

**ASSESSMENT ON PATIENT SATISFACTION TOWARDS PRECAUTIONARY
MEASURES, QUALITY OF SERVICES AT PRIVATE HOSPITALS IN VIEW
OF COVID -19 PANDEMIC USING SERVQUAL MODEL**

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ABSTRACT: At the present time Healthcare industry is one of the prevalent service sectors in India. The prime purpose of Healthcare sector is to endow with proficient services to its patients. In healthcare sector hospitals will play major role. As the world continues to suffer from the COVID-19 pandemic and India's numbers also rapidly rising, the Private hospitals has taken numerous steps to check its swell. Private hospitals are giving utmost priority to safeguard its patients as well as its employees. Private hospitals are revised timings and started rotation of employees and offering free sanitizers, N-95 masks at premises, sanitizing premises with required disinfectants frequently, allowing patients in queue system, hanging banners and posters about covid-19 pandemic inside and outside Private hospitals. At the entry level, both staff and patients attending OPD are checked for fever and cough. Travel history and aadhaar details are taken of persons. Casualty staff has been given PPE kits,

In the current scenario, Private hospitals functioning in a vibrant confront concerning both patient base and concert so as to offer proficient services to its patients. Private hospitals are tiresome firm to win patient satisfaction by offering improved quality services. A survey has been conducted to know the patient satisfaction on services quality using SERVQUAL model in the pandemic days with sample size of 188 at different Private hospitals at Vijayawada. Among all the factors, the patient satisfaction was highly depending on Assurance and least depends on the reliability. 84% of the patients are satisfied with precautionary measures adopted at Private hospitals

Keywords: Private hospitals, Patients, Satisfaction, Covid-19, Service quality

INTRODUCTION:

When the COVID 19 pandemic knock India in March 2020,. Hospitals, healthcare providers and healthcare professionals, both private and public began a enormous endeavours to incline up their existing infrastructure and systematize

themselves to handle the emerging cases, set up new clinical protocols and assign additional wherewithal and manpower. From the very start, private hospitals in India have played an important role in tackling the COVID 19 disease burden,

stepping up operations to complement and enhance the efforts of the Government. It is satisfying to note that these measures have been very effective in ensuring proper treatment of the COVID-19 patients.. Private hospitals are annoying firm to triumph patient contentment by providing superior eminence services. Nowadays Private hospitals attention has changed from patient accomplishment to their contentment and withholding. Service quality and patient contentment are tremendously main ideas that Private hospitals diligences have to recognize in order to continue contending. Superiority in service is extremely imperative mainly for the intensification and expansion of service sector business organizations (1,2). It works as a feature of patient contentment (3, 4).Services are inherently variable, which implies that it is impossible to deliver flawless service every time (5, 6) . However, lapses in service delivery invite consumer disappointment and dissatisfaction. Service Recovery gives

a firm an opportunity to rectify the error and improve patient satisfaction (7, 8).In the wake of the COVID-19 pandemic, Private hospitals has initiated preventive steps, including periodic disinfection and awareness campaigns on its premises. Private hospitals are giving utmost priority to safeguard its patients as well as its employees. All staff members provided with a face shield. Social Distancing, displaying posters like NOMASK, NO SERVICE “and other posters which will create awareness about Covid-19 pandemic, Branches with high footfalls and without a security guard are outsourcing security guards for effective crowd management. The big issue in front of the Private hospitals is handling patients. Facilities like hand wash and sanitizers made available at the entrance of the premises, Glass mirrors and queue systems are adopting

COVID-19 INDIA as on : 09 August 2020, 08:00 IST (GMT+5:30) [↑↓ Status change since yesterday]

S. No.	Name of State / UT	Active Cases*		Cured/Discharged/Migrated*		Deaths**	
		Total	Change since yesterday	Cumulative	Change since yesterday	Cumulative	Change since yesterday
2	Andhra Pradesh	85486	832	129615	9151	1939	97

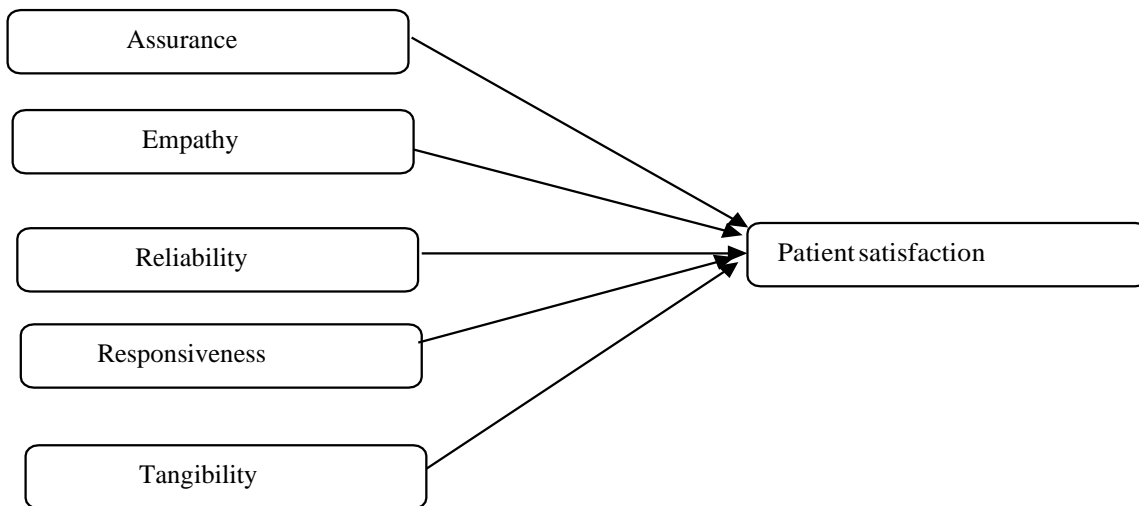
Data for total cases per <https://www.mohfw.gov.in/>.

A SERVQUAL measurement is a high-quality extent to compute the service quality recital in a variety of explicit industries. In this view, an investigator uses this model for the reason that it catches

profound concentration on patient's anticipation and discernment of service make available at an organization (1, 2, 3, 4). Parasuraman's(16,17) SERVQUAL model is broadly used to compute apparent service quality in a variety of industry (5, 6, 7, 8, 9). Service quality is in reality defined as

the space between patients' belief of service and their observation of the service know-how. Service quality spaces lives when there are deficits take place in which the service giver would similar to slam (10, 11, 12, 13, 14,).

precautionary measures towards Corona and posters of NO MASK, No service. Private hospitals timings are revised and staffs are under rotation and Private hospitals are offering all services as usual with utmost care. Now this is the need of hour to know the satisfaction of the patients about quality



NEED FOR THE STUDY:

Attentive by escalating positive cases of Novel Corona virus, Private hospitals have been taken so many measures to safeguard the health of patients as well as staff. Patients coming to the Private hospitals are being screened as part of precautionary measures. To protect the patients and staff and prevent the spread of the virus, the Private hospitals have adopted queue system with the help of security guards and are providing hand sanitizers at the premises. Private hospitals are wall posters about

of services and precautionary measures offered by Private hospitals, for betterment to prevent patients from Covid-19

Objectives of the Study:

- 1) To explore the services offered by Private hospitals in view of Covid-19 pandemic
- 2) . To explore the important dimensions of service quality of Private hospitals that lead to patient's satisfaction. in prevention of Covid-19
- 3) To study patients perception on tangibility, reliability,

responsiveness, assurance and empathy at Private hospitals in Vijayawada using SERVQUAL model.

- 4) To suggest various means to improve service quality

collected for this research.

- o **Secondary Data** - Secondary sources are elucidation of primary data. Encyclopedia, text books, magazines, newspapers, and articles are the information sources.

HYPOTHESIS

Research Frame Work:

H1: Assurance will have a significant impact on patient satisfaction

H2: Responsiveness will have a significant impact on patient satisfaction

H3: Reliability will have a significant impact on patient satisfaction

H4: Tangibility will have a significant impact on patient satisfaction.

H5: Empathy will have a significant impact on patient satisfaction.

Research METHODOLOGY:

- o **Sample Design :**
- o Empirical study has been deployed for this research.
 - **Sample Size** The sample size is of 188 patients of Private hospitals, Vijayawada.
 - **Data Collection** Primary and Secondary data are

TESTING OF HYPOTHESIS

TEST 1: ASSURANCE & PATIENT SATISFACTION

H0: There is no relation between the assurance & the PATIENT satisfaction.

H1: There is relation between the assurance& the PATIENT satisfaction.

ASSURANCE& PATIENT SATISFACTION:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431 ^a	.186	.182	2.11661

a. Predictors: (Constant), assu

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.

1 Regression	183.432	1	183.432	40.944	.000 ^a
Residual	801.927	179	4.480		
Total	985.359	180			

- a. Predictors: (Constant), assu
- b. Dependent Variable: cs

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.178	.678		9.113	.000
assu	.329	.051	.431	6.399	.000

- a. Dependent Variable: cs

INTERPRETATION: From the above table assurance & PATIENT satisfaction is 0.000 which is less than 0.050; we accept H1 & reject H0.

There is a relation between the assurance & patient's satisfaction about the service quality.

TEST 2: RESPONSIVENESS & PATIENTS SATISFACTION

H0: There is no relation between the responsiveness & the PATIENT satisfaction.

H1: There is relation between the responsiveness & the PATIENT satisfaction.

RESPONSIVENESS & PATIENT SATISFACTION:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389 ^a	.151	.147	2.16130

- a. Predictors: (Constant), res

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	145.907	1	145.907	31.236	.000 ^a
Residual	817.460	175	4.671		
Total	963.367	176			

- a. Predictors: (Constant), res
- b. Dependent Variable: cs

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.317	.753		8.384	.000
res	.428	.077	.389	5.589	.000

a. Dependent Variable: cs

INTERPRETATION: From the above table responsiveness & PATIENT satisfaction is 0.000 which is less than 0.050; we accept H1 & reject H0.

There is a relation between the responsiveness & patient's satisfaction about the service quality.

TEST 3: RESPONSIBILITY & PATIENT SATISFACTION

H0: There is no relation between the responsibility & the PATIENT satisfaction.

H1: There is relation between the responsibility & the PATIENT satisfaction.

RESPONSIBILITY & PATIENTS SATISFACTION:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389 ^a	.151	.147	2.16130

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	145.907	1	145.907	31.236	.000 ^a
Residual	817.460	175	4.671		
Total	963.367	176			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.317	.753		8.384	.000
res	.428	.077	.389	5.589	.000

INTERPRETATION: From the above table responsibility & PATIENT satisfaction is 0.000 which is less than 0.050; we accept H1 & reject H0.

Model Summary

There is a relation between the responsibility & patient's satisfaction about the service quality.

TEST 4: TANGIBILITY & PATIENTS ATISFACTION

H0: There is no relation between the tangibility & the PATIENT satisfaction.

H1: There is relation between the tangibility & the PATIENT satisfaction.

TANGIBILITY & PATIENTS ATISFACTION:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.113 ^a	.013	.007	2.32524

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.507	1	12.507	2.313	.130 ^a
Residual	973.213	180	5.407		
Total	985.720	181			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.359	.706		13.252	.000
tan	.114	.075	.113	1.521	.130

INTERPRETATION: As the above table tangibility & PATIENT satisfaction is 0.130 which is greater than 0.050, we accept H0 & reject H1.

There is no relation between the tangibility & patient's satisfaction about the service quality.

TEST 5: EMPATHY & PATIENTS ATISFACTION

H0: There is no relation between the empathy & the PATIENT satisfaction.

H1: There is relation between the empathy & the PATIENT satisfaction.

EMPATHY & PATIENTS ATISFACTION:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389 ^a	.151	.147	2.16130

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.907	1	145.907	31.236	.000 ^a
	Residual	817.460	175	4.671		
	Total	963.367	176			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.317	.753		8.384	.000
res	.428	.077	.389	5.589	.000

INTERPRETATION: From the above table empathy & PATIENT satisfaction is

0.000 which is less than 0.050; we accept H1 & reject H0.

There is a relation between the empathy & patient's satisfaction about the service quality.

Findings:

Key aim of this research was to scrutinize and measure the eminence of services delivered to the patients at Private hospitals in Vijayawada. To compute the patient contentment about the quality of services conveyed before, during and after treatment, a modified SERVQUAL instrument was used.

There is a relation between the responsiveness of employees & patient's satisfaction about the service quality. There is no relation between the tangibility & patient's satisfaction about the service quality. There is a relation between the responsiveness & patients' satisfaction about the service quality.

The results reveals that the measures are taken by the Private hospitals at Vijayawada junction are good enough to safe guard the patients from Covid-19. The patients are satisfied with the precautionary measures adopted in Private hospitals.

SUGGESTIONS:

- It is suggested that due to rotation of the Private hospital staff, less number of employees are unable to provide services quickly, this information should explain clearly

for better cooperation of patients. **Precautionary measures at Private hospitals should be useful when patients cooperate. That's why involvement of the patients in the process will give more fruitful results.** By doing so, the level of confidence of the patients about the services can be enhanced to the fullest extent.

- It is also suggested that **Queue system at Private hospitals** should be controlled so that it will enhance PATIENT satisfaction
- It is suggested that **staff of Private hospital** should encourage the patients towards Telemedicine. This will enable to avoid unnecessary visits of patients to the Private hospitals.
- Patients are advised to follow the instructions and should cooperate with the Private hospital employees for better and quick services during Covid-19 pandemic times.

CONCLUSION:

On the basis of the above study, the research conclude that preponderance of the respondents are overall satisfied with the services provided at Private hospitals in Vijayawada as a

preventive measures to control Covid-19. It is well known that offering better services is essential for the Private hospitals to retain and attract patients. Still, all Private hospitals have to take more possible steps to enhance the online transactions to prevent physical visit of patients to Private hospitals. The Private hospital staff discharging duties heart fully to patient even in Covid-19 times also. The Private hospitals should continue the same precautionary measures in near future also to safe guard employees and patients

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