

CONSUMER BEHAVIOR TOWARDS PUBLIC AND PRIVATE SECTOR HOSPITALS

Dr. Kapil V. Dongargaonkar¹, Mr. Amit Sahebrao Navale²

¹ Head of Department, Swami Ramanand Teerth College (Art & Commerce) Parli Road, Ambejogai, Beed, MH., India

² Research Scholar, Dr. Babasaheb Ambedkar Marathwada University, Department of Management, Aurangabad, MH., India

ABSTRACT

This study pays attention to the major issues involved in selection of the hospitals by patient. Here efforts are made to clear the picture why people select private hospitals virus government hospitals. What's are the major reasons behind their selection. Their preferences have been judged on the basis of cost factor, timeliness, hospitals infrastructure, personal links, special treatment techquies, time bound services, references by others, etc. This study helps both private and public hospitals to improve their performances as required by the patients. This study will help lot for new comer hospitals also by suggesting some specific infrastructures and services that are essential with the point of view of patients. This study compared the quality of services provided by private and public hospitals in Pune District. Patient perceptions were sought on aspects of service quality including responsiveness, assurance, communication, discipline, timeliness and baksheesh. Because private hospitals are not subsidized, it was felt that the incentive structure would induce them to provide better services than public hospitals on the measures of service quality. This contention was largely supported. The results also indicated that both groups have room for improvement.

Keyword: - GDP, Patient, Health

1. INTRODUCTION

Quality has become an icon for both the manufacturer or service providers and the customers. During the last decades, there is a rapid growth in the service sector around the globe. Service organisations like the other organisations are also focusing to deliver the service that meet customer needs in order to make their customer happy. Earlier study on service quality provides evidence that there is a significant relationship between service quality and customer satisfaction and benefited the firm in terms of retention of customer, gain customer loyalty, cost reduction, boost profitability, service guarantees, financial performance and competitive advantages.

Healthcare sector is considered to be the major service sector for a country as it plays a vital role to develop and maintain a healthy human capital to achieve national goal. In spite of this contribution of healthcare sector in national GDP is also significant. So the study of healthcare sector is important from both sides. In many countries around the globe, healthcare sector has also become a highly competitive and fast growing service industry. Customer are the key evaluator that plays a significant role in measuring the quality of service or product. In healthcare sector customer are the patients and their perceptions are considered be the main indicator while assessing the service quality .Patient satisfactions are depending on their perceptions during the utilization

of healthcare services. On the other hand it is also evident that hospitals are providing same type of services to their patients but are not able to provide same quality of services. Patient's perception about the service quality of healthcare organisation helps to shape up their confidence and behavior for selecting a healthcare facility either from private or public hospital and patient avail this facility only as a measure of last alternative. To get relief sometimes patient has to travel long distance within the country or sometimes to other countries to avail the best healthcare services to such hospitals that provide them assurance, comforts, and relief from sickness and injuries.

Pune has good hospital network covering both rural and urban area. There are lot of private hospitals and public hospital, dispensaries in Pune district.

1.1 Objective of the study

1. To find out patient satisfaction level towards public and private hospitals
2. To analyse the facilities provides by both public and private hospitals.
3. To measure the services provided by both hospitals.
4. To study the public perception towards public and private hospitals.
5. To reveal the difficulties faced by patients in both hospitals.
6. To analyse the performance of public and private hospitals in Pune dist.

1.2 Need of the Study

Hospitals plays foremost part in every human life. Especially hospitals ease of use in Pune plays a major role among the Pune District. Most of the people from rural areas depend upon the Pune Hospitals. In their mind there will be confusion about the performance of private and public hospitals. So this study is helpful to find the customer satisfaction towards the both hospitals in Pune. Which will be useful to know the best hospital as per the preference by patients.

2. REVIEW OF LITERATURE

Services are intangible in nature and thus is difficult to access and measure as compare to the products as it is an elusive and abstract concept and thus same for thw service quality. Service quality can be defined as "conformance to customer specification. "According to Gronroos, service quality is measured as technical and functional quality. According to Parasuraman, Zeithaml, Service quality is the difference between customer perception and expectation. Whereas Zeithaml believe that service quality is based on customer perception about the service delivered by the service provider and how these services meet or exceed their expectations and it is purely based on customer judgement. Expectations for the high quality of services had increased in the live so people due to increase of economic share of service sector in almost all the economise of the world and it has reached to half sum of Gross National Product (GDP). The key strategy for survival and success of any industry or business is aimed to deliver superior quality of service to their customer.

Servqual: Due to intangible in nature service quality is difficult to measure and defining the parameter to evaluate the quality of services delivered to the customer was the major issue in the beginning. The first service quality model was presented by the Parasuraman, Zeithaml and authors explored that customer perception about the service quality is influenced by 5 „gaps". And it is also known as „gap" model. Gap 1 shows the difference between customer expectation and management perception of customer expectations. Gap 2 is the difference between management perception about service quality and service quality specifications. Gap 3 is the difference between service quality specification and service quality delivery. Gap 4 is the difference between service delivery and external communication to customers and Gap 5 is the difference between expected and perceived service quality. Servqual model is based on the Gap 5 that was influenced by first four gaps. Earlier service quality was measured by comparing customer expectation with customer perception on the basis of ten dimensions which includes:

reliability,tangibility,communication,security,credibility,competence,understanding,access,understanding/Knowi

ng customers, responsiveness. Further this model was refined by the Parasuraman, Berry. According to that service quality can be measured by five dimensions instead of ten, these includes: reliability, tangible, responsiveness, assurance and empathy. These five dimensions were further assessed by 22 items.

- Empathy is about the individual attention and care provided to customer by the service provider and its human resource.
- Tangible about the physical facilities like infrastructure, labs, equipment and human resource involved in delivering the services.
- Assurance is about knowledge, skill and expertise of the employees involved in delivering services and ability to create and confidence among the customer.
- Reliability is the ability to execute the promised service consistently and accurately.
- Responsiveness is the degree of willingness to help and facilitate the customer by providing prompt service to the customer.
- A comprehensive literature review about the service quality was done by Seth, Deshmukh, and pointed out 20 service quality models to measure the service quality which include: Gronoos technical and functional quality model, Cronin Jr and Taylor- Performance only model and Parasuraman, Zeithaml- Gap Model are frequently found in the literature. However among all these service quality model SERVQUAL models was the only model that is frequently used in almost all type of service industries like, banks and credit card companies, Hospitality industries, airline industry, libraries and health care sector. It has been observed from the literature that SERVQUAL is also considered as most adoptable model in orderto measure the service quality of healthcare *sector*.

2.1 Conceptual framework

The proposed core components of hospital service quality in Pune are as follows.

Responsiveness: The literature identifies responsiveness as an important component of service quality and characterizes it as the willingness of the staff to be helpful and to provide prompt services. The study focus on the degree of responsiveness in both hospitals

Timeliness: How much time it takes to release the patients are covered under this study. Generally patients prefer that hospital where they get services in time. So time study is also taken under consideration.

Assurance: Assurance is defined as the knowledge and behaviors of employees that convey a sense of confidence that service outcomes will match expectations. Staff behavior in both hospitals are kept under study to measure this construct to reflect competence, efficiency, and the correctness of services provided to clients

Communication: Communication is defined as keeping customers informed in language they can understand; it also involves listening to them. Communication with patients is vital to delivering service satisfactions because when hospital staff take the time to answer questions that concern patients, it can alleviate their feelings of uncertainty. Communication system is used to assess the level of communication at public and private hospitals

Discipline: Discipline is defined as the sense of order that one perceives in a given service environment and is reflected in both behaviours of the staff and the appearance often overall hospital environment. In many organizations and institutions, lack of discipline is pervasive. Employees are often reluctant to perform their prescribed tasks and demonstrate a proclivity to circumvent existing rules and regulation. Cleanliness is another manifestation of the extent of order and discipline in the organization. In the hospital environment, the extent of discipline Can influence perceptions of service quality.

Baksheesh: Baksheesh represents the extra compensation that is expected in many service settings for „due“ services. This concept seems to have taken root in the country’s social fabric. Although there is a fine line, it may be distinguished from bribes in that bribes represent payments or demands for money to obtain or render „undue“ services. These five constructs represent the initial set of factors that emerged as latent variables from our exploratory analysis. Services at private and public hospitals were compared along the measures of these factors.

Findings of literature review: If employees are effective, their contribution to the hospital will be effective, consequently the hospital will also be effective in accomplishing its goals Hackman & Oldham (1976) claims

that if all the core dimensions exist in the job, carried out by people, they are well motivated to perform. The core dimensions of a job are:

Skill variety
Autonomy
Task identity
Feedback
Task Significance

It is understood if the first three are in the job

On the basis of above discussion, following null hypothesis were developed. H11: There is association between assurance and patient satisfaction.

H01: There is no association between assurance and patient satisfaction.

H12: There is association between responsiveness and patient satisfaction.

H02: There is no association between responsiveness and patient satisfaction.

H13: There is empathy between empathy and patient satisfaction.

H03: There is no association between empathy and patient satisfaction.

H14: There is association between tangible and patient satisfaction.

H04: There is no association between tangible and patient satisfaction.

H15: There is association between timeliness and patient satisfaction.

H05: There is no association between timeliness and patient satisfaction.

H16: There is direct relation between financial aspect and selection of hospitals.

H06: There is no direct relation between financial aspect and selection of hospitals.

3. RESEARCH METHODOLOGY

Research design	Descriptive research design
Data Collection	Primary Data Collection(Questionnaires and interview method with respondents)
Method	Secondary Data Collection(from websites, journals, newspapers, articles)
Sampling Technique	Convenience sampling method from non-probability technique
Sample Area	Pune District
Statistical Tool will be used	1. Percentage analysis 2. Chi square test 3. Correlation analysis 4. Mean 5. Coefficient of variance

3.1 Sample Size

This study focus on the behavior of patients while selecting hospital for treatment. For the purpose of research quality and infrastructure of Hospitals (both private and public) of Pune District has taken under study. So the respondents will be the resident of Pune (both from rural and urban area)

4. CONCLUSION

This study reveals that people generally prefer private hospitals when they talk about timeliness, infrastructure, before and after time services, extra care, advance techniques etc. But people from economically weak section and illustrate generally prefers government hospitals due to cost factor. Government hospitals can improve by developing their infrastructure and by providing timely services to patients. On the other hand if private hospitals cut down their cost in the benefit of the patients they can have the big market share. Hospitals industry today's play a big role in making welfare of the public. Doctors comes second after the God. So both organisation should take care of their social responsibility towards the society first and profit afterward

5. REFERENCES

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