

STUDY ON THE DIAGNOSE SERVICE QUALITY BASED ON THE DIFFERENCE BETWEEN THE PATIENT'S EXPECTATION OF QUALITY SERVICE AND THEIR PERCEPTION OF THE SERVICE

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ABSTRACT

Quality continues to be represented in the healthcare service literature in the same way as it is essential to the quality of the healthcare service itself. This is because quality is at the heart of the conversation in the healthcare service literature. In recent years, developed countries have taken the lead in quality movements, which are now serving as the foundation for the healthcare agenda, while other developing countries are still supporting quality movements. This is because quality improvements in healthcare settings directly benefit the ultimate population and help to resolve healthcare issues, which in turn helps to increase the value of services and improve their quality. Service providers are under enormous pressure to provide high-quality treatment while also maintaining client satisfaction in today's competitive environment. It has been noted in recent years that the healthcare sector has grown to be an exceptionally complicated industry due to the fact that it is distinct from other industries. The study elaborately measured service quality, patient satisfaction & hospital environment, s• The identified six factors that influenced the service quality of the selected teaching hospital were Staff Conduct (SC), Service Availability (SA), Admission (AD), Discharge (DIS), Overall Service (OS), and Facilities Available (FA) (FA).

KEYWORDS: *Quality, Ser*

INTRODUCTION

Global GDP (gross domestic product) (GDP) in the service sector was over 70% in 2010, according to World Bank estimates (The World Bank Group, 2012). As a result, existing research may be redirected to look at the most pressing concerns facing the service sectors today. Since a key component of an effective service organization's performance, service quality is regarded to be one of the most important characteristics, as quality is critical for market rivalry, brand recognition, and customer happiness (Gill, 2019). Companies that received quality awards outperformed their peers in terms of income level and stock market value, indicating that excellent quality is very important inside a business, according to the research.

When discussing service quality, it is important to note that it is distinct from another form of quality, namely the quality of the goods themselves. One possible reason for the disparity could be the complexity of service quality, which exists as a result of several characteristics such as the absence of tangible evidence of service quality, the behavioural component of service delivery, and the close interaction between service organisations and their customers. Another source of complication might be the lack of a

single, universally accepted definition of service excellence. The difficulties in establishing an uniform idea of service quality stem from the fact that its elements may be both physical and intangible, as well as the subjective character of people' evaluations of services that vary in terms of product quality, among other factors.

In addition, in a service business like healthcare, it is impossible to find a single definition that applies to everyone. The absence of a single, universal concept of quality in healthcare might be explained by the fact that there are many different types of patients and healthcare personnel, each with their own opinions of what constitutes quality. The fact that healthcare and other service businesses give services to clients might be seen as special situations of service industries, despite the fact that they are both classified as such. One of the reasons is that the provision of high-quality healthcare services is an unavoidable component of the healthcare sector, given that it deals directly with people's health and bears responsibility for their lives. The remark that the expense of poor quality is substantially greater in the healthcare business supports the presented point of views.

Another factor that may be cited is the complexity of healthcare services as a result of the sophisticated nature of the healthcare business. It is reflected not only in the presence of varied patients, each with their own judgments of the quality of healthcare services, but also in the engagement of patients in the healing process and their effect on the result of care quality. This indicates that the result of healthcare services is dependent not only on the performance of healthcare service providers, but also on the collaboration and compliance of patients with treatment regimens. Aside from that, inside healthcare companies, there are several subcategories of personnel who have an impact on the quality of healthcare services and who have their own perceptions of it. Taking into consideration the facts given above, we may conclude that tracking one common opinion of healthcare service quality, as well as in the case of general service quality, may be difficult.

Given the importance of healthcare service quality and the complexity of the issue, it should come as no surprise that it must be handled effectively inside an organisation in order to ensure customer satisfaction in terms of quality. Many different techniques and efforts are now available for monitoring, regulating, and enhancing quality in business practise, and they are all complementary. Examples of such programmes include Total Quality Management [TQM], Lean Production [Lean], and Six Sigma, which are among the most significant and well-established. Integrative management systems (IMS) grew from quality control and quality assurance operations into integrated management systems (IMS), which then extended from manufacturing to service sectors (Yong & Wilkinson, 2002, p. 108 - 114). But it has been found that the use of quality management concepts in the service sector has been done so with certain restrictions. When comparing service companies to manufacturing companies, it has been discovered that not all quality tools are utilised when applying Total Quality Management; Six Sigma and Lean have encountered several difficulties due to the unique specifications of the service industry, according to various conducted studies. As a result, three quality ideas need be revised in order to be effectively used in the service business. These concepts are:

The healthcare sector is one of the representatives from the service industry who have been attempting to apply the three manufacturing quality management strategies described above. However, it has been found in various studies that the implementation of these quality management measures was fraught with difficulties and did not result in a significant increase in the overall quality. These data might imply that healthcare companies were inefficient in their use of quality management strategies. One problem that

might have contributed to the failure to effectively implement quality management models is the uncertainty around the concept of quality and the assessment of quality that has been raised by healthcare administrators and healthcare service providers. When it comes to the complexity of the healthcare service industry, one feature that could cause difficulties in implementing TQM, Lean, and Six Sigma is the lack of a single, universally accepted definition of quality. TQM, Lean, and Six Sigma all require a single, universally accepted definition of quality in order to function efficiently. The creation of quality management initiatives for the manufacturing sector at the outset of their implementation might also be a contributing factor to their failure to be effective in application.

In light of the fact that Total Quality Management, Lean, and Six Sigma were developed for product manufacturing companies and that there is a distinction between the quality of services and the quality of products, quality management initiatives should be tailored for implementation within service-oriented businesses. It should also be adjusted at the level of each individual sector of the service industry since different services might vary from one another according to the nature of the services, as well as the kinds and degree of contact that exists between the business and its consumers. Additionally, prior to applying these models, quality and its elements should be researched from a variety of angles in order to increase knowledge of quality and, as a result, manage it more effectively within these models. To achieve high levels of customer satisfaction in the area of quality, it is necessary to tailor TQM, Lean, and Six Sigma to the specific characteristics of a healthcare organisation. Additionally, quality definitions should be developed for these models to ensure that they are applicable to healthcare organisations.

HOSPITALS SERVICE QUALITY

Hospital service quality may be measured in a variety of ways, the first of which is the hospital's admission criteria, which includes things like how quickly the hospital discharges its patients and how eager the hospital is to assist the patients. It is also critical for any hospital to have physicians, nurses, and other medical personnel that are knowledgeable and experienced in order to enhance the overall service quality. Emergency situations and providing prompt care to their patients are also important for hospitals to be able to manage well. For the purpose of preventing hospital acquired infections, hospitals should also be required to maintain their surroundings clean and free of dangers. One of the most essential things any hospital can do to enhance the quality of their service is to pay attention to the difficulties of their patients and show an interest in finding solutions to those problems.

Responsiveness

In a hospital, it is the willingness of physicians, nurses, and other staff members to give high-quality care. It includes scheduling appointments, giving treatments and medications as promptly as possible, and conducting thorough examinations (Naidu, 2009). It is the capacity to assist consumers and to deliver quick services that distinguishes oneself (Buttle, 1996). If they are attentive to the demands of patients, the degree of service quality may be naturally raised as a result of this.

Assurance

It is the workers' integrity and credibility that determines whether or not they will act in the best interests of the consumers. It is concerned with the degree of competency and training of physicians and personnel, since the prescriptions and recommended medical tests are based on these factors. It is also about providing workers with the certainty that their services will be efficient and timely.

PATIENT SATISFACTION:

To be satisfied is to have a want, need, or hunger that has been met or satisfied. In health care, patient satisfaction is a measure of how satisfied a patient is with the health treatment they got from their health care provider. "People want complete cure without any danger, problems, suffering, or pressure to leave the hospital before they are ready to go," stated Donald Parsons, MD, a Denver, Colorado surgeon. Not only that, but while diagnosing, testing, probing, medicating, and operating-all with no-risk, no-pain, 100 percent assured results-you are required to keep the consumer delighted with excellent service throughout the whole process!

Patient satisfaction is a genuine measure of service quality, and discontent may be used to enhance the service provided by a healthcare facility.

Bhanu Prakash (2016) Increased patient satisfaction has been shown in several studies to provide numerous advantages to the health care business, including but not limited to the following:

Customer (patient) loyalty

- Improved patient retention
- Less vulnerable to price wars.
- Consistent profitability
- Increased staff morale

Specifically, Oliver (2019) said that pleasure is a generic psychological state that is concerned with the anticipation of feelings and experiences from one's buying activity.

Patient satisfaction is described by Kim et al. (2018) as the assessment of perceived value and sustained reaction to service-related stimulus before, during, or after the consumption of medical services by a patient in the area of medical services. Patient satisfaction is concerned with the degree to which a patient's expectations are met by the medical treatments provided to him or her. Patients' pleasure, on the other hand, is a significant indication for the medical service business. Medical care providers must be aware of their patients' expectations and make every effort to satisfy those expectations. In the case of hospitals, patient satisfaction is critical because it increases the likelihood that patients would utilise medical services, adhere to the recommended treatment plan, establish a connection with a particular health care provider, and promote the hospital to others, among other things.

Factors Influencing Patient Satisfaction

Appropriateness, timeliness, respect & concern, safety of patient, continuity, effectiveness efficacy, availability.

Principles of Patient Satisfaction Are:

Quality of care, Managing anxiety, fear and pain, Better communication, Personal attention, Staff accountability, Sound organization culture.

Ten Pillars of Patient Satisfaction (Wendy Leebov 2012, “The Ten Pillars”) are

- Leadership Having a vision and being committed are important.
- Process Improvement in Design and Continual Improvement
- The Importance of Employee Engagement and Empowerment
- Taking responsibility for all kinds of employees Monitoring and providing feedback
- Communication on both the vertical and horizontal axes
- Training and Development for Employees
- Rewarding and recognising your efforts
- Service Recovery is a term that is used to describe the process of restoring service to a customer. Change from dissatisfaction to fulfilment
- Patient-Centered Care and Long-Term Sustainability
- Patient satisfaction is one of the 10 pillars that may be used to enhance the overall quality of healthcare.
- Patients' actions and attitudes

In addition to patient behaviour, the quality of hospital services has a significant impact on whether or not patients choose to maintain their connection with the hospital. Patients who are happy with their care at the hospital are likely to propose that their relatives continue their treatment at the same facility . In his research, he discovered that patient satisfaction had a significant impact on patients' intentions to return to a hospital. In the event that a patient is satisfied with the whole process of the hospital, such as the admissions process, discharge process, treatment process, and so on, the patient is more likely to prolong their stay at the same hospital and to return to that hospital for additional treatment. In his study, he points out that many people, such as family members, neighbours, and peers, have a significant impact on future clients when they are making decisions about which hospital to choose, and that recommendations from friends and family members are extremely important for patients when choosing which hospital to go to for treatment.

A reaction follows every action, and if hospitals offer improved service quality to their patients and physicians and nurses are constantly there to help the patients, their behaviour will change, and the patients will return to the hospital for further treatment. If the doctor and nurses behave in a professional manner, this will have an impact on the patient's behaviour as well. We do this because the way you treat someone might have an impact on his or her behavior.

Patient satisfaction is a critical aspect in the process of maintaining and creating connections in any medical service, and it is more important in the field of medicine]. In order for any hospital to sustain a long-term connection with its patients, developing behavioural intention is an extremely vital factor.

The purpose of this study was to determine the impact of hospital service quality on patient satisfaction.

The purpose of this study was to determine the impact of hospital service quality on patients' behavior and the intentions of physicians and nurses.

Observations have been made in many hospitals, particularly public hospitals, that there has been insufficient implementation of standard service quality of care, and as a result, patients and their families have been dissatisfied with the care they have received. Additionally, there has been no behavior intention in public hospitals to maintain or build a long-term relationship with the patients. This research aims to determine the impact of hospital service quality and its consequences on patient satisfaction as well as future behavioral intentions.

The behavior of nurses and physicians is very crucial in providing high-quality service to patients and ensuring their pleasure. It is hoped that the findings of this research would assist the organisation in enhancing its positive image and improving the service quality provided by the hospital by identifying service gaps and understanding the behavioural intentions of nurses and physicians towards their patients.

MEDICAL DIAGNOSIS

In the field of medicine, medical diagnosis is seen as an important but complex activity that must be completed accurately and efficiently. It would be really advantageous if this process could be automated. Clinical judgments are often made based on the intuition and expertise of medical specialists rather than on the understanding of vast amounts of data stored inside a data warehouse. Because to this practise, there is unintentional prejudice, mistakes, and exorbitant medical expenses, all of which have an impact on the quality of care offered to patients. Medical Experts must undergo ongoing training in order to make sound clinical judgments in the field. They depend on their prior knowledge, current research, and professional experience to make their decisions. The development of creative strategies that may improve the quality of medical decision-making is critical since these judgments have an impact on the wellbeing of patients.

Imaging of the human body for clinical or medical scientific purposes is a technology and procedure that is used to produce pictures of the human body (Keh-Shih Chuang et al 2006). Medical imaging is often understood to refer to a collection of methods that are used to obtain pictures of the interior anatomy of the body without the need of any intrusive procedures. Medical data mining offers a significant deal of promise for uncovering hidden patterns in large data sets pertaining to the medical field. These patterns may be used to aid in the diagnosis of clinical conditions. It is critical in medical data mining to develop an appropriate classifier or clustering model for the purpose of predicting major human illnesses. These models may be useful in assisting a physician in appropriately diagnosing a condition.

OBJECTIVE

1. To elicit aspects that have an influence on the analysis of the clinic's service quality.
2. To assess the level of service provided by a particular clinic.

RESEARCH METHEDODOLOGY

Research Plan

The following graphic depicts the strategy that will be used to undertake the present investigation. It is made up of several advancements that the researcher has adopted in order to arrive at research conclusions that have practical implications for the field.



Fig. 1: Research Plan

Variables of the Present Study

The variables considered for the present study are tabulated below.

Table 2: Variables considered for the study

Independent Variables	Dependent Variables
Service Quality	Staff Conduct (SC)
	Service Availability (SA)
	Admission (AD)

	Discharge (DIS)
	Overall Service (OS)
	Facilities Available (FA)
Hospital environment	Patient satisfaction

Design of the Study

Study design and setting: The research was carried out among the patients admitted to a tertiary care hospital in the city of Mysore, which was chosen for the purpose.

Source of data: The information for this research was gathered from patients who were admitted to a tertiary care hospital's special, semi-special, and general wards, among other places.

DATA ANALYSIS

Characteristics of the people who responded

Gender wise distribution of respondents

The gender of the patient is one of the most critical criteria, and respondents were divided into two groups based on their gender, as shown in the following table.

Table: 3 Gender wise distribution of responses

Gender	Number of the respondents	Percentage of the respondents
Male	202	49.87
Female	203	50.13
Total	405	100

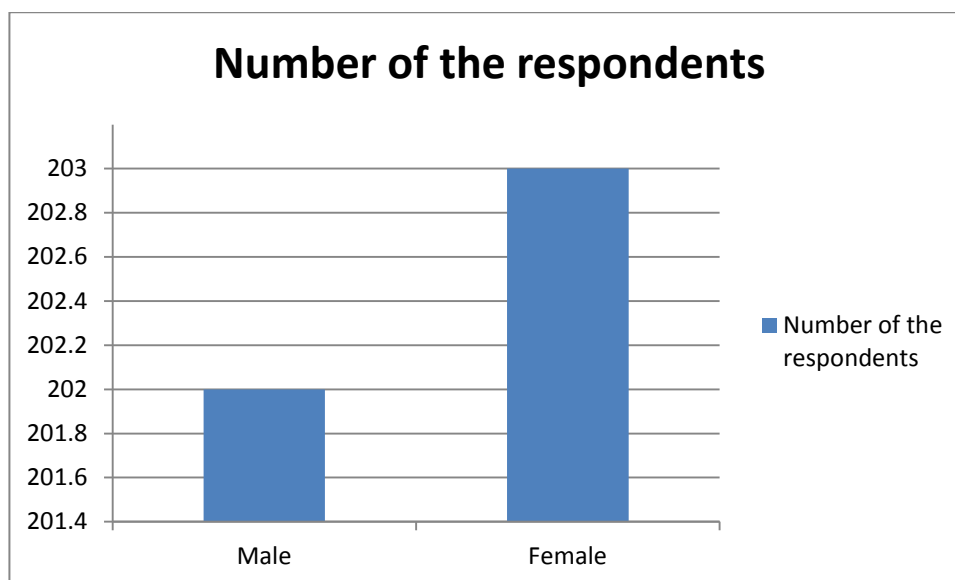


FIG: 1 Gender wise distribution of responses

Fig.1 shows that surveyed patients 49.87 % (202) were male and 50.13% (203) were female patients.

Age wise distribution of respondents

The age of the patients is an essential aspect that impacts the quality of the treatment and the level of satisfaction. The age classification of respondents is shown in the table 9 of this report.

TABLE: 4. Gender wise distribution of responses

Age	Number of the respondents	Percentage of the respondents
Less than 24	22	5.4
24-29	135	33.3
34-39	71	17.5
44-49	55	13.6
54-59	54	13.3
More than 59	68	16.8
Total	405	100

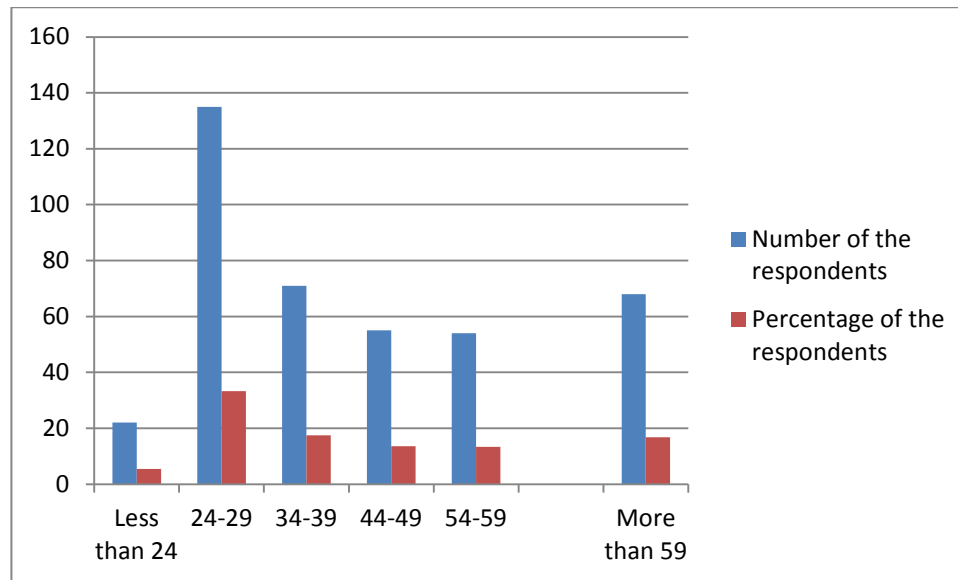


FIG: 2. Age wise distribution of respondents

DISCUSSION

Service providers are under enormous pressure to provide high-quality treatment while also maintaining client satisfaction in today's competitive environment. It has been noted in recent years that the healthcare sector has grown to be an exceptionally complicated industry due to the fact that it is distinct from other industries. There is a steadily rising number of hospitals being built, with expanding medical specialties, cutting-edge technical equipment, and highly qualified medical workers to provide high-quality healthcare. However, if one want to remain competitive in today's world, one must enhance the efficacy and efficiency of healthcare services by concentrating on continuous quality improvement and accreditation programmers in the current circumstances.

Health-care sector competitiveness is dependent on the quality of healthcare services, which may be accessible via patient happiness, which is accomplished through patient satisfaction, which is accessed through patient satisfaction.

CONCLUSION

From the analyses, the six factors that influence the service quality of the selected teaching hospital were identified & strength of relationship among the six service quality factors inferred that there was a strong correlation between overall service (OS) and Admission (AD) and on the other hand very less correlation among staff conduct (SC) and facilities available (FA) (FA). To assess the service quality, perception among the patient was examined. Perception of service quality was reported to be better among male patients than in female patients. It was regarded to be better among patients aged 44-49 years compared the rest of the age groups. Profession group provided excellent evaluations for service quality to other professional categories. The overall measure of service quality at the chosen hospital was 83.2 percent , while in special ward respondents were delighted with 84.1 percent , followed by general ward with 83.6 percent , and semi-special ward with 81.2 percent .

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