

**AN EVALUATION OF SERVICE QUALITY IN PUBLIC AND PRIVATE HOSPITALS IN TAMIL NADU USING SERVQUAL MODELS**

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**Abstract**

In the Dharmapuri district of Tamil Nadu, public and private hospitals play a significant economic and industrial role in the delivery of cutting-edge medical technology to patients. By continuing to use cutting-edge technology in the hospital sectors, a reputable service provider can increase the effectiveness of their operational processes. Technology expedites data sharing across industries and presents fresh medicinal discoveries. The study's goals are to evaluate the degree of public service quality in a private hospital and to determine the hospital's level of service quality in remote communities at a private hospital in Dharmapuri. In order to gauge patient satisfaction, the public and private hospital has adopted automation of the service quality.

**Keywords:** service quality, private healthcare, SERVQUAL, gender differences

**JEL Classification:** M30

**Introduction**

The public and private healthcare industry in India has a big impact on the national healthcare system because there is very little access to services in public hospitals for medical programmes and the government only has a small amount of money to spend on public hospitals. The private hospital, on the other hand, entered the healthcare industry as both a for-profit and social company, and it is already working to enhance public health.

**Literature Review**

The primary goal of the study, conducted by Awinaba Amosh Adongo and Joh Orzaberigu Nactinaah in 2021, is to compare and contrast the healthcare services offered by Ghana's public and private institutions in terms of quality. The study's final finding is that private hospitals provide superior services over public ones.

Pushkar Dubey and Satish Kumar Sahu (2020) used the 22 9-tem SERVQUAL scales developed by Croain and Taylor in 1992 to examine the data they had gathered. The questionnaire breaks down service quality into five categories. The outcome of the investigation showed that there is a big gap between public and private hospitals.

Raj Kumar Sangroula and Mukesh Kumar Sah, among others (2020) Private healthcare services are working harder than public healthcare services, low-income people's healthcare systems pay less to use this public healthcare sector, and the overall quality of services was higher in private healthcare services, according to patients' satisfaction with the healthcare system.

Muhammad Shahin Miah<sup>1</sup>et.al. (2020), the study's main goal is to determine how private and public hospitals in Bangladesh differ in terms of service quality. Finally, rural populations decide how far hospitals are from their homes when it comes to medical care.

Josphat Bwembya and Juvenalis et al. (2020) used one-way ANOVA, the T-test, and the GAP model to analyse the data. According to the analysis's findings, both public and private hospitals were, on average, failing to satisfy their patients. Public hospitals must concentrate their efforts on all five aspects of service quality.

both Jason Lee and Jason Noble (2020) The study focuses on the differing viewpoints of politicians, ethicists, patient rights organisations, healthcare professionals, and economists regarding the optimal method of providing healthcare. According to the evidence provided, the Canadian approach is more effective. A growing concern is that domestic health policies will be imposed by international trade tribunals. —

### **Objectives**

1. To find out the impact of demographic variables of the patients service quality of public and private hospitals in Dharmapuri district
2. To identify the patients service quality of healthcare in public and private hospitals in Dharmapuri district, Tamilnadu using the SERVQUAL Models
3. To assess the satisfaction of patients utilize the health service provided by public and private hospitals and identify factors related to customer satisfaction.

### **Methodology**

#### **Sample Design**

The population is made up of people in the Dharmapuri district who are going to private hospitals. Multi-stage sampling methods were used to select a sample size of 200 respondents who were willing to participate in the study. Around 210 questionnaires were distributed, and the majority of the respondents were native Tamil speakers. Finals finished with about 200 questions.

#### **Data Variable and sources**

The study was primarily based on secondary and primary data collecting methods using a questionnaire and survey approach to collect hospital patients in the Dharmapuri district of Tamil Nadu. The data was gathered using primary data collection.

#### **Tools used for analysis**

To assess a hospital service quality of public and private hospital using the

- SERVQUAL dimensions with five point scales
- Percentage analysis.

#### **Demographic of the respondents (Gender Distribution)**

| <b>Gender</b> | <b>Frequency</b> | <b>Percentage</b> |
|---------------|------------------|-------------------|
| Male          | 88               | 44                |
| Female        | 112              | 56                |
| Total         | 200              | 100               |

The table shows the results among the 200 respondents 56 percent respondents are female patients and 44 percent of respondents male in the hospitals visit both the public and private hospital

#### **Demographic of the respondents (Age Group Distribution)**

| <b>Age group</b> | <b>Frequency</b> | <b>Percentage</b> |
|------------------|------------------|-------------------|
| Below 18         | 40               | 20                |
| 18-35            | 68               | 34                |
| 36-55            | 56               | 28                |
| Above 56         | 36               | 18                |
| Total            | 200              | 100               |

The table shows the results among the 200 respondents 34 percent respondents are under the 18-35 age patients and 28 percent of respondents 36-44 aged people in the hospitals slightly less than below 18 years 20 percent of respondents and above 56 aged patients 18 percent of people visit both the public and private hospital

**Demographic of the respondents (Marital Status Distribution)**

| <b>Marital Status</b> | <b>Frequency</b> | <b>Percentage</b> |
|-----------------------|------------------|-------------------|
| Single                | 60               | 30                |
| Married               | 120              | 60                |
| Widow                 | 12               | 6                 |
| Separated             | 8                | 4                 |
| Total                 | 200              | 100               |

The table result shows among the 200 respondents 60 percent respondents are married patients and 30 percent of respondents single in the hospitals visit both the public and private hospital

**Demographic of the respondents (Type of family Distribution)**

| <b>Type of Family</b> | <b>Frequency</b> | <b>Percentage</b> |
|-----------------------|------------------|-------------------|
| Nuclear Family        | 68               | 34                |
| Joint Family          | 132              | 66                |
| Total                 | 200              | 100               |

To identify the table shows the results among the 200 respondents 66 percent respondents are joint family patients and 34 percent of respondent's nuclear family people in the hospitals visit both the public and private hospital

**Demographic of the respondents (Residential area Distribution)**

| <b>Residential area</b> | <b>Frequency</b> | <b>Percentage</b> |
|-------------------------|------------------|-------------------|
| Rural                   | 80               | 40                |
| Urban                   | 72               | 36                |
| Semi-Urban              | 48               | 24                |
| Total                   | 200              | 100               |

The table shows the results among the 200 respondents 40 percent respondents are rural patients and 36 percent of respondents urban in the hospitals visit both the public and private hospital

**Demographic of the respondents (Treatment preference Distribution)**

| <b>Treatment Preference</b> | <b>Frequency</b> | <b>Percentage</b> |
|-----------------------------|------------------|-------------------|
| Government Hospital         | 92               | 46                |
| Private Hospital            | 108              | 54                |
| Total                       | 200              | 100               |

The table shows the results among the 200 respondents 54 percent respondents are public and private hospital treatment to prefer patients and 46 percent of respondents prefer the government hospital

**Prefer the hospital SERVQUAL Dimensions Public Hospitals in Dharmapuri District**

| <b>SERVQUAL Dimensions</b> | <b>SDA</b>   | <b>DA</b> | <b>N</b>      | <b>A</b>      | <b>SA</b>    |
|----------------------------|--------------|-----------|---------------|---------------|--------------|
| Reliability                | 0.8          | 3.6       | 24            | 62.8          | 8.8          |
| Assurance                  | 1            | 3         | 29.5          | 60            | 6.5          |
| Ambience                   | 0.5          | 6         | 28.5          | 58.5          | 6.5          |
| Empathy                    | 0.4          | 4         | 26            | 58.8          | 10.8         |
| Responsiveness             | 2            | 8.4       | 23.6          | 62            | 4            |
| <b>TOTAL</b>               | <b>4.7</b>   | <b>25</b> | <b>131.6</b>  | <b>302.1</b>  | <b>36.6</b>  |
| <b>PERCENTAGE</b>          | <b>0.94%</b> | <b>5%</b> | <b>26.32%</b> | <b>60.42%</b> | <b>7.32%</b> |

Table- 6 Using a five-point scale to indicate the value of service quality of healthcare in a public hospital, there are five characteristics, the aforementioned table shows the service quality of public hospitals in the Dharmapuri district of Tamilnadu. SERVQUAL measurements only 0.94 percent of respondents have only stated that they strongly disagree with public hospital services, compared to 60.42 percent who agree and 7.32 percent who strongly agree think that these treatments are better.

**Prefer the hospital SERVQUAL Dimensions Private Hospitals in Dharmapuri District**

| <b>SERVQUAL Dimensions</b> | <b>SDA</b>   | <b>DA</b>   | <b>N</b>      | <b>A</b>      | <b>SA</b>     |
|----------------------------|--------------|-------------|---------------|---------------|---------------|
| Reliability                | 0.8          | 3.6         | 34            | 52            | 8.8           |
| Assurance                  | 2            | 2           | 29.5          | 50            | 16.5          |
| Ambience                   | 0.5          | 6           | 28.5          | 48.5          | 16.5          |
| Empathy                    | 0.4          | 4           | 26            | 58.8          | 10.8          |
| Responsiveness             | 2            | 8.4         | 23.6          | 52            | 14            |
| <b>TOTAL</b>               | <b>5.7</b>   | <b>24</b>   | <b>141.6</b>  | <b>261.3</b>  | <b>66.6</b>   |
| <b>PERCENTAGE</b>          | <b>1.14%</b> | <b>4.8%</b> | <b>28.32%</b> | <b>52.26%</b> | <b>13.32%</b> |

Table- 6 Using a five-point scale to indicate the value of service quality of healthcare in a private hospital, there are five characteristics, the aforementioned table shows the service quality of private hospitals in the Dharmapuri district of Tamilnadu. SERVQUAL measurements Only 1.14 percent of respondents have only stated that they strongly disagree with private hospital services, compared to 52.26 percent who strongly agree and 13.32 percent who strongly think that these treatments are better.

**Patients Level of Satisfaction of Private Hospitals in Dharmapuri District**

| <b>Patients Level of Satisfaction</b> | <b>SDA</b>   | <b>DA</b>    | <b>N</b>       | <b>A</b>     | <b>SA</b>     |
|---------------------------------------|--------------|--------------|----------------|--------------|---------------|
| Patient satisfaction                  | 1            | 6            | 28.67          | 60           | 4.33          |
| Patient loyalty                       | 2.4          | 5.2          | 38             | 45.2         | 9.2           |
| Image                                 | 3            | 2            | 29             | 55           | 11            |
| Awareness                             | 2            | 3            | 30             | 55           | 10            |
| Affordability                         | 2.4          | 6.4          | 24             | 58.8         | 8.4           |
| <b>TOTAL</b>                          | <b>10.8</b>  | <b>22.6</b>  | <b>149.67</b>  | <b>274</b>   | <b>42.93</b>  |
| <b>PERCENTAGE</b>                     | <b>2.16%</b> | <b>4.52%</b> | <b>29.934%</b> | <b>54.8%</b> | <b>8.586%</b> |

Table- 7 the patient satisfaction levels in private hospitals in Tamilnadu's Dharmapuri district are shown in the table above using a five-point scale in addition to the linkers scale. Five factors—patient satisfaction, patient loyalty, hospital image, awareness, and affordability—express the patients' level of satisfaction with the quality of healthcare provided in a private hospital, as shown by the SDA-1, DA-2, N-3, A-4, and SA-5 scores. Only 2.16 percent of respondents have stated that they strongly disagree with the statement that private hospital patient service is superior to that of public hospitals, whereas 54.80 percent of respondents agree and 8.586 percent strongly agree.

**Patients Level of Satisfaction of Public Hospitals in Dharmapuri District**

| <b>Patients Level of Satisfaction</b> | <b>SDA</b>   | <b>DA</b> | <b>N</b>       | <b>A</b>     | <b>SA</b>      |
|---------------------------------------|--------------|-----------|----------------|--------------|----------------|
| Patient satisfaction                  | 1            | 6         | 28.67          | 40           | 24.33          |
| Patient loyalty                       | 2.4          | 5.2       | 38             | 45.2         | 9.2            |
| Image                                 | 3            | 2         | 29             | 55           | 11             |
| Awareness                             | 2            | 5         | 28             | 55           | 10             |
| Affordability                         | 2            | 16.8      | 24             | 48.8         | 8.4            |
| <b>TOTAL</b>                          | <b>10.4</b>  | <b>35</b> | <b>147.67</b>  | <b>244</b>   | <b>62.93</b>   |
| <b>PERCENTAGE</b>                     | <b>2.08%</b> | <b>7%</b> | <b>29.534%</b> | <b>48.8%</b> | <b>12.586%</b> |

Table- 7 the patient satisfaction levels in public hospitals in Tamilnadu's Dharmapuri district are shown in the table above using a five-point scale in addition to the linkers scale. Five factors—patient satisfaction, patient loyalty, hospital image, awareness, and affordability—express the patients' level of satisfaction with the quality of healthcare provided in a public hospital, as shown by the SDA-1, DA-2, N-3, A-4, and SA-5 scores. Only 2.08 percent of respondents have stated that they strongly disagree with the statement that private hospital patient service is superior to that of public hospitals, whereas 48.8 percent of respondents agree and 12.586 percent strongly agree.

**Limitations of the Study**

- The study's limitations are as follows:
- It was restricted to public and private institutions in the Dharmapuri district;
- It solely examined healthcare service quality;
- It relied heavily on primary data.

**Conclusion**

In this study, which looked at the hospital service quality of public and private healthcare and the value of private hospital care, respondents were asked about five different aspects of that care. The majority strongly agreed that private hospital services were better, while the least number of respondents only strongly disagreed with that statement. To express the patient's level of satisfaction with the quality of healthcare in a private hospital, there are five parameters: patient satisfaction, patient loyalty, hospital image, awareness, and affordability. They present the patients' level of satisfaction in private hospitals using the Linkers scale method. a majority of responders support private hospitals Patients' satisfaction with private hospitals is higher when compared to that of public hospitals, according to the smallest number of respondents.

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