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A Study on Level of Patient Satisfaction Towards Multi- Speciality Hospital Services

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ABSTRACT

Patient satisfaction is an important measure of the quality of care provided by health care organisations. It is not only important for gaining insights into the perception of the patient's on the delivery of the health care service, but also a key outcome of care. The present study was undertaken to identify the factors in which the patients are satisfied by the services offered by the multi- speciality hospitals in Coimbatore city. The objective of the study states to examine the level of patient satisfaction towards hospital services. primary data was collected from 120 respondents using a well-structured questionnaire through google form. The data collected through questionnaire were analysed. The research methodology employed in this study includes percentage analysis, Garrett ranking and Chi- square test. It was found that the majority of the respondents choose Kovai medical center and hospital to undergo the treatment towards multi- speciality hospitals. Most of the respondent's nature of treatment is towards medical. It was suggested that the hospital management should increase the physician referral centers, complaint handling and service recovery systems should be strengthened to enhance effectiveness of multi- speciality hospital services. It was concluded as the competition is increasing, the hospitals are making their best efforts to provide quality healthcare services to its customers.

Keywords: Patient satisfaction, Hospital services, Patient care.

INTRODUCTION

A hospital is the most complex and dynamic institutions of our society. The main objective of a hospital is to provide health services to all people, with satisfaction and at affordable costs. Hospitals serve an important function in Indias healthcare system. They provide in-patient and out-patient services and also support the training of health workers and research. The role of hospitals and hospital administration has been broadened in the modern era. People expect that all kinds of diseases can be eased out or controlled by the multi- speciality hospitals. Thus, multi- speciality hospitals have become a place of high expectations and everyone looks to it for help in times of distress. Hospital Administration is an activity to secure better output through optimum utilization of inputs. The nature of staff relationship directly influences the staff-patient relationships. It is for this reason that there is different working atmosphere in different multi- speciality hospitals. The patients and the hospital environment are interested only in the ultimate quality of effective health care, which is an important factor in the inputs of a good health care delivery system. In this way all the efforts are directed to achieve a good health care output thereby, providing good quality health care, which will go a long way in creating excellent patient-hospital relationship. For the nursing care, personal care assistance, physiotherapy treatment, or regular health checkups, multi- speciality hospitals are the one place for receiving treatments.

Objectives of the Study

1. To assess the level of patients' satisfaction towards multi- speciality hospitals.
2. To identify the reasons for selecting the particular hospital.

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REVIEW OF LITERATURE

Dusyanth & Vini Infanta, (2025) entitled on "A Study on Service Quality Dimensions on Patient Satisfaction in Private Hospitals with Special Reference to Coimbatore City". The objectives of the study states that to determine the patient's satisfaction on service quality in health care and to identify the significant problem of service quality factors in health care. The study applied quantitative approach and the primary data was collected by using a well-structured questionnaire through google form. The Secondary data was collected from articles and websites. 82 respondents were collected from private hospitals in Coimbatore. The researcher adopted Statistical tools such as Chi-square Analysis and ANOVA Analysis was applied in the study. Investing in service quality improvements will not only enhance patient satisfaction but also contribute to better healthcare outcomes.

Ayu Miarsih, (2025) studied on the topic "Patient Satisfaction Analysis Based on Hospital Service Quality. The objective of the study was to analyze the level of outpatient satisfaction at Sultan Imanuddin General Hospital, Pangkalan Bun. The study used a quantitative approach, with a cross-sectional design by using a Likert scale. 132 respondents were collected from Pangkalan. Univariate Analysis, Bivariate Analysis and Multivariate analysis were used in this study. The study found that there is a significant relationship between reliability and patient satisfaction, there is a significant relationship between assurance and patient satisfaction, there is a significant relationship between empathy and patient satisfaction, there is a significant relationship between responsiveness and patient satisfaction, but there is no significant relationship between physical evidence and patient satisfaction at RSUD Sultan Imanuddin Pangkalan Bun.

Adriel Fauzana, (2025) entitled on "Evaluating the Influence of Service Quality Dimensions on Patient Satisfaction in Healthcare: A Case Study of Syarif Hidayatullah Hospital". The objective of the study aims to evaluate the influence of service quality dimensions on patient satisfaction in healthcare, focusing specifically on Syarif Hidayatullah Hospital. The research design applied in this research is a mixed-method design, which integrates both quantitative and qualitative methodologies to comprehensively investigate the dimensions of service quality and the impact on patient satisfaction at Syarif Hidayatullah Hospital. Primary and secondary data had been collected. Statistical tools such as descriptive tables and percentage Analysis were applied in the study. The findings show that the Tangibles, Assurance, and Empathy received satisfactory scores. The researcher found that the service responsiveness aspect significantly impacts patient satisfaction.

Shilpa Katira, (2024) studied an article on the topic "Patient Satisfaction with the Service Quality Dimensions in Multi-Speciality Private Hospitals in Indore City MP, India". The objective of the study investigates the relationship between service quality factors and patient satisfaction in the competitive private healthcare sector, focusing on private hospitals in Indore City. This study offers insights into how service quality dimensions-reliability, responsiveness, and empathy-impact patient perceptions and satisfaction. The SERVQUAL was used for this descriptive study, and a survey of 300 patients and their attendants who have taken treatment from private hospitals was selected. Three private hospitals in Indore were chosen. The study was carried out using a judgmental nonprobability sampling method. Statistical tools such as percentage analysis and descriptive tables were applied for the study. The findings of the study states that the perceived service quality has a very high effect on patient satisfaction in the private hospitals of the Indore region.

Meenakshi Nair, (2024) entitled on "Study on patient satisfaction and service quality assessment". The objective of the study states to assess the accessibility and convenience of healthcare services from a patient's perspective and to Investigate the role of healthcare staff attitudes and behaviour in shaping patient satisfaction. A Simple Random Sampling Method was used to select the sample in the study. The Sample Size of the study was 50. Both Primary & Secondary Data were collected. Descriptive tables and percentage analysis were applied in the study. The study highlights that by embracing a patient-centred approach and prioritizing the assessment of service quality, healthcare organizations can not only meet but exceed patient expectations.

Hypothesis Of the Study

H1: There is no significant association between educational qualification and level of patient satisfaction in

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the hospital services.

H2: There is no significant association between age and level of patient satisfaction in the hospital services.

H3: There is no significant association between monthly income and level of patient satisfaction in the hospital services.

Statement of the Problem

This study mainly focuses on the care received for the patients and the satisfaction of the patients from selected multi- speciality hospital and this study focuses on the important patient-centered aspects like respect for patient's values and needs, augmented facilities, treatment taken by patients, physical comfort and emotional support for the patients. The current research may help healthcare providers to understand patient's preferences by measuring the services of the hospitals. Secondly, to identify the benefits of patient care and satisfaction in the growth and development of health services.

Research Questions

1. What is the level of patient satisfaction with healthcare services in the hospital?

2. What factors influence patient satisfaction in healthcare facilities?

3. What aspects of hospital services contribute most to patient satisfaction?

RESEARCH METHODOLOGY

The research approach adopted in the study was descriptive research. The study was conducted by the multi-specialty hospitals towards the patient perception and satisfaction. The sample size of the study was 120 respondents. The sample was selected adopting a convenience sampling technique based on the availability of patients and included those patients who have availed the services of the Hospital. The geographical focus of the study was Coimbatore city. Primary data was collected from the respondents using a well-structured questionnaire through google form. The data collected through questionnaire were analysed. The statistical tools such as percentage analysis, Garrett ranking and Chi- square test were employed in the study.

Simple Percentage analysis: Percentage analysis refers to a special kind of ratio; percentage is used in making comparison between two or more series of data and it is used to describe relation.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

Garrett ranking technique

Garrett ranking technique was used to rank the preference indicated by the respondents on different factors. The order of merit given by the respondents has to be converted into ranks by using the following formula:

Percent position = 100(Rij-0.5)/Nj

Where,

Rij= Rank given for ith statement by jth respondent

Nj= Number of statement ranked by jth respondent

Chi- square test The chi- square test is one of the simplest and most widely used non pragmatic tests in statistical work. With the help of chi-square, the association between two or more variables can be found.

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The formula for chi-square test is,

Chi- square test = $\frac{\Sigma (O-E)2}{E}$

Degrees of freedom = (R – 1) (C – 1)

Where, O= Observed frequency

E= Expected frequency

R= Number of rows

C= Number of columns.

Data Analysis and Interpretation

Table No. 1		
DEMOGRAPHIC PROFILE OF THE RESPONDENTS		
Variables	**Classification**	**Percentage**
Age	20-40 years	50
	40-60 years	31
	60-80 years	16
	Above 80 years	3
Gender	Male	34
	Female	66
Marital status	Married	78
	Unmarried	23
Educational Qualification	Illiterate	14
	School level	13
	Diploma level	12
	Graduate	28
	Post Graduate	33
	Professional	8
Occupational status	Govt / Public Sector employee	5
	Private Sector employee	24
	Professional	3
	Retired person	4
	Agriculturist	20
	Businessman	9
	House wives	16
	Others	18
Monthly income	30000- 50000	47
	50000- 70000	32
	70000- 90000	12
	Above 90000	10
Area of residence	Rural	37
	Semi- urban	25
	Urban	38

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Source: Primary Data

It is interpreted that 50 percent of the respondents were in the age group of 20–40 years, 66 percent of the respondents were female, 78 percent of the respondents were married, 33 percent of the respondents were postgraduates, 24 percent of the respondents were private sector employee, 47 percent of the respondents were earned monthly income between Rs. 30000- 50000 and 38 percent of respondents were resided in urban areas.

Table No. 2 List of hospital		
Treatment of hospital	**Number of the Respondent**	**Percentage of the Respondents**
Kovai medical center and hospital	23	19
Sri Ramakrishna hospital	11	9
PSG hospital	18	15
Royal care super- speciality hospital	21	18
NG hospital and research centre	8	7
SUMITH multi- speciality hospital	10	8
FIMS hospital	6	5
GRN multi- speciality hospital	11	9
Ashwin hospital	12	10
Total	120	100

Source: Primary Data

It was found that 9 percent of the respondents were preferred Sri Ramakrishna hospital to undergo the treatment, 15 percent of the respondents were preferred PSG hospital to undergo the treatment, 18 percent of the respondents choose Royal care super- speciality hospital, 7 percent of the respondents were preferred NG hospital and research centre, 8 percent of the respondents were receiving treatments in SUMITH multi- speciality hospital, 5 percent of the respondents were preferred FIMS hospital, 9 percent of respondents were receiving treatment in GRN multi- speciality hospital and 10 percent of the respondents were preferred Ashwin hospital to receive treatment. It was inferred that majority of the respondents choose Kovai medical center and hospital to undergo the treatment towards multi- speciality hospitals.

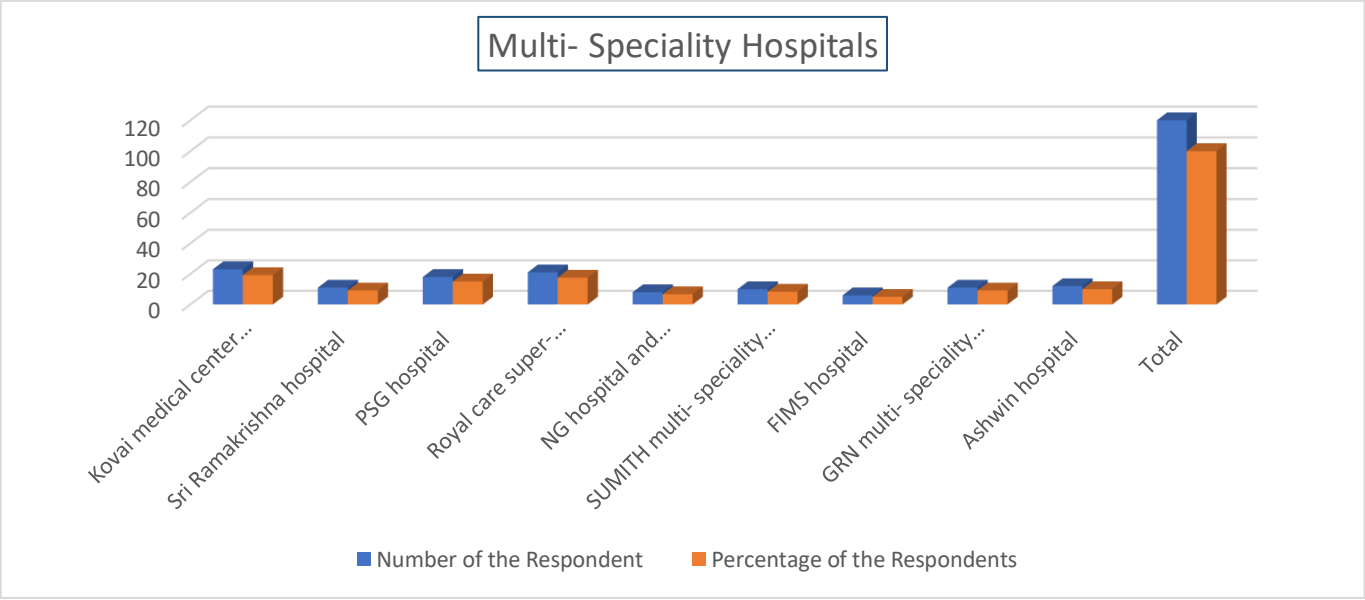


Table No. 3 Nature of treatment		
Nature of Treatment	**Number of the Respondent**	**Percentage of the Respondents**
Surgical	22	18
Medical	55	46

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Maternity	8	7
Emergency Causality	35	29
Total	120	100

Source: Primary Data

It was interpreted that 18 percent of the respondents nature of treatment is surgical, 46 percent of the respondents nature of treatment is medical, 7 percent of the respondents nature of treatment is maternity, 29 percent of the respondents nature of treatment is Emergency Causality. Majority of the respondents were preferred medical treatment.

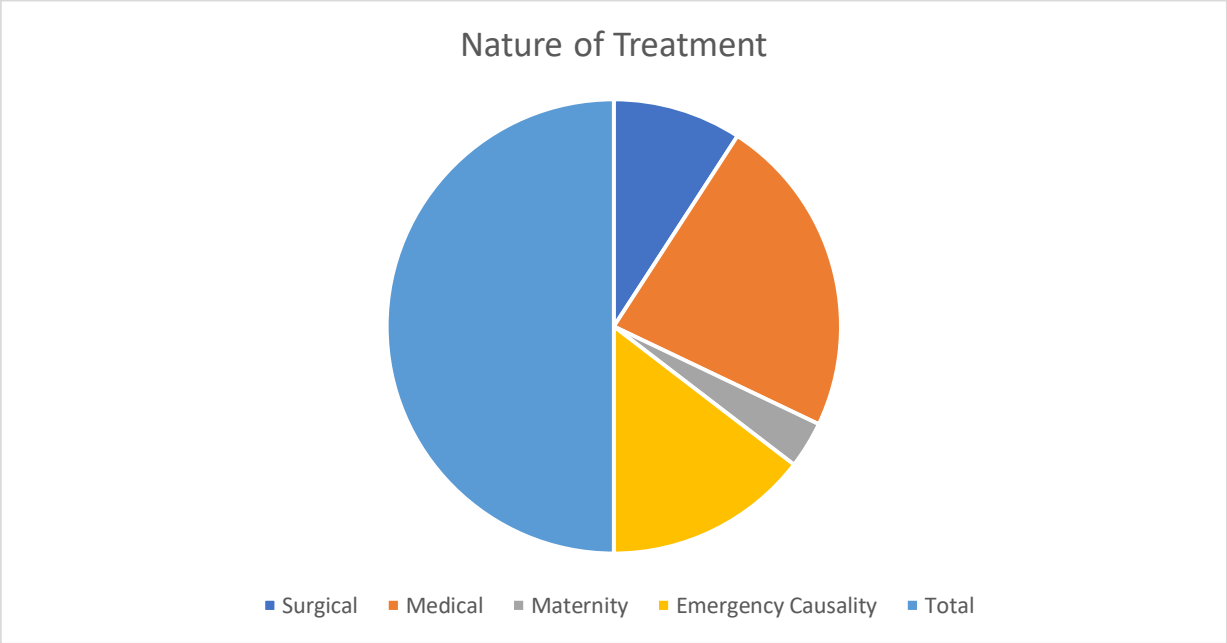


Table No. 4 Kind of Admission		
Kind of Admission	**Number of the Respondent**	**Percentage of the Respondents**
Inpatient	77	64
Outpatient	43	36
Total	120	100

Source: Primary Data

The above analysis reveals that 64 percent of the respondents were inpatient, 36 percent of the respondents were outpatient.

Table No. 5 Affordability		
Affordability level	**Number of the Respondent**	**Percentage of the Respondents**
Yes	59	49
No	61	51
Total	120	100

Source: Primary Data

The table no.5 indicated that 51 percent of the respondents were stated that there is no affordability in multi-speciality hospitals, whereas 49 percent of the respondents were stated that there is affordability in multi-speciality hospitals.

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Table No. 6 Reasons for Selection													
Garrett Ranking													
FACTORS	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Total**	**Mean score**	**Rank**
Image of the hospital	2511	1518	620	728	100	352	228	124	190	266	6371	53.1	1
Reputation of the hospital.	2025	1656	1302	168	50	484	190	93	247	285	6215	51.8	3
Augmented facilities.	1458	690	1364	1232	200	132	570	310	190	133	6146	51.2	4
Quality treatment	1539	621	682	1792	450	132	494	403	171	38	6284	52.4	2
Atmost due care at emergency situations.	162	483	620	616	2050	1012	456	186	95	19	5680	47.3	5
Reputation about doctors.	81	552	558	224	1250	2112	456	155	19	133	5407	45.1	6
Treatment charges.	405	621	434	560	650	352	1406	434	171	152	5033	41.9	7
Availability of Health insurance schemes	243	759	620	616	550	308	456	1147	114	228	4813	40.1	8
Advice given by Private Doctor.	405	690	558	504	250	176	190	434	760	361	3967	33.1	10
Advice of Patients who have taken treatment earlier.	891	690	682	280	450	220	114	434	323	665	4084	34.0	9

Source: Primary Data

The Hendry Garrett ranking analysis revealed that majority of the respondents preferred distance from home which were ranked as first with a score value of (53.1), Quality treatment were ranked as second with a score value of (52.4), Reputation of the hospital were ranked as third with a score value of (51.8), Augmented facilities were ranked as fourth with a score value of (51.2), Atmost due care at emergency situations were ranked as fifth with a score value of (47.3), Reputation about doctors were ranked as sixth with a score value of (45.1), Treatment charges were ranked as seventh with a score value of (41.9), Availability of Health insurance schemes were ranked as eighth with a score value of (40.1), Advice of Patients who have taken treatment earlier were ranked as nineth with a score value of (34.0), Advice given by Private Doctor were ranked as tenth with a score value of (33.1).

Table No. 7 Influencing factors								
Garrett Ranking								
FACTORS	**1**	**2**	**3**	**4**	**5**	**Total**	**Mean score**	**Rank**
Special care	2349	2139	1798	784	850	7920	66.0	1
Counselling provided by the doctors.	2025	2415	1612	728	650	7430	61.9	4
Availability of special doctors	1782	1725	2046	1680	300	7533	62.8	2
Augmented facility	2268	1173	1054	2352	650	7497	62.5	3
Affordable fees	1215	690	744	952	3300	6901	57.5	5

Source: Primary Data

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The Hendry Garrett ranking analysis revealed that majority of the respondents were preferred Reputation of the doctor as the first factor towards the selection of the hospital with a mean score of 66.0. Image of the hospital were ranked as second with a score value of (62.8), Augmented facility were ranked as third with a score value of (62.5), Counselling provided by the doctors were ranked as fourth with a score value of (61.9), Affordable fees were ranked as fifth with a score value of (57.5). More than half of the respondents (62.5) opined that the respondents influenced the selection of multi- speciality hospitals.

Table No. 8

Level of Satisfaction on Multi- speciality hospitals

Variable	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total Score	Rank
Score	**5**	**4**	**3**	**2**	**1**		
Approach of the receptionist.	27	72	16	5	0	481	II
Getting appointment.	53	35	27	5	0	496	I
Waiting time in registration.	13	29	63	11	4	392	XII
Internet facility for getting appointment	16	33	42	28	1	394	XI
Procedure and formalities for admission	17	28	37	29	9	366	XV
Clarity of billing.	16	32	37	26	9	371	XIV
Distance from home	25	31	28	27	9	387	XIII
Adequacy of the space and seating facilities	28	33	34	20	5	414	VIII
Parking facilities	27	41	32	11	9	417	VII
Cleanliness of the hospital	35	38	29	15	3	444	IV
Waiting room for the attenders	18	31	31	29	11	365	XVI
Time spent by the doctor for diagnosis	29	30	35	19	7	408	IX
Explanation of illness and treatment.	21	35	34	25	5	397	X
Personal attention towards patients.	22	34	42	19	3	410	V
Nursing skills, Knowledge and efficiency	18	34	40	23	5	392	XII
Courtesy and politeness of nurses.	16	30	30	29	15	348	XVIII
Promptness in responding to calls.	19	25	40	24	12	363	XVII
Availability of the nurses and Support Staff	26	37	30	21	6	410	V
Clarity in instructions about medication/ care.	44	24	39	9	4	451	III

Source: Primary Data

From the above table clearly shows that the ease of getting appointment were ranked as first with a score value of 496. Majority of the respondents felt that the respondents level of satisfaction is towards ease of getting

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appointment. Courtesy and politeness of nurses towards level of satisfaction were ranked as eighteenth with a least value of 348.

Table No. 9

Results of hypotheses testing

Hypotheses	Chi- square value (Calculated value)	Table value	Degrees of freedom	Significance level	Result
H1: There is no significant association between educational qualification and level of patient satisfaction in the hospital services.	20.7	31.4	20	5%	Accepted
H2: There is no significant association between age and level of patient satisfaction in the hospital services.	9.53	21.0	12	5%	Accepted
H3: There is no significant association between monthly income and level of patient satisfaction in the hospital services.	28.6	21.0	12	5%	Rejected

H1: At 5% significance level, the calculated value of $\chi 2$ is less than the table value, Therefore the hypothesis is accepted. From the results of the hypotheses testing, it is clear that there is no significant association between educational qualification and level of patient satisfaction in the hospital services.

H2: At 5% significance level, the calculated value of $\chi 2$is less than the table value, Therefore the hypothesis is accepted. From the results of the hypotheses testing, it is clear that there is no significant association between age and level of patient satisfaction in the hospital services.

H3: At 5% significance level, the calculated value of $\chi 2$is greater than the table value, Therefore the hypothesis is rejected. From the results of the hypotheses testing, it is clear that there is significant association between monthly income and level of patient satisfaction in the hospital services.

FINDINGS

The findings of this study are as follows:

1. It was found that the majority of the respondents choose Kovai medical center and hospital to undergo the treatment towards multi- speciality hospitals.
2. Most of the respondents (46 percent) nature of treatment is medical. The majority of respondents (46 percent) were willing to receive treatments in the hospitals.
3. The findings reveals that 64 percent of the respondent's kind of admission to the hospital is inpatient.
4. It was found that majority of the respondents (51 percent) thought that the multi- speciality hospitals are not affordable.
5. More than half of the respondents (52.4) opined that the respondents influenced the selection of multi-speciality hospitals.
6. More than half of the respondents (62.5) opined that the respondents influenced the selection of multi-speciality hospitals.
7. Majority of the respondents felt that the respondent's level of satisfaction is towards ease of getting appointment which were ranked as first with a score value of (496).

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Suggestions

From the analysis it is observed that advertisement does not play a major role. The management should create awareness about their services in residential channels (Polimer, KARAN) and Newspapers (Dinakaran, Dinaamalar, Dinathanthi) to attract the beneficiaries.

- Doctor's treatment is the prime factor to select the hospital for their treatment. Hence, it is suggested that the management puts more efforts to sustain the doctor's quality and recruit talented doctors if necessary.
- Hospital Management should concentrate on free camps, and plying free transport services to the hospital.
- Implementing feedback, complaint handling and service recovery systems should be strengthened to enhance effectiveness of multi- speciality hospital services.

CONCLUSION

The study concludes that the selection of multi- speciality hospitals can significantly enhance patient satisfaction. The sample size and sampling technique used in this study may affect the representativeness of the sample. The study has been confined to Coimbatore City only. The future scope is that the research can be extended to other geographical locations, and it can also employ probability sampling techniques to enhance the sample representativeness. There is also scope for further research to assess how service quality towards multi- speciality hospitals affect patient behaviour and satisfaction. The study should also examine how these factors influence the various facilities provided by the hospital services. Therefore, the hospitals have to provide better facilities, affordable fees compared to other hospitals and must provide health insurance schemes for the patients.

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