

EFFECTS OF HEALTHCARE SERVICE ON PATIENTS' SATISFACTION IN MEERUT DISTRICT: A SOCIOLOGICAL ANALYSIS

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ABSTRACT

Introduction: For the service to be of high quality and please the patient, the patient's needs and expectations must be addressed. The more closely the service adheres to the wants and demands of the customers, the higher the service quality will be, and the more loyal and satisfied the customers will be. **Aims:** to evaluate the respondents' socioeconomic status and the variables affecting their patients' happiness. **Methods:** 200 participants were surveyed using planned interviews and observation as part of the current study's information collection process. Through purposeful sampling, the respondents were selected. **Results:** The results showed that most respondents were between the ages of 31 to 40 years, male, married, and Hindu. According to research on the effect of healthcare services on patient satisfaction, most respondents agreed that their complaints and problems are handled fairly, that they are happy with their service, and that they have a good relationship with the nurse and other staff. All of the respondents took cost into account when using hospital services.

Keywords: Health, Healthcare, Service and patients satisfaction.

INTRODUCTION:-

Healthcare includes medical attention and assistance for disease prevention, early disease detection, and rehabilitation (O.P. Sharma, 2000). A better healthcare system for everyone is made possible by medical professionals' exceptional expertise, experience, and dedication. Every society has created government, private, and nonprofit sectors for preventive and curative healthcare (Sakhuja, 2008). "Health is the true wealth, not gold and silver pieces" (Mahatma Gandhi). Our responsibility is to maintain good physical health because doing so will enable us to maintain a sharp intellect (Mahatma Buddha).

The dispensing of pharmaceuticals or medical devices for treating human disease or dysfunction is included in the definition of a commercial entity that offers inpatient or outpatient testing or treatment of human disease or dysfunction. a technique used on a person to identify or treat a sickness (W.H.O.) Healthcare services include any medical or other healthcare services for which a company or care provider receives payment, payment for the service, incentive payments, or other fees. They also include any health-related services provided to patients by doctors, professionals, medical cooperatives, ancillary service providers, and other contracted providers. (www.lawinsider.com) "A comprehensive appraisal or attitude towards the overall superiority or excellence of the service" is service quality. Parasuraman and colleagues (1988).

Additionally, the disconfirmation model—the difference between service expectations and performance—defines service quality as a customer's total judgement of service quality (Cronin Jr. and Taylor, 1992; Potter et al., 1994). Healthcare practitioners can identify services and procedures that require improvement because of perceptions of service quality. Providers believe that ensuring patient satisfaction can help them avoid spending time and money resolving patient concerns in the future (Pakdil and Harwood, 2005).

The patient's wants and standards must be met for the service to be of high quality and satisfy the patient. The higher the service quality, the more loyal and satisfied the patient will be, and the better the service will conform to the patient's needs and requirements. (Chahal & Kumari, 2010)

Patient satisfaction is how a person feels about a product after evaluating its performance compared to their expectations. The client is satisfied when performance meets expectations. The client will not be pleased if the performance falls short of their expectations.

Patient satisfaction is the level of satisfaction a patient feels with the performance of their medical care after comparing it to their expectations. One will feel satisfied if the results appear to match or are even beyond expectations. Otherwise, there will be disappointment or dissatisfaction when the results are as anticipated (Kotlar, 2003).

Patients won't be satisfied with the hospital's level of care unless the indoor care they receive is outstanding and the staff members, such as professionals who are honest and pay close attention to their patient's needs., are doctors and nurses. Patients will be entirely satisfied if they have access to all the

technology they require, such as X-ray machines and a blood bank, and if the hospital reasonably meets their expectations.

OBJECTIVES OF THE STUDY:-

1. To assess the socioeconomic profile of the respondents.
2. To identify the factors regarding patient satisfaction.

REVIEW OF THE SELECTED LITERATURE:-

In their study of the impact of sociodemographic variables on patient satisfaction, Sharma and Jain (2021) looked at the discrepancy between patients' views and expectations of the healthcare services offered by private hospitals in southern Rajasthan. They found a substantial correlation between the dependent variable, patient satisfaction with healthcare services, and the independent variables, such as gender and age. A score below zero indicates that patients are not receiving the treatment they had hoped for from healthcare professionals due to the disparity between perceived and expected quality.

Upadhyay et al. (2020) summarised the research currently available under the headings of healthcare service quality, its determinants, and measurement methodologies. Although healthcare is a professional service, they found that user-defined service quality is what matters most.

Patients in teaching hospitals connected to the Tehran University of Medical Sciences in Iran were asked to rate the quality of the clinics' services. Abbasi-Moghaddam et al. (2019) used the survey results to analyze their responses. They found that the majority of the patients thought the service was rendered satisfactorily and that they had a favourable experience when visiting clinics. Patient opinions of physician consultation, patient information delivered, and the environment in which services are administered are the most important aspects influencing service quality in clinics.

In their assessment of previous studies on prospective patient satisfaction factors, Ling Liu and Jiming Fang (2019) used exploratory factor analysis to examine these elements and the factors that can affect patient satisfaction. A survey was conducted utilizing 2626 respondents and a questionnaire. Exploratory factor analysis and correlation analysis were used to identify potential factors that may influence patient satisfaction. The study's conclusions indicate that patient satisfaction may be influenced by several factors, including the "medical service quality factor," "medical expenditure factor," and "medical convenience factor." Three potential explanations can adequately account for patients' demands regarding the standard, price, and accessibility of medical care. People from different groups have different concerns depending on their socioeconomic and demographic characteristics. Departments in charge of medical reform should support the initiative and make any required policy modifications to reflect

Georgiadou and Maditinos (2017) looked into how content patients were with the calibre of hospital care. On a hierarchical scale, the dimensions are "clinical care," "social responsibility," "staff quality," "infrastructure," and "hospital reliability." A survey was done in a public regional hospital in Kavala to learn more about the case study approach. It was found that acceptable quality dimensions significantly affect the hospital's total service quality and patient satisfaction metric.

Madhu Patil researched patient satisfaction at public and commercial hospitals in the N.C.R. in 2016. Data from 20 government and 28 private hospitals in the N.C.R. were analyzed using 35 questions. The study included 150 responders in total. Most of the evaluation criteria, such as good service, cutting-edge technology, nurse behaviour, high quality, communication facilities, easily accessible medical shops, service quality, patient satisfaction, good administrative response, and patient health condition reported to relatives, were rated higher for private hospitals than for public ones.

S. Samar Ali and Faizan Ahmad (2010) examined how patient services in private hospitals in India affected patients. Appropriate satisfaction drivers have been identified through studies and talks with specialists. There is a discussion about a revised customer satisfaction index. Based on the American Customer Satisfaction Index, this index (ACSI). The concept was developed especially for private hospitals in New Delhi and the Indian National Capital Region (N.C.R.). One hundred eighty responses were received for a survey. These elements are well represented by four dimensions: information, process, service, and expectation, according to the application of factor analysis. The patient satisfaction rate in private hospitals is 66.22 percent.

NEED OF THE STUDY:-

Due to the inappropriate delivery of traditional healthcare services, particularly in public hospitals, patients and their families regularly express unhappiness with the care they receive in hospitals. Furthermore, maintaining or fostering a relationship with patients is not a long-term behavioural aim in public hospitals. Determining how hospital healthcare services affect patient satisfaction and behavioural intention is the goal of the current study.

The conduct of nurses and doctors is essential to providing patients with high-quality medical care. By highlighting healthcare service inadequacies and the intents of nurses and doctors toward their patients, the study's findings can help organizations improve their public image and hospital healthcare services.

A conference will be scheduled to prepare the data with more authority after conducting this research. Because they will receive medical care that enhances their health, patients will gain from this study.

"The outcomes of a consumer evaluation process in which he compares his beliefs with the help he has received." The patient is satisfied if the perceived performance fulfils their service expectations, as determined by comparing their expectations to the actual performance.

METHODS:-

Participants–

100 respondent represented the study's sample, and data were collected via scheduled interviews and observation. A technique known as intentional sampling was used to select the respondents. The information was acquired from O.P.D. patients at both public and private hospitals in the city of Meerut. Using SPSS procedures, the data classification and analysis were carried out.

Area of the Study–

This investigation focuses on the Silver Cross Hospital in Meerut, Uttar Pradesh. This hospital is situated on Garh Road in Meerut to act as a representative of respondents with I.P.D.

Result and Discussion–

Most of the people who answered the survey (58%) were between the ages of 31 and 40, and only nine (9%) were over 50. The bulk of respondents (66% were men and 87% were Hindus, respectively). In 73% of cases, respondents were married, and in 93%, they were educated. Except for 7% of respondents who were illiterate (representing 7% of the total) and 27% of single respondents, other socioeconomic characteristics of the respondents were statistically comparable. (Table-1)

According to Table 2, most patient respondents (53%) agreed that their grievances and issues were treated fairly. In comparison, only 9% of respondents said they had no faith in their hospitals, 60% said they were satisfied with their hospital, and 11% said they thought it was better than other hospitals. Only 10% of respondents rated their level of satisfaction as extremely high, although the majority (55%) were satisfied with the service. Only 9% of patients are unsatisfied with the nurse and other staff, compared to 64%. All respondents considered their budgets while determining whether to seek hospital services.

Table-1
Demographic Profile of the Respondents

Variables	No. of Respondents	Percentage
Age–		
21-30 yrs	21	21%
31-40 yrs	58	58%
41-50 yrs	12	12%
above 50 yrs	09	09%
Religion–		
Hindu	66	66%
Muslim	34	34%
Gender–		
Male	87	87%
Female	13	13%
Marital Status–		
Unmarried	27	27%
Married	73	73%
Education–		
Illiterate	07	07%
Primary	17	17%
Secondary	26	26%
Senior Secondary	38	38%
Degree/Diploma	12	12%

Source: Data collected by the researcher himself during Jan.-Apr. 2022.

Table-2

Factors Regarding Patients Satisfaction

Variables	No.	Percentage
The trust of the patient in the hospitals		
My complaints or problems are addressed in a fair manner	53	53%
My hospital is very reliable	15	15%
I like the people at my hospitals	23	23%
They do not have to trust on hospital	9	9%
General Satisfaction of the Patient		
I am delighted with my hospital	60	60%
My hospital satisfies my needs	29	29%
My hospital is as good or better in comparison to the other hospitals	11	11%
Acceptance of service by patients in the hospital		
My hospital gives me the service I expect	55	55%
My hospital provides excellent service	10	10%
all my experience with my hospital has been positive	35	35%
Experience with the nurse and other staff		
Satisfied	64	64%
Dissatisfied	09	09%
Neither satisfied nor dissatisfied	27	27%
Financial considerations in availing of the service of the hospital		
Affordable	100	100%
Un affordable	0.0	0.0%
Neither affordable nor affordable	0.0	0.0%

Source: Data collected by the researcher himself during Jan.-Apr. 2022.

Conclusion, Recommendation and Limitation–

According to the current study's findings, the level of service provided by any hospital benefits patient satisfaction. The results also demonstrated that solid admission and discharge standards, a positive hospital environment, and staff behaviour toward patients all contribute to patient satisfaction with hospital services. Healthcare organizations, in particular, need to improve the quality of their services. They are essential for both behavioural intention and patient or client satisfaction. Additionally, it has been discovered that service quality influences behavioural intentions positively. The results show that pleased patients will recommend their relatives and neighbours for medical care to any institution that offers good patient service. Strong service quality consequently increases the patient ratio.

The statement made in this study is that the calibre of a hospital's or healthcare facility's services has a significant impact on its reputation. By further studying the areas and incorporating the entire workforce, we may continue discovering things for the system's improvement.

Due to time constraints and minimal sample size, we could not generalize the study's findings to the total population (100). The only hospital included in the study was the only hospital. Another limitation of the study was the one-time nature of data collecting. Scale validation in indoor healthcare services needs to be verified by longitudinal studies. Furthermore, because the study relied on information from patients admitted to the hospital, future studies will also need to incorporate information from patients who were not admitted to assess suitability.

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