

## A COMPARATIVE STUDY ON THE SERVICE QUALITY OF PUBLIC AND PRIVATE HOSPITALS WITH REFERENCE TO JAIPUR

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### ABSTRACT

*The study compared the public and private hospitals in Jaipur for the quality of their healthcare services. A questionnaire with 20 statements about tangibility, reliability, empathy, assurance and responsiveness was used to gather the data for the study. A sample of 100 respondents, drawn at random from one private and one public hospitals in Jaipur, completed the questionnaire with 50 from the public sector and 50 from private sector. The data have been analysed using self- structured questionnaire, observation and simple random sampling method. The findings showed that private hospitals and public hospitals in Jaipur provided significantly different healthcare services. Comparing private and public hospitals, it can be seen that the former offered higher tangibility, empathy, responsiveness, reliability and assurance. The ability to distinguish between private and public hospitals was thought to be the most significant component. To sustain the people's access to healthcare, the government must pay careful attention to improving the public hospital system's level of services and creating new public hospitals. To enhance the healthcare delivery system, suggestions were made to the administrator and healthcare professionals. Continuous patient monitoring is necessary to increase the standard of healthcare services and to increase patient satisfaction.*

**Keywords:** Healthcare, India, Patient, Hospitals, Service Quality, Satisfaction.

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### Introduction

In the healthcare delivery sector, hospitals often offer the same types of services, but these services typically vary at one point, namely quality. Modern consumers are well aware of their options, as well as the higher expectations for services and services themselves. Even are starting to express more dissatisfaction with the level of service they often receive. Service quality can therefore be utilised as a tool for strategic differentiation to create an advantage that is distinctive in nature and that would be challenging for the competition to match. The new idea of "zero defections" is one that hospitals have adopted in order to provide excellent customer services. The "zero defections" notion needs to be provided, hence the service quality system needs to be upgrade.

Quality of health services is the most important factor in the success and sustainability of health organizations, thus increasing loyalty and customer satisfaction of provider organization. The quality of services, especially in institutions faced with high volumes of visitors, can be used as a crucial measure in order to be considered customer- oriented institutions; this has led to satisfaction of service recipients and development of health organization activities, which led to effectiveness and efficiency of health service organizations. By improving the quality of services we an advantage can be gained such as increasing the level of trust and loyalty of customers, profitability of the business and cost reduction that in result gain competitive advantage. Quality, which is especially important for an organization such as a hospital, can yield positive results in indicators such as length of stay and bed turnover, diagnostic

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services. In recent years, due to increased awareness and expectations of patient and health services customers from health-oriented organizations, paying attention to quality has become an essential issue. Today, patients pay more for their health and undoubtedly want to get more quality services because they are aware of the opportunity cost. The health care system includes a mix of health care providers in the public and private sectors in which the public sector, especially the Ministry of Health and Medical Education, contribute more in this field.

One of the valid models for measuring services quality from the perspective of customers and their perceptions is the SERVQUAL model. In the model, five areas of empathy (individual attention to customer), reliability (ability to offer reliable and trustworthy services), responsiveness (willing to help and respond to customer needs), assurance (merit and ability of employees to instill a sense of confidence in customers), and tangible (physical space and conditions of services environment including facilities, equipment, personnel, and communication channels) are examined from the perspective of health service customers, and this model can specify parameters from the customers perspective.

The SERVQUAL model of service quality is shaped by four primary factors: the service processes, the customer, management, and the workforce. Many clients have wants, needs, expectations, services; the management and staff of the service providers are well aware of the customer needs, as well as the procedure and requirements of the service delivery. In general, these elements are the ones that interact with one another to create gaps- matches between all the various pair of components. These gaps mostly concern:

- perceptions of the management and customer expectations.
- service delivery and specs. Management
- perspective of service specifications and employee view of service specification
- expectations of customers and how they view personnel (Kar, 2016)

The main aspect of quality service in every health care organizations is Pathology\ Laboratories. The significance of quality in the operations of medical laboratories is well acknowledge, especially in developing nations. Poor laboratory results might result in ineffective interventions, damage the reputation of the lab or hospital laboratories, and even open the door to legal action. It is hence, important to develop and implement a policy on quality in health laboratories.

Quality means meeting the standards. The standards are required determinants for a particular substance or service. The importance of developing minimal national quality standards for health laboratories, which should be mandatorily followed by all the laboratories becomes very important.

### **Healthcare in Jaipur**

The prime responsibility for providing healthcare services to the residents of Jaipur rests with the Ministry of Health & Family Welfare of India. Hospitals are seen as an essential component of the healthcare system when administering services. There are in total 40 hospitals in the city which are known for their facilities and, are also well organized with the staff and transportation. The city has both types of hospitals government as well as private. In the government hospitals, the treatment and the medicines are provided on the reasonable rate whereas in the private hospitals, the medical service provided is fairly expensive. In addition to this, there are various multi speciality hospitals also; there is a government cancer hospital known as Bhagwan Mahaveer Cancer and Research centre. Other hospitals by central government in Jaipur include the Sawai Man Singh Hospital (SMS), Nims Hospital, Jaipuria Hospital, etc.

In Jaipur, there are also a lot of private hospitals. The multi-speciality private hospitals in Jaipur, such as Apollo Hospitals, Fortis Hospitals, Manipal Hospitals and CK Birla Hospitals, are well known. The healthcare system in Jaipur are a combination of both public and private institutions that serve the whole population of Jaipur as well as nearby cities.

### **Literature Review**

Due to the rise in the economic importance of the service sector, which now accounts for nearly half of global GDP, expectations among consumers for high quality services have grown. Customers were key in determining whether a service or product was successful or unsuccessful because their opinions of the product or services were important in determining the level of quality of that specific service or product. Therefore, providing customers with services of the highest calibre is one of the main tactics used by most businesses to survive in this cutthroat environment and this area attracts

considerable amount of attentions of the research scholars around the world, and this debate continues. Therefore, survival of any organization or business in this highly cutthroat environment is mainly depends upon the delivery of high quality of services to the customers.

Services essentially involves the interaction of two people\ parties, the service provider and the client. Most healthcare services are intangible in nature, such as doctor expertise, hospital environment, caring staff, and the cleanliness, but occasionally they combine intangibles and tangibles (such as eyeglasses, a prosthetic device, prescription drugs, and laboratory reports), and this combination is referred to as a service product. Patients evaluate services based on their overall experience, which includes the successful completion of the operation, the hospital setting, the cleanliness of the rooms and wards, the special attention given by the doctors and nurses, the helpful staff, and the exceptional postoperative care. The healthcare organizations may define services in terms of the requirements and desires of their patients in light of the discussion above. Services are characterized into four categories: intangibility, inseparability, heterogeneity and perishability. These four characteristics are discussed in the early literature of service marketing (Rathmell, 1996; Regan, 1963; Shostack, 1977; Zeithmal et al. 1985).

Even when they slightly deviate from the notion of quality upheld by healthcare authorities and providers, consumer perceptions are becoming more and more crucial in evaluating the quality of healthcare, as their opinions can be used to make significant changes to the healthcare system. healthcare quality can be thought of as being multidimensional, and one of the main challenges is to combine the various dimensions into easier measures that can be calculated easily and are generally inexpensive so that these measures can be used as the main focus of the main policies made to improve the quality of the healthcare. It is also seen to be crucial to establish the standards by which healthcare service quality is evaluated.

It has also been observed in the healthcare sector that patients place the least importance on physical facilities. Technical care included outcome, nursing and physical care, whereas interpersonal care included noise, food, room, temperature, cleanliness, and parking. Jabnoun and Chakar (2003) compared the quality of public and private hospitals using the five SERVQUAL criteria. The findings suggested that the five SERVQUAL variables were very reliable. It is revealed that the majority of in-patients are dissatisfied with the instrument's other dimensions as well as the overall quality of treatment. The factors that are related with physical elements are the most unsatisfactory, whilst the factors associated with empathy are the least problematic. Reliability has been found to play a significant role in the differences in how people perceive the whole service. The results of the correlation and regression tests primarily support the predictive validity of the reliability, tangibles, and supporting skill aspects.

#### **Research Objective**

- To assess the level of service quality provided by public and private hospitals in Jaipur.
- To determine the aspects of service quality that can affect how private and public hospitals compare in terms of service quality.
- To Study the SERVQUAL's method in a Hospital sector.
- To compare various healthcare facilities and standards between Jaipur's private and public sector hospitals.
- To determine the aspects of service quality that have a significant impact on client satisfaction.

#### **Research Methodology**

The main objective of this study is to compare service quality in public and private hospitals in Jaipur and also study the SERVQUAL's method in a hospital sector. Another goal was to identify the aspects of service quality that are crucial to understanding how public and private hospitals differ in terms of service quality. For the study, one government hospitals and one private hospitals in Jaipur were selected.

The research methodology will be on survey method, simple random sampling and questionnaire.

This research will be on the basis of primary and secondary data.

Sample size is of 100.

In this research, a number of demographic questions were also included to help explain the respondents' varied behaviour. Ten minutes were allotted to respondents to complete the survey

**Data Collection:** The data collected on both ways

**Primary Sources:** The google form (self structured questionnaire), simple random sampling and observation method is used to collect from the respondents.

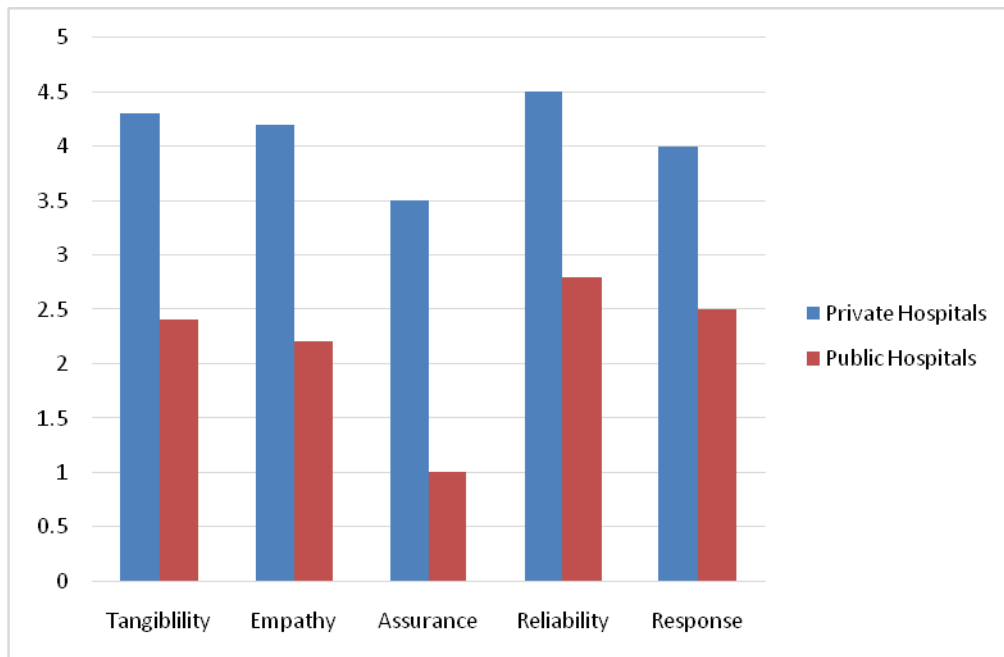
**Secondary Sources:** Numerous research papers from various journals that are listed in the reference section were examined.

#### **Servqual Measures**

- **Tangibility:** In this study, the first concept of service quality is "tangibility," which refers to the tangible attributes of people, physical resources, and communication-related materials. This includes having the appropriate signage available, having enough parking space, having the hospital in a convenient location, having a trolley at the front desk, etc.
- **Empathy:** The second construct of service quality is empathy, and it includes things like the registration staff's courteous and cooperative behavior, the security and supporting staff's courteous and cooperative behavior, the nursing staff's courteous and cooperative behavior, the proper explanation of the required tests and diagnoses, etc.
- **Assurance:** The third construct of service quality includes elements like having a stress-free, comfortable environment, an effective procedure for handling complaints, a short wait time at the registration desk, etc.
- **Reliability:** The fourth construct of service quality comprises elements like the accurate and prompt reports provided by the laboratories, the availability of the necessary blood type, adequate nursing staff, the number of years the hospital has been operating, awareness of disease and its course of treatment, etc.
- **Response:** The fifth construct of service quality covered things like adequately explaining diseases and their effects, giving medical advice on how to keep healthy and avoid becoming sick, answering questions at the front desk, and providing services quickly, among other things.

#### **Data Analysis & Interpretation**

Graph showing the responses against the SERVQUAL measures by the respondents.



In this above mentioned Graph, y axis showing the level of satisfaction on a scale of 5 and x-axis showing the quality measures we have covered all five SERVQUAL measures related to the service quality in both public and private hospitals .

Five factors has been extracted, which cumulatively explain in the Fig- 1.1 of the total variance. Statistically, significant differences have been found between the five dimensions of SERVQUAL.

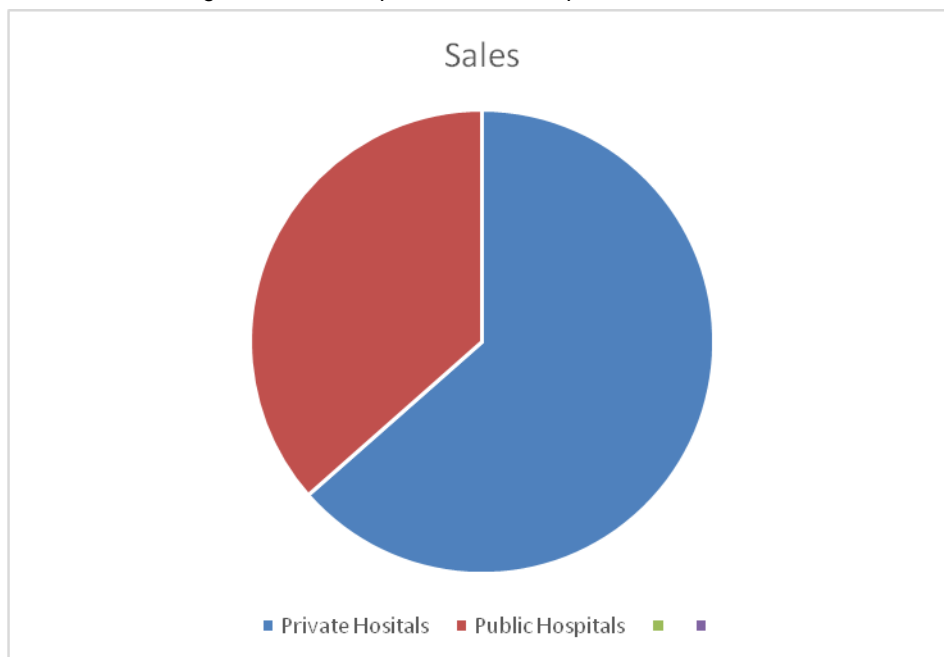
In the result 80% of the people have agreed that Quality of services are way better in private hospitals as compared to government or public hospitals.

Its clearly seen that main factor that affects the quality of services in public hospitals is Empathy - five services features which significantly load on this factor are courteous and cooperating behaviour of nursing staffs, cooperative behaviour of registration staff, personal attention and proper time and attention given by doctors and nurses.

Second factor that majorly affects the quality of services in public hospitals is Assurance - five services features which significantly load on this factor are efficient system of addressing complaints, privacy during clinical examination, etc.

Its clearly seen by the results that quality of services are better in private hospitals than public hospitals.

Pie- chart showing the customers preference of hospitals.



The above mentioned Fig 1.2, explain the preference of the customers and the patients regarding the public and private hospitals on the basis of their satisfaction level and that clearly shows that customers and patients are more satisfied with the private hospitals than public hospitals and will prefer to go in a private hospitals than public hospitals.

The above data is based on the responses I have received by the respondents on the basis of my questionnaire and survey.

**Conclusion**

Comparatively speaking, private hospitals are working harder than public or state hospital. Customers are essential to private hospitals capacity to meet their financial obligations and turn a profit. According to study, private hospitals, like other service organizations, are improving themselves to meet the demands of their patients and give them the best possible medical care. All of these initiatives have helped these hospitals consistently improve their systems and processes and give their patients high-quality medical care. The research and replies to data collected indicate that private hospitals are very satisfying when compared to government hospitals. Government hospitals or public hospitals must choose a strategy that gives people the greatest "healthcare access" benefit. Quality services must be provided to the patient in order for them to recover quickly. The public healthcare system is very good in terms of space and operational equipment, but services towards patients are inadequate in providing the

good services. While there are numerous reasons why public hospitals patient care is of lower quality than that provided by private hospitals. Government funding, a lack of interest on the part of the government in the creation of new healthcare initiatives, overcrowded public hospitals as a result of the population's rapid increase, and a comparison of the service quality of private and public hospitals are some of these factors.

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