

# A Study on Service Quality and Patient's Satisfaction towards Government Hospital in Nilgiris District

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**Abstract-** This study aims at the relationship between service quality and patient satisfaction in government hospitals in the Nilgiris district. Understanding the characteristics that lead to patient satisfaction is becoming increasingly important as healthcare services shift toward patient-centered care. To collect thorough data, the study uses a mixed-methods strategy that combines quantitative surveys and qualitative interviews. The findings indicate that service quality factors such as responsiveness, reliability, empathy, assurance, and tangibles have a substantial impact on patient satisfaction levels. The analysis identified five critical elements of service quality—responsiveness, reliability, empathy, assurance, and tangibles—that have a significant impact on patient satisfaction. Statistical analysis found variable degrees of influence across these characteristics, underscoring the complexities of patient experiences in public healthcare systems. These findings are helpful to legislators, hospital administrators, and healthcare practitioners working to improve service quality and patient satisfaction in public healthcare settings. This investigation provides significant information for healthcare regulators, administrators, and providers looking to improve service performance and patient satisfaction in government hospitals. Addressing these results can help stakeholders create environments that promote patient-centered care and aim for better healthcare outcomes in the Nilgiris district and beyond.

**Index Terms-** Hospitality, Service Quality, Patient's Relationship with healthcare and levels of satisfaction.

## I. INTRODUCTION

Patient satisfaction is a critical service quality metric in the healthcare industry, indicating how well patients' expectations are met by healthcare delivery. The objective of this research is to investigate the correlation between patient happiness and service quality in government hospitals located in the Nilgiris district. To improve healthcare outcomes and optimize service delivery in public healthcare settings, it is imperative to comprehend these dynamics. Patient happiness is critical in determining healthcare service quality, particularly in government hospitals.

This study looks at the relationship between service quality and patient satisfaction in Nilgiris district's government healthcare institutions. Understanding these interactions is critical to improving healthcare delivery and patient outcomes. Government hospitals have unique issues in budget allocation and patient care, making this study especially timely. The study tries to discover opportunities for improvement by looking at factors such as responsiveness, reliability, empathy, assurance, and tangibles. The mixed-methods technique combines quantitative surveys and qualitative interviews to generate comprehensive insights. The

findings will guide efforts for promoting patient-centered care and optimizing healthcare services in the Nilgiris district and beyond.

### Objectives

- To evaluate the perceived service quality of Government Hospital in Nilgiris District from the perspective of patients.
- To measure the overall satisfaction levels of patients receiving services from Government Hospitals in Nilgiris District.
- To investigate the infrastructure and facility high-quality, transportations, and appropriateness in Nilgiris district government hospitals.
- To analyze the timeliness of services, including wait times, appointment scheduling, and emergency response.

## II. REVIEW OF LITERATURE

Kilase AJAUD, Mohamed Eid et al (2021) - "Healthcare Service Quality in Government Hospitals: Evaluating Patients' Satisfaction. This article significantly enhances the existing body of literature on healthcare service quality by introducing a novel study focused on healthcare services in Saudi Arabia.

The primary aim of this research is to identify the factors that impact healthcare service quality and elucidate patients' perspectives on the quality of healthcare services in government hospitals located in Arar city".

Reham Zuhier Qasim Almomani, Ruba Risheed Al-Ghdabi et al (2020) – “Patients’ satisfaction of health service quality in public hospitals: A PubHosQual analysis. Governments everywhere are placing a high priority on patient satisfaction in order to maintain the happiness of their populace. Finding out how patient satisfaction is affected by the quality of health services was the aim of the current study. The investigation was conducted on Jordanian public hospitals”.

Dr R.Sridevi (2021) – “A Study On Patient Satisfaction Towards The Quality of Services Offered in Government Hospitals of Kanyakumari District. The healthcare industry considers patient satisfaction and service quality to be significant concepts.

The majority of Indians, particularly the impoverished, struggle to find quality medical treatment that fits their budget and travel requirements. Thus, the purpose of this study is to comprehend the impact of many factors and the degree of satisfaction that people have with the services provided by government hospitals”.

Dr. Latha A & Mrs. Mary Anuveena (2023) - “Patients Satisfaction towards Service Quality of Government Hospitals, Bangalore. Hospitals assume a crucial role in India's expansive healthcare system, representing one of the largest service sectors in the country. These institutions fulfill diverse functions, encompassing training, research and development, as well as the provision of inpatient and outpatient treatments. In the context of healthcare, a service is characterized as a dynamic and ongoing activity carried out on behalf of the client, frequently involving their active participation”.

### III. RESEARCH METHODOLOGY

#### Research Type

Descriptive and Analytical.

#### Data Collection

Information was gathered from primary and secondary sources.

#### Primary Data

A structured questionnaire is formed and validated to collect quantitative information on service quality and patient's satisfaction. The data was gathered from the patients of government hospital in Nilgiris District, and the questions were about multichoice, scaling and ranking.

#### Secondary Data

Information that already exists was gathered from many sources, such as books, research article journals, magazines, and websites.

### IV. RESEARCH DESIGN

This research solely includes the chosen patients from Government hospitals, To offer a thorough knowledge of service quality and patient's satisfaction majorly in Government hospitals of Nilgiris District in a combination of quantitative methodologies was used in the design.

#### 1. Sample Planning

The study's target population consists of patients who attend Government Hospital for healthcare checkup in Nilgiris District. Purposive sampling is used to choose a representative sample that is related to the range of demographics. The sample size is 210 participants. Data is tabulated and the statistical measures are applied to them to create a frequency distribution, compute the average, and determine their distributions. The research was Nonprobability. The sample type was convenient and multistage.

#### 2. Sample Size

For the study, a sample of 210 responders were selected.

#### Area of the Study

This research is being done in marketing focused on service quality and patient's satisfaction of Government hospitals in Nilgiris District.

#### Tools Used for Analysis

- Simple percentage analysis
- Chi square
- Weighted Average
- Rank analysis

### V. DATA ANALYSIS AND INTERPRETATION

#### 1. Simple Percentage Method

Main reason for seeking Healthcare Services at a Government Hospital

S.no	Particulars	No of Respondents	Percentage
1	Cost - Effectiveness	76	36.2
2	Proximity to Residence	39	18.6
3	Trust in government healthcare system	68	32.4
4	Lack of access to private healthcare facilities	27	12.8
	Total	210	100.0

**Interpretation**

Majority 36.2% of the respondents chosen cost-effectiveness for seeking healthcare.

In the table shows that main reasons for seeking healthcare services in government hospital determines 36.2% of the respondents had chosen Cost – effectiveness as their primary reason for seeking healthcare services at Government Hospitals, 32.4% of the respondents had chosen Trust in government healthcare system as their primary reason for seeking healthcare services at Government Hospitals, 18.6% of the respondents had chosen Proximity to residence as their primary reason for seeking healthcare services at Government Hospitals and 12.8% of the respondents had chosen as Lack of access to private healthcare facilities their primary reason for seeking healthcare services at Government Hospitals.

**Chi Square**

**H0:** There is no association between visiting Government Hospital and Monthly Income. **H1:** There is an association between visiting Government Hospital and Monthly Income.

**Hypothesis between visiting Government Hospital and Monthly Income**

Category	10001 - 50000	50001-75000	75001 and Above	Below 10000	Total
Depends on situation	22.8	9.40952 381	5.06666 667	38.7238 0952	76
Often	8.1	3.34285 7143	1.8	13.7571 4286	27
Rare	11.7	4.82857 1429	2.6	19.8714 2857	39
Regularly	20.4	8.41904 7619	4.53333 3333	34.6476 1905	68
Total	63	26	14	107	210

**Interpretation**

The above table reveals that, calculated p-value is 0.0170 which is significant. The calculated p- value is less than the 5% (0.05) level of significance. So, the null hypothesis is not accepted. Hence, there is a significant difference between monthly income and number of times visited government hospital.

**Weighted Average Method**

**Weighted Average based on Patient’s Satisfaction Level**

S.No	Factors	HS (5)	S (4)	NS (3)	DS (2)	HDS (1)	Total	Mean
1	Emergency respondents	56 280	87 348	54 162	8 16	5 5	210 811	3.86
2	Affordability of expenses	39 195	90 360	57 171	17 34	7 7	210 767	3.65
3	Medical attention	25 125	107 428	64 192	8 16	6 6	210 767	3.65
4	Treatments	39 195	84 336	66 198	13 26	8 8	210 763	3.63
5	Maternity checkup	30 150	87 348	72 216	14 28	7 7	210 749	3.57
6	Patient’s satisfaction level	27 135	87 348	71 213	17 34	8 8	210 738	3.51
7	Telemedicine awareness	28 140	86 344	64 192	22 44	10 10	210 730	3.48

**Interpretation**

The above table shows that the majority of the respondents had chosen emergency respondents on service quality based on patient’s satisfaction level. The highest mean score is (3.86).

**Ranking Method**

**Ranking analysis based on Service Quality.**

S.No	Factors	1 (5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
1	Waiting area	39 195	66 264	66 198	27 54	12 12	210 723	I
2	Parking Facilities	34 170	62 248	65 195	36 72	13 13	210 698	II
3	Basic facilities	24 120	70 280	64 192	40 80	12 12	210 684	III
4	Patients room availability	29 145	64 256	54 162	51 102	12 12	210 677	IV
5	Availability of doctors	30 150	62 248	54 162	39 78	25 25	210 663	V
6	Location facilities	26 130	55 220	64 192	45 90	20 20	210 652	VI
7	Availability of nurses	24 120	61 244	54 162	47 94	24 24	210 644	VII

### Interpretation

From the above table, it is found that waiting area (rank I) is the most preferred option selected by the respondents based on service quality and the availability of nurses (rank VII) is the least preferred option selected by the respondents based on service quality.

### Findings for Percentage

- The majority, 36.2% of the respondent's had chosen Cost-Effectiveness as their primary reason for seeking healthcare services at Government Hospitals.
- There is no association between visiting Government hospital and Monthly Income.
- The Weighted Average, the study found highest weight in Emergency Respondents regarding patient's satisfaction level and the least weight in Telemedicine Awareness regarding Patient's satisfaction level in Government Hospital.
- The rank analysis, the study found high rank to Waiting area in service quality and the least rank to Availability of nurses in service quality of Government Hospitals.

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## VI. CONCLUSION

In summary, this study emphasizes the crucial role of service quality in influencing patient satisfaction in government hospitals in Nilgiris District. A comprehensive research of patient perceptions and expectations reveals that good management of service quality dimensions—such as responsiveness, reliability, assurance, empathy, and tangibles—can considerably improve patient satisfaction and overall healthcare results. To establish a good healthcare environment, legislators and hospital administrators must address recognized service delivery gaps and implement patient-centered methods. As healthcare evolves, guaranteeing constant improvement in service quality is critical to increasing patient trust, loyalty, and the overall efficacy of public healthcare facilities in the Nilgiris District. Furthermore, in order to satisfy changing patient expectations and maintain service standards, government hospitals must engage in continual monitoring and improvement programs. Hospitals can foster a culture of excellence in healthcare delivery by giving priority to patient feedback and adopting focused interventions. In the end, these initiatives not only improve patient happiness but also advance the more general objective of delivering fair and efficient healthcare services in the Nilgiris District.

## REFERENCES

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