

# People's Perception towards Service Quality of Hospitals

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**Abstract:** A hospital is made for people, so it is very important that the quality of services offered to the people, has according to them. It is essential for a hospital that it satisfies the people need and fulfils their expectation. If hospital satisfies people expectation then they give right and better perception towards service quality of hospital. This study is about to know the perceptions of patient, attended and visitor of two different cities. The sample size is 300 and the primary data is collected by a structured questionnaire.

**Keywords:** Service quality, Patient, Attended, Visitor, Perception.

## I. INTRODUCTION

Hospital is a place where everyone has been go in his life for a while, either as a Patient, Attended or as a Visitor. People make their perception according to the services they get in the hospital. Each hospital has different type of service qualities. People reflect the essential role in the provision of services. People are not only the person who takes the services but also who offered the services in the hospital. The behaviour and attitude of the personnel offering services will influence the people's overall perception of the services.

Perceptions are a people's interpretation of what happened. Like it or not, people perceptions are a healthcare provider's reality. The provider's perception of greatness only has legitimacy if the people's perception validates it. Perceptions also change over time and within the moment based on the dynamics that are continuously playing out as the patient moves through the people experience.

Patients' perceptions are now considered to be important source of information in screening for problems and developing an effective plan of action for quality improvement in health care organization (WHO, 2004). Documentation and use of patients' perceptions, however, is still not given adequate emphasis in developing countries like India. Patient's perceptions of care directly influences his or her compliance with treatment and the continuity of patient-physician relationship and hence outcomes. Health service should be able to meet both medical and psychosocial needs. However, most often care provided is costly and substandard, and imposes a heavy financial burden on poor households (WHO, 2000). Issues of concern to patients include care givers' interaction with patients, accessibility of health services, availability of drugs and equipment, and cleanness.

People's perception towards service quality depends on the various factors such as tangibility, reliability, responsiveness, assurance and empathy. The staffs of a hospital are the main whose behaviour and attitude affects more to the people. So it is important that the staffs of hospital are well trained, motivated, efficient, dedicated and loyal to the hospital as well as people. Hospital has to use latest technology, utilizing services of best professional and medical consultants.

## II. LITERATURE REVIEW

Rao et al (2006), shows that a 16-item scales having good reliability and validity. Five dimensions of perceived quality are identified—medicine availability, medical information, staff behaviour, doctor behaviour, and hospital infrastructure. Patient perceptions of quality at public health facilities are slightly better than neutral. Multivariate regression analysis results indicate that for outpatients, doctor behaviour has the largest effect on general patient satisfaction followed by medicine availability, hospital infrastructure, staff behaviour, and medical information. For in-patients, staff behaviour has the largest effect followed by doctor behaviour, medicine availability, medical information, and hospital infrastructure.

Çaha (2007) indicates that patient's perception towards the private hospitals was more due to believe that they provide qualitative health service. But large number of patients complains about services given by private hospitals. The complaints are mainly about the length of the time that they wait for treatment and the consultation time given to them. The lack of physical and human capacities of these hospitals seems to be the main reasons behind the quality of their service. Patients and attendants treat the interpersonal aspect of care as the most important one, as they cannot fully evaluate the technical quality of healthcare services. The study also revealed that the hospital service providers have to understand the needs of both patients and attendants in order to gather a holistic view of their services, Padma et al (2010).

Itumalla (2011), the result coming out from the study was that Patients have pointed out several shortcomings including lack of responsiveness to patients' needs, delays, unreliable supply of medicines in hospital, maintaining cleanliness and inadequate availability of diagnosis services. Health personnel conduct and practices was rated lowest with 84.4% out of four aspects of service quality such as Health personnel conduct and practices, Adequacy of resources and services, healthcare delivery and financial and physical accessibility. Overall respondents in hospital based study perceived quality of care at the hospital OPD as favourable.

Grøndahl (2012), findings of the study was patients' perceptions of quality of care and patient satisfaction ranged from lower to higher depending on whether all patients or groups of patients were studied. The combination of person-related and external objective care conditions explained 55% of patients' perceptions of quality of care. 54.7% of the variance in patient satisfaction was explained, and the person-related conditions had the strongest impact, explaining 51.7%. Three clusters of patients were identified regarding their scores on patient satisfaction and patients' perceptions of quality of care. One group consisted of patients who were most satisfied and had the best perceptions of quality of care, a second group of patients who were less satisfied and had better perceptions, and a third group of patients who were less satisfied and had the worst perceptions. The qualitative study revealed four categories of importance for patients' satisfaction: desire to regain health, need to be met in a professional way as a unique person, perspective on life, and need to have balance between privacy and companionship.

Pillai et al (2016), finds that the individual preferences of the patients, their personality and their personal experiences during the service delivery have strong bearing on their satisfaction with health services. In this regard, the care givers must give preference to In this regard, the care givers must give preference to select and retain only those staff who can extend care introspectively. They have noted that the individual preferences of the patients, their personality and their personal experiences during the service delivery have strong bearing on their satisfaction with health services. Operationally efficiency is identified as the next important dimension. In fact, hospitals as business units they must be operationally efficient from the perspective of resource optimisation, as resources are subject to trade-off.

Hence this dimension endorses the process advantages of healthcare organisations. Since the research instrument for the present study was developed and validated by a prior study, we attempted to examine the congruence of the factors elicited out of the two research process. We could identify perceptible differences in the dimensions of both the studies, and the present research renamed a couple of dimensions as well.

### III. RESEARCH METHODOLOGY

The main objective of this study is to examine the expectation and perception of Patient, Attended and Visitors towards service quality of hospitals.

Hypothesis: On the basis of above objective following hypothesis have been formed.

H<sub>01</sub>: There is no significance difference between the expectation and perception of Patients towards service quality of hospitals.

H<sub>02</sub>: There is no significance difference between the expectation and perception of Patient's attended towards

H<sub>03</sub>: There is no significance difference between the expectation and perception of Visitors towards service quality of hospitals.

H<sub>04</sub>: There is no significance difference between the expectations of Patients and Patient's attended towards service quality of hospitals.

H<sub>05</sub>: There is no significance difference between the expectations of Patients and Visitors towards service quality of hospitals.

H<sub>06</sub>: There is no significance difference between the expectations of Patient's attended and Visitors towards service quality of hospitals.

H<sub>07</sub>: There is no significance difference between the perceptions of Patients and Patient's attended towards service quality of hospitals.

H<sub>08</sub>: There is no significance difference between the perceptions of Patient's and Visitors towards service quality of hospitals.

H<sub>09</sub>: There is no significance difference between the perceptions of Patient's attended and Visitors towards service quality of hospitals.

#### **A. Sampling Unit:**

The universe of the study consists of peoples of Ahmedabad and Ujjain cities. Sampling Unit was the peoples who came in Ahmedabad and Ujjain cities hospitals.

#### **B. Sampling Size:**

The sample size planned to be  $n = 300$  respondents. Initially 320 questionnaire were distributed out of which 159 from Ahmedabad and 161 from Ujjain were received back. Nine questionnaire from Ahmedabad and eleven questionnaire from Ujjain have been randomly selected and eliminated to make sample 300 (150 each from Ahmedabad and Ujjain).

#### **C. Sampling Method:**

Simple random sampling method was adopted for the study.

#### **D. The Tool for Data Collection:**

The data for the study had collected through a well-structured questionnaire. The questionnaire consists of statements relating to expectation and perception of service quality of hospitals. The questionnaire consists of three parts A, B and C. Part-A consists of demographic variables like Age, Gender, Qualification, Occupation, Type of hospitals, Category of treatment and number of visits etc.

The Part-B of questionnaire consists of the level of Expectation and Part-C consists of Perception regarding Service Quality of Hospitals. The variables were grouped under five dimensions of SERVQUAL such as – Tangible, Reliability, Responsiveness, Assurance and Empathy. Each factor consists of four to five statements. Likert Scale was used in the questionnaires. All Respondents were asked to rank their choices ranging from 1 to 5 for each major factor, where 1 is the ‘Strongly Agree’, 2 is ‘Agree’, 3 is ‘Can’t Say’, 4 is ‘Disagree’, 5 is ‘Strongly Disagree’.

**E. Tools for Analysis:**

Z-Test is used for the analysis of data.

$$Z = \frac{(\bar{x}_1 - \bar{x}_2) - (\mu_1 - \mu_2)}{\sqrt{\frac{\sigma_1^2}{n_1} + \frac{\sigma_2^2}{n_2}}}$$

Where as  $\bar{x}_1$ =mean of the sample one

$\bar{x}_2$  = mean of the sample two

$\mu_1$  = Hypothesized mean for sample one

$\mu_2$  = Hypothesized mean for sample two

$\sigma_1$  = Standard deviations of sample one

$\sigma_2$  = Standard deviations of sample two

$n_1$  = Number of respondent for sample one

$n_2$  = Number of respondent for sample two

Standard value of Z= 1.96.

**IV. DATA ANALYSIS AND INTERPRETATION**

TABLE I

Testing the level of significance between the expectation and perceptions of patients towards service quality of the hospitals								
Sub Hypotheses	Parameters	Expectations		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H01.1	Tangibles	2.0322	0.793	2.153	0.853	1.001	1.96	Accepted
H01.2	Reliability	2.193	0.908	2.307	0.961	0.831	1.96	Accepted
H01.3	Responsiveness	2.336	0.930	2.489	1.002	1.080	1.96	Accepted
H01.4	Assurance	2.223	0.946	2.362	0.971	0.994	1.96	Accepted
H01.5	Empathy	2.318	1.024	2.496	1.032	1.184	1.96	Accepted

Testing the level of significance between the expectations and perceptions of Patients towards service quality of the hospitals. Table: 01, shows that H01.1, H01.2, H01.3, H01.4 and H01.5 have been accepted.

Results shows that there is significant difference between the expectations and perceptions of Patientstowards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H01.1, H01.2, H01.3, H01.4 and H01.5 have been accepted. It also shows that there is a level of dissatisfaction of Patients towards the service quality of hospitals.

In case of ‘Tangible’ services of Patients, the mean value of expectation (2.032) among people is slightly less than the mean value of perception of Patients (2.153). Whereas Patients has slightly less deviation (0.793) comparative to the value of perception (0.853). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Patients towards the ‘Tangible’ services of the hospital.

In case of ‘Reliability’ services of Patients, the mean value of expectation (2.193) among people is slightly less than the mean value of perception of Patients (2.307). Whereas Patients has slightly less deviation (0.908) comparative to the value of perception (0.961). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Patients towards the ‘Reliability’ services of the hospital.

In case of ‘Responsiveness’ services of Patients, the mean value of expectation (2.336) among people is slightly less than the mean value of perception of Patients (2.489). Whereas Patients has slightly less deviation (0.930) comparative to the value of perception (1.002). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Patients towards the ‘Responsiveness’ services of the hospital.

In case of ‘Assurance’ services of Patients, the mean value of expectation (2.223) among people is slightly less than the mean value of perception of Patients (2.362). Whereas Patients has slightly less deviation (0.946) comparative to the value of perception (0.971). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Patients towards the ‘Assurance’ services of the hospital.

In case of ‘Empathy’ services of Patients, the mean value of expectation (2.318) among people is slightly less than the mean value of perception of Patients (2.496). Whereas Patients has slightly less deviation (1.024) comparative to the value of perception (1.032). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Patients towards the ‘Empathy’ services of the hospital.

Table II

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATION AND PERCEPTIONS OF ATTENDED TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Expectations		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H02.1	Tangibles	1.752	0.769	1.978	1.009	1.727	1.96	Accepted
H02.2	Reliability	2.070	1.039	2.3	1.148	1.438	1.96	Accepted
H02.3	Responsiveness	2.031	1.057	2.313	1.174	1.730	1.96	Accepted
H02.4	Assurance	2.159	1.068	2.212	1.081	0.339	1.96	Accepted
H02.5	Empathy	2.068	1.056	2.251	1.146	1.138	1.96	Accepted

Testing the level of significance between the expectations and perceptions of Attended towards service quality of the hospitals. Table: 02, shows that H02.1, H02.2, H02.3, H02.4 and H02.5 have been accepted.

Results shows that there is significant difference between the expectations and perceptions of Attended towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H02.1, H02.2, H02.3, H02.4 and H02.5 have been accepted. It also shows that there is a level of dissatisfaction of Attended towards the service quality of hospitals.

In case of 'Tangible' services of Attended, the mean value of expectation (1.752) among people is slightly less than the mean value of perception of Attended (1.978). Whereas Attended has slightly less deviation (0.769) comparative to the value of perception (1.009). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Attended towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Attended, the mean value of expectation (2.070) among people is slightly less than the mean value of perception of Attended (2.3). Whereas Attended has slightly less deviation (1.039) comparative to the value of perception (1.148). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Attended towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Attended, the mean value of expectation (2.031) among people is slightly less than the mean value of perception of Attended (2.313). Whereas Attended has slightly less deviation (1.057) comparative to the value of perception (1.174). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Attended towards the 'Responsiveness' services of the hospital.

In case of ‘Assurance’ services of Attended, the mean value of expectation (2.159) among people is slightly less than the mean value of perception of Attended (2.212). Whereas Attended has slightly less deviation (1.068) comparative to the value of perception (1.081). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Attended towards the ‘Assurance’ services of the hospital.

In case of ‘Empathy’ services of Attended, the mean value of expectation (2.068) among people is slightly less than the mean value of perception of Attended (2.251). Whereas Attended has slightly less deviation (1.056) comparative to the value of perception (1.146). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Attended towards the ‘Empathy’ services of the hospital.

Table III

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATIONS AND PERCEPTIONS OF VISITOR TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Expectations		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H03.1	Tangibles	1.911	0.861	2.168	0.986	2.027	1.96	Not Accepted
H03.2	Reliability	2.175	0.890	2.293	1.069	0.881	1.96	Accepted
H03.3	Responsiveness	2.152	0.898	2.347	1.032	1.471	1.96	Accepted
H03.4	Assurance	2.121	0.858	2.367	0.931	2.006	1.96	Not Accepted
H03.5	Empathy	2.171	0.975	2.461	1.108	2.034	1.96	Not Accepted

Testing the level of significance between the expectations and perceptions of Visitors towards service quality of the hospitals

Table: 03, shows that H03.1, H03.4 and H03.5 have not been accepted. H03.2 and H03.3 not been accepted.

Results shows that there is significant difference between the expectations and perceptions of Visitors towards the service quality parameters viz. Reliability and Responsiveness. Hence sub hypothesis H03.2 and H03.3 has been accepted. It also shows that there is a level of dissatisfaction of Visitors towards the service quality of hospitals. Results show that there is huge difference between the expectations and perceptions of people. H03.1, H03.4 and H03.5 have not been accepted. In case of ‘Tangible’ services of Visitors, the mean value of expectation (1.911) among people is slightly less than the mean value of perception of Visitors (2.168). Whereas Visitors has slightly less deviation (0.861) comparative to the value of perception (0.986). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations and perceptions of Visitors towards the ‘Tangible’ services of the hospital.

In case of 'Reliability' services of Visitors, the mean value of expectation (2.175) among people is slightly less than the mean value of perception of Visitors (2.293). Whereas Visitors has slightly less deviation (0.890) comparative to the value of perception (1.069). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Visitors towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Visitors, the mean value of expectation (2.152) among people is slightly less than the mean value of perception of Visitors (2.347). Whereas Visitors has slightly less deviation (0.898) comparative to the value of perception (1.032). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations and perceptions of Visitors towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Visitors, the mean value of expectation (2.121) among people is slightly less than the mean value of perception of Visitors (2.367). Whereas Visitors has slightly less deviation (0.858) comparative to the value of perception (0.931). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations and perceptions of Visitors towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Visitors, the mean value of expectation (2.171) among people is slightly less than the mean value of perception of Visitors (2.461). Whereas Visitors has slightly less deviation (0.975) comparative to the value of perception (1.108). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations and perceptions of Visitors towards the 'Empathy' services of the hospital.

Table: IV

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATIONS OF PATIENTS AND ATTENDED TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Expectations		Expectations		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H04.1	Tangibles	2.032	0.793	1.752	0.769	2.439	1.96	Not Accepted
H04.2	Reliability	2.193	0.908	2.070	1.039	0.862	1.96	Accepted
H04.3	Responsiveness	2.336	0.930	2.031	1.057	2.082	1.96	Not Accepted
H04.4	Assurance	2.223	0.946	2.159	1.068	0.429	1.96	Accepted
H04.5	Empathy	2.318	1.024	2.068	1.056	1.639	1.96	Accepted



Testing the level of significance between the expectations of Patients and Attended towards service quality of the hospitals

Table: 04, shows that H04.2, H04.4 and H04.5 have been accepted. H04.1 and H04.3 has not been accepted.

Results shows that there is significant difference between the expectations of Patients and Attended towards the service quality parameters viz. Reliability, Assurance and Empathy. Hence sub hypothesis H04.2, H04.4 and H04.5 have been accepted. It also shows that there is a level of dissatisfaction of Patients and Attended towards the service quality of hospitals. Results show that there is huge difference between the expectations of people. H04.1 and H04.3 has not been accepted.

In case of 'Tangible' services of Patients, the mean value of expectation of Patients (2.032) is slightly high than the mean value of expectation of Attended (1.752). Whereas Patients has slightly less deviation (0.793) comparative to the value of expectation of Attended(0.769). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations of Patients and Attended towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Patients, the mean value of expectation of Patients(2.193) is slightly high than the mean value of expectation of Attended(2.070). Whereas Patients has slightly less deviation (0.908) comparative to the value of expectation of Attended(1.039). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Attended towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Patients, the mean value of expectation of Patients(2.336) is slightly high than the mean value of expectation of Attended(2.031). Whereas Patients has slightly less deviation (0.930) comparative to the value of expectation of Attended(1.057). This sub hypothesis Z value has not been accepted as the basis for the study in terms of expectations of Patients and Attended towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Patients, the mean value of expectation of Patients(2.223) is slightly high than the mean value of expectation of Attended(2.159). Whereas Patients has slightly less deviation (0.946) comparative to the value of expectation of Attended(1.068). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Attended towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Patients, the mean value of expectation of Patients(2.318) is slightly high than the mean value of expectation of Attended(2.068). Whereas Patients has slightly less deviation (1.024) comparative to the value of expectation of Attended(1.056). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Attended towards the 'Empathy' services of the hospital.

Table V

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE EXPECTATIONS OF PATIENTS AND VISITORS TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Expectations		Expectations		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H05.1	Tangibles	2.032	0.793	1.911	0.861	0.994	1.96	Accepted
H05.2	Reliability	2.193	0.908	2.175	0.890	0.139	1.96	Accepted
H05.3	Responsiveness	2.336	0.930	2.152	0.898	1.367	1.96	Accepted
H05.4	Assurance	2.223	0.946	2.121	0.858	0.765	1.96	Accepted
H05.5	Empathy	2.318	1.024	2.171	0.975	1.000	1.96	Accepted

Testing the level of significance between the expectations of Patients and Visitors towards service quality of the hospitals

Table:05, shows that H05.1, H05.2, H05.3, H05.4 and H05.5 have been accepted.

Results shows that there is significant difference between the expectations of Patients and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H05.1, H05.2, H05.3, H05.4 and H05.5 have been accepted. It also shows that there is a level of dissatisfaction of Patients and Visitors towards the service quality of hospitals. Results show that there is huge difference between the expectations of people.

In case of 'Tangible' services of Patients, the mean value of expectation of Patients (2.032) is slightly high than the mean value of expectation of Visitors (1.911). Whereas Patients has slightly less deviation (0.793) comparative to the value of expectation of Visitors(0.861). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Visitors towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Patients, the mean value of expectation of Patients(2.193) is slightly high than the mean value of expectation of Visitors(2.175). Whereas Patients has slightly high deviation (0.908) comparative to the value of expectation of Visitors(0.890). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Visitors towards the 'Reliability' services of the hospital.

In case of ‘Responsiveness’ services of Patients, the mean value of expectation of Patients(2.336) is slightly high than the mean value of expectation of Visitors(2.152). Whereas Patients has slightly high deviation (0.930) comparative to the value of expectation of Visitors(0.898). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Visitors towards the ‘Responsiveness’ services of the hospital.

In case of ‘Assurance’ services of Patients, the mean value of expectation of Patients(2.223) is slightly high than the mean value of expectation of Visitors(2.121). Whereas Patients has slightly high deviation (0.946) comparative to the value of expectation of Visitors(0.858). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Visitors towards the ‘Assurance’ services of the hospital.

In case of ‘Empathy’ services of Patients, the mean value of expectation of Patients(2.318) is slightly high than the mean value of expectation of Visitors(2.171). Whereas Patients has slightly high deviation (1.024) comparative to the value of expectation of Visitors(0.975). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Patients and Visitors towards the ‘Empathy’ services of the hospital.

Table:VI

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF ATTENDED AND VISITORS TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Perceptions		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H06.1	Tangibles	1.752	0.769	1.911	0.861	1.334	1.96	Accepted
H06.2	Reliability	2.070	1.039	2.175	0.890	0.744	1.96	Accepted
H06.3	Responsiveness	2.031	1.057	2.152	0.898	0.843	1.96	Accepted
H06.4	Assurance	2.159	1.068	2.121	0.858	0.268	1.96	Accepted
H06.5	Empathy	2.068	1.056	2.171	0.975	0.698	1.96	Accepted

Testing the level of significance between the expectations of Attended and Visitors towards service quality of the hospitals

Table: 06, shows that H06.1, H06.2, H06.3, H06.4 and H06.5 have been accepted.

Results shows that there is significant difference between the expectations of Attended and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H06.1, H06.2, H06.3, H06.4 and H06.5 have been accepted. It also shows that there is a level of dissatisfaction of Attended and Visitors towards the service quality of hospitals. Results show that there is huge difference between the expectations of people.

In case of 'Tangible' services of Attended, the mean value of expectation of Attended (1.752) is slightly less than the mean value of expectation of Visitors (1.911). Whereas Attended has slightly less deviation (0.769) comparative to the value of expectation of Visitors(0.861). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Attended and Visitors towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Attended, the mean value of expectation of Attended(2.070) is slightly less than the mean value of expectation of Visitors(2.175). Whereas Attended has slightly high deviation (1.039) comparative to the value of expectation of Visitors(0.890). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Attended and Visitors towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Attended, the mean value of expectation of Attended(2.031) is slightly less than the mean value of expectation of Visitors(2.152). Whereas Attended has slightly high deviation (1.057) comparative to the value of expectation of Visitors(0.898). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Attended and Visitors towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Attended, the mean value of expectation of Attended(2.159) is slightly high than the mean value of expectation of Visitors(2.121). Whereas Attended has slightly high deviation (1.068) comparative to the value of expectation of Visitors(0.858). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Attended and Visitors towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Attended, the mean value of expectation of Attended(2.068) is slightly less than the mean value of expectation of Visitors(2.171). Whereas Attended has slightly high deviation (1.056) comparative to the value of expectation of Visitors(0.975). This sub hypothesis Z value has been accepted as the basis for the study in terms of expectations of Attended and Visitors towards the 'Empathy' services of the hospital.

Table:VII

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF PATIENTS AND ATTENDED TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Perceptions		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H07.1	Tangibles	2.153	0.853	1.978	1.009	1.273	1.96	Accepted
H07.2	Reliability	2.307	0.961	2.3	1.148	0.048	1.96	Accepted
H07.3	Responsiveness	2.489	1.002	2.313	1.174	1.096	1.96	Accepted
H07.4	Assurance	2.362	0.971	2.212	1.081	0.996	1.96	Accepted
H07.5	Empathy	2.496	1.032	2.251	1.146	1.536	1.96	Accepted

Testing the level of significance between the perceptions of Patients and Attended towards service quality of the hospitals

Table: 07, shows that H07.1, H07.2, H07.3, H07.4 and H07.5 have been accepted.

Results shows that there is significant difference between the perceptions of Patients and Attended towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H07.1, H07.2, H07.3, H07.4 and H07.5 have been accepted. It also shows that there is a level of dissatisfaction of Patients and Attended towards the service quality of hospitals. Results show that there is huge difference between the perceptions of people.

In case of 'Tangible' services of Patients, the mean value of perceptions of Patients (2.153) is slightly high than the mean value of perceptions of Attended (1.978). Whereas Patients has slightly less deviation (0.853) comparative to the value of perceptions of Attended(1.009). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Attended towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Patients, the mean value of perceptions of Patients(2.307) is slightly high than the mean value of perceptions of Attended(2.3). Whereas Patients has slightly less deviation (0.961) comparative to the value of perceptions of Attended(1.148). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Attended towards the 'Reliability' services of the hospital.

In case of ‘Responsiveness’ services of Patients, the mean value of perceptions of Patients(2.489) is slightly high than the mean value of perceptions of Attended(2.313). Whereas Patients has slightly less deviation (1.002) comparative to the value of perceptions of Attended(1.174). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Attended towards the ‘Responsiveness’ services of the hospital.

In case of ‘Assurance’ services of Patients, the mean value of perceptions of Patients(2.362) is slightly high than the mean value of perceptions of Attended(2.212). Whereas Patients has slightly less deviation (0.971) comparative to the value of perceptions of Attended(1.081). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Attended towards the ‘Assurance’ services of the hospital.

In case of ‘Empathy’ services of Patients, the mean value of perceptions of Patients(2.496) is slightly high than the mean value of perceptions of Attended(2.251). Whereas Patients has slightly less deviation (1.032) comparative to the value of perceptions of Attended(1.146). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Attended towards the ‘Empathy’ services of the hospital.

Table: VIII

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF PATIENTS AND VISITORS TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypotheses	Parameters	Perceptions		Perceptions		Z-Value	5% Level of Significance	Results
		Mean	Std Dev	Mean	Std Dev			
H08.1	Tangibles	2.153	0.853	2.168	0.986	0.110	1.96	Accepted
H08.2	Reliability	2.307	0.961	2.293	1.069	0.092	1.96	Accepted
H08.3	Responsiveness	2.489	1.002	2.347	1.032	0.951	1.96	Accepted
H08.4	Assurance	2.362	0.971	2.367	0.931	0.031	1.96	Accepted
H08.5	Empathy	2.496	1.032	2.461	1.108	0.222	1.96	Accepted

Testing the level of significance between the perceptions of Patients and Visitors towards service quality of the hospitals

Table:08, shows that H08.1, H08.2, H08.3, H08.4 and H08.5 have been accepted.

Results shows that there is significant difference between the perceptions of Patients and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H08.1, H08.2, H08.3, H08.4 and H08.5 have been accepted. It also shows that there is a level of dissatisfaction of Patients and Visitors towards the service quality of hospitals. Results show that there is huge difference between the perceptions of people.

In case of 'Tangible' services of Patients, the mean value of perceptions of Patients (2.153) is slightly less than the mean value of perceptions of Visitors (2.168). Whereas Patients has slightly less deviation (0.853) comparative to the value of perceptions of Visitors(0.986). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Visitors towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Patients, the mean value of perceptions of Patients(2.307) is slightly high than the mean value of perceptions of Visitors(2.293). Whereas Patients has slightly less deviation (0.961) comparative to the value of perceptions of Visitors(1.069). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Visitors towards the 'Reliability' services of the hospital.

In case of 'Responsiveness' services of Patients, the mean value of perceptions of Patients(2.489) is slightly less than the mean value of perceptions of Visitors(2.347). Whereas Patients has slightly less deviation (1.002) comparative to the value of perceptions of Visitors(1.032). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Visitors towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Patients, the mean value of perceptions of Patients(2.362) is slightly less than the mean value of perceptions of Visitors(2.367). Whereas Patients has slightly high deviation (0.971) comparative to the value of perceptions of Visitors(0.931). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Visitors towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Patients, the mean value of perceptions of Patients(2.496) is slightly less than the mean value of perceptions of Visitors(2.461). Whereas Patients has slightly less deviation (1.032) comparative to the value of perceptions of Visitors(1.108). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Patients and Visitors towards the 'Empathy' services of the hospital.

Table:IX

TESTING THE LEVEL OF SIGNIFICANCE BETWEEN THE PERCEPTIONS OF ATTENDED AND VISITORS TOWARDS SERVICE QUALITY OF THE HOSPITALS								
Sub Hypot heses	Parameters	Perceptions		Perceptions		Z-Val ue	5% Level of Signif icance	Results
		Mean	Std Dev	Mean	Std Dev			
H09.1	Tangibles	1.978	1.009	2.168	0.986	1.301	1.96	Accept ed
H09.2	Reliability	2.3	1.148	2.293	1.069	0.038	1.96	Accept ed
H09.3	Responsiveness	2.313	1.174	2.347	1.032	0.208	1.96	Accept ed
H09.4	Assurance	2.212	1.081	2.367	0.931	1.049	1.96	Accept ed
H09.5	Empathy	2.251	1.146	2.461	1.108	1.282	1.96	Accept ed

Testing the level of significance between the perceptions of Attended and Visitors towards service quality of the hospitals

Table: 09, shows that H09.1, H09.2, H09.3, H09.4 and H09.5 have been accepted.

Results shows that there is significant difference between the perceptions of Attended and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. Hence sub hypothesis H09.1, H09.2, H09.3, H09.4 and H09.5 have been accepted. It also shows that there is a level of dissatisfaction of Attended and Visitors towards the service quality of hospitals. Results show that there is huge difference between the perceptions of people.

In case of 'Tangible' services of Attended, the mean value of perceptions of Attended (1.978) is slightly less than the mean value of perceptions of Visitors (2.168). Whereas Attended has slightly high deviation (1.009) comparative to the value of perceptions of Visitors(0.986). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Attended and Visitors towards the 'Tangible' services of the hospital.

In case of 'Reliability' services of Attended, the mean value of perceptions of Attended(2.3) is slightly high than the mean value of perceptions of Visitors(2.293). Whereas Attended has slightly high deviation (1.148) comparative to the value of perceptions of Visitors(1.069). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Attended and Visitors towards the 'Reliability' services of the hospital.



In case of 'Responsiveness' services of Attended, the mean value of perceptions of Attended(2.313) is slightly less than the mean value of perceptions of Visitors(2.347). Whereas Attended has slightly high deviation (1.174) comparative to the value of perceptions of Visitors(1.032). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Attended and Visitors towards the 'Responsiveness' services of the hospital.

In case of 'Assurance' services of Attended, the mean value of perceptions of Attended(2.212) is slightly high than the mean value of perceptions of Visitors(2.367). Whereas Attended has slightly high deviation (1.081) comparative to the value of perceptions of Visitors(0.931). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Attended and Visitors towards the 'Assurance' services of the hospital.

In case of 'Empathy' services of Attended, the mean value of perceptions of Attended(2.251) is slightly less than the mean value of perceptions of Visitors(2.461). Whereas Attended has slightly high deviation (1.146) comparative to the value of perceptions of Visitors(1.108). This sub hypothesis Z value has been accepted as the basis for the study in terms of perceptions of Attended and Visitors towards the 'Empathy' services of the hospital.

## V. FINDINGS AND CONCLUSION

- There is significant difference between the expectations and perceptions of Patients towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Patients towards the service quality of hospitals.
- There is significant difference between the expectations and perceptions of Attended towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Attended towards the service quality of hospitals.
- There is significant difference between the expectations and perceptions of Visitors towards the service quality parameters viz. Reliability and Responsiveness. It also shows that there is a level of dissatisfaction of Visitors towards the service quality of hospitals. Results show that there is huge difference between the expectations and perceptions of people.
- There is significant difference between the expectations of Patients and Attended towards the service quality parameters viz. Reliability, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Patients and Attended towards the service quality of hospitals.
- There is significant difference between the expectations of Patients and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Patients and Visitors towards the service quality of hospitals. Results show that there is huge difference between the expectations of people.
- There is significant difference between the expectations of Attended and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Attended and Visitors towards the service quality of hospitals. Results show that there is huge difference between the expectations of people.
- There is significant difference between the perceptions of Patients and Attended towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Patients and Attended towards the service quality of hospitals. Results show that there is huge difference between the perceptions of people.

- There is significant difference between the perceptions of Patients and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Patients and Visitors towards the service quality of hospitals. Results show that there is huge difference between the perceptions of people.
- There is significant difference between the perceptions of Attended and Visitors towards the service quality parameters viz. Tangible, Reliability, Responsiveness, Assurance and Empathy. It also shows that there is a level of dissatisfaction of Attended and Visitors towards the service quality of hospitals. Results show that there is huge difference between the perceptions of people.

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