant relationship with patients satisfaction therefore we can say that private health industries need to develop their service quality in the aspect of tangibility such as physical facility, appearance of personnel etc. while responsiveness refers to the motivation of service provider to help patient's or customer and promote service and also increased the process of service which may affect patient's satisfaction. On the other hand we can say that government must be continued their role to the development of health industries because it may helpful to the development of country.

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