

## Research Article

# Patient Satisfaction with the Service Quality Dimensions In Multi-Speciality Private Hospitals in Indore City MP, India

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Received: 26-06-2024; Accepted: 14-11-2024

## Abstract

The healthcare industry in India is evolving rapidly, with intense competition among private sector hospitals where consumers demand higher quality services. This study investigates the relationship between service quality factors and patient satisfaction in the competitive private healthcare sector, focusing on private hospitals in Indore City. It offers insights into how service quality dimensions-reliability, responsiveness, and empathy-impact patient perceptions and satisfaction. To succeed, private hospitals must enhance both medical and functional service quality to meet patients' elevated expectations. The study surveyed 300 patients from CHL Hospital, Bombay Hospital, and Medanta Hospital in Indore. Using the Parasuraman Scale, a self-administered questionnaire with 26 items (22 on service quality perception and 4 on patient satisfaction) was developed and rated on a 5-point Likert scale. Data analysis involved correlation and regression tools to assess the impact of each service quality factor on patient satisfaction. The researcher personally visited the facilities and, with permission from the Personnel Officer, collected data directly from patients regarding their satisfaction levels. This research provides critical insights for private hospitals striving to enhance service quality and remain competitive in a dynamic healthcare environment.

Keywords: Tangibility, Reliability, Responsiveness, Assurance, Empathy Patients Satisfaction.

JEL Classification: I11, L8, D1

How to cite: Katira, S., Samuel, R., Tiwari, S., Pai, D., Agrawal, S., (2024). Patient Satisfaction with the Service Quality Dimensions in Multi-Speciality Private Hospitals in Indore City MP, India, *Marketing and Business Strategy (MBS)* 2(1), 11-22

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## 1. Introduction

One of the major industries in India in terms of employment and revenue is the healthcare sector. It mostly includes government-run public and private hospitals, which vary widely in terms of their prices, facilities, and access to medical personnel. Relative to the country's population, the government has historically committed few resources to the field of medical services. Private hospitals have grown as a result of this factor. Around 80% of all expenditures originate from this sector, which has evolved into a two-pronged dominating sector.

The increase in illnesses such as cardiovascular disease, diabetes, and nervous-system disorders due to unhealthy lifestyles has resulted in the shift of healthcare administration required. The population aged 0-14 has decreased as birth rates have decreased, while life expectancy has increased, increasing the elderly population. This has resulted in increased per capita interest in healthcare services (Investment Information and Credit Rating Agency of India, 2005).

Framework facilities continue to be a major source of concern for India. The Indian government intends to improve healthcare infrastructure by expanding new hospitals, medical clinics, and modern clinical labs in urban and rural areas. Despite the gaps, the future looks bright for the development of Indian healthcare companies, with healthcare utilization expected to rise significantly in 2015 (CII-McKinsey, 2007). For the Western market, India provides the ideal target for healthcare outsourcing.

The city of Indore's hospitals, nursing homes, diagnostic facilities, rehabilitation facilities, and maternity homes make up its health system. The city's doctors, pharmacies, X-ray facilities, ambulance services, and pharmacies all contribute significantly to the health care system in Indore. The most notable hospitals in Indore are the Maharaja Yashwant Rao Hospital (public hospital) and the T. Choithram Hospital (trust hospital), and the best private hospitals are CHL, Bombay Hospital, and Medanta. These Indore hospitals have some of the best medical facilities in the area. They are renowned for offering the best therapeutic and medical services in Madhya Pradesh. These hospitals strive to keep the infectious and contagious diseases out of the city. Also, they are concerned with the welfare of the people in Indore.

Service quality is the foundation of a good organization that gives it a competitive advantage. Globalization and the COVID-19 pandemic have increased the volume of the healthcare industry, making it even more critical for organizations to continuously improve the quality of services they provide to their customers (Ahmed et al., 2017). Service quality is the actual difference between what people expect of any service with their own experience and thus requires the organisation to take it very seriously. In 1985, Parasuraman, Berry, and Zeithaml produced the most significant work in the context of customer-perceived service quality. They created the SERVQUAL scale to assess customers' perceptions of service quality. "Tangibility, reliability, responsiveness, assurance, and empathy" are the five dimensions of the scale. However, it is critical to tailor the SERVQUAL scale to the specific needs, culture, or nation of a sector.

Patient satisfaction is one of the most important factors when evaluating the performance of a private hospital. Private multi-specialty hospitals are in fierce rivalry with one another these days to attract new patients and keep the ones they already have, so they are striving to stand out in the eyes of their clients and ensure that their patients are happy with their care both during and after their stay. The public healthcare service in Indore is not up to the mark as far as the service quality and patient satisfaction are concerned, so the private hospitals have to focus on building trust, treating the patients at par, and giving the best service quality and care, which may lead to patient satisfaction. Hospitals that fail to recognize the significance of providing patient satisfaction may face extinction. Several analysts have established that service quality (SQ) influences customer satisfaction (CS) as well as their purchasing expectations. Despite the fact that there are other antecedents to CS, for example, value, circumstance, and purchaser character (Natalisa and Subroto, 1998), SQ gets extraordinary consideration from service marketers because it is within the service provider's control, and by improving SQ, its resultant patient satisfaction could be improved, which may thus influence the purchaser's desire to buy the service.

Putting the patient first is a task that requires not only a fundamental transformation in the thinking of all stakeholders in healthcare delivery but also the ability to assess patient satisfaction and find what is important to them before, during, and after any hospital visit. Patient quality efforts, with their softer, experiential focus, demand different measuring approaches than clinical audits, with exact and scientific measurement procedures. Patients rate the quality of hospital services as well as their overall happiness with the experience. Hospitals today recognize that they may compete

more effectively by differentiating themselves in terms of service quality and better patient satisfaction. Service quality has a significant impact on patient perception. Customer assessments of pure services will be dominated by service quality.

Offering high-quality services is a critical strategy for success and survival in today's competitive environment. As a result, recognizing, developing, and maintaining service quality is one of the top concerns for healthcare professionals. The goal of a study on service quality aspects and patient happiness is to better understand the relationship between the two variables. Patient happiness is a key part of service quality in private hospitals that influences overall success. Patient satisfaction is an indicator of the quality of care offered by healthcare providers and can have an impact on the organization's reputation, financial performance, and patient retention rates. Healthcare providers can find areas for improvement by investigating the service quality factors that influence patient satisfaction.

Service quality aspects that affect patient satisfaction include responsiveness, dependability, empathy, certainty, and tangibles. A study on service quality dimensions and patient satisfaction can provide useful insights into the elements that influence patient happiness and assist healthcare professionals in making data-driven decisions about enhancing care quality. It can also help hospitals compare their performance to that of other healthcare providers and discover areas for improvement. Overall, the goal of researching service quality aspects and patient happiness is to improve the quality of care offered by healthcare organizations, improve patient outcomes, and improve the reputation of private hospitals.

## 2. Literature Review and Hypothesis

The general health of a nation's population is improved by its healthcare system. All hospitals in the healthcare sector offer the same services, but not all of them are of the same caliber (Zaim et al., 2010). As a result of the growing competitiveness, healthcare firms have given significant attention to service quality (D'Cunha & Suresh, 2015).

Hospitals primarily view the quality of their services as a crucial success factor for differentiating themselves from rivals (Azmi et al., 2017). Hence, for healthcare institutions to improve quality and patient satisfaction, competition is crucial (Kitapci et al., 2014). Superior quality is the cornerstone of the business plan for the majority of corporate hospitals (Zaim et al., 2010).

Sharma, K., and Jain, K. (2021) examined that an important concern that is directly linked to an organization's expansion in terms of profitability and market share is service quality. The quality of healthcare services must be raised for optimum patient satisfaction. In south Rajasthan, where the health care system is only modestly developed, a private hospital is looking for quality improvement methods to draw patients and satisfy their needs. India's health sector has expanded recently in both the public and private spheres, offering top-notch medical services with high effectiveness and ongoing patient satisfaction. In order to maximize patient satisfaction, the goal of this study is to ascertain how service quality affects patient satisfaction in particular private hospitals.

The many aspects of service quality in private healthcare in Vietnam were examined by Nguyen NX, Tran K, and Nguyen TA (2021) to see how they affect the satisfaction of patients, perceived value, and customer loyalty. The analysis suggests that the Vietnamese government and private healthcare providers devote funds to raise the caliber of the services they provide. To connect with their clients, practitioners should invest in social branding and online services. A cost-benefit analysis should be used in future studies to evaluate how service quality characteristics affect client behavior intentions.

The research article "Patient Satisfaction through Modified SERVQUAL Model" by Naveed et al. (2020) seeks to establish a connection between patient satisfaction and a modified SERVQUAL model used in the private healthcare sector. Patients were enrolled in the study, and they were evaluated on all SERVQUAL model dimensions. The findings of the correlation and regression

analyses indicated that the responsiveness factor was the most significant and predominant in relation to patient satisfaction. The study also demonstrates that all five SERVQUAL model dimensions clearly have a beneficial impact on patient happiness in Pakistan's private healthcare sector and that the sixth usability dimension has also been shown to increase patient satisfaction.

Javed and Ilyas's (2018) study was to examine the effect of patients' desires from medical care service quality on their satisfaction with nursing in the public and private hospitals in Pakistan; they adopted five dimensions in their examination specifically; sympathy, responsiveness, tangibility, dependability and assurance. Study proposed to recognize employees' well-being and security frameworks in medical care organizations and their share in creating health service quality from a service provider perspective; they concurred with Javed and Ilyas (2018) in adopting similar five dimensions to accomplish their investigation's aim.

The primary responsibility of private hospitals, according to Singh, P. P. (2013), is to provide patients with high-quality care while also raising the standard for services deemed essential. In order to improve patient satisfaction in the Varanasi district, the study evaluates the standard of healthcare services provided by public and private organizations. To gauge patients' perceptions, a modified version of the "SERVQUAL" instrument was employed. Assessment of patients' opinions on the service quality of public and private hospitals was done using the five SERVQUAL variables. The findings demonstrate that private hospitals provide better services than governmental hospitals. The management created marketing strategies after determining how patients perceived their care, which helped to raise patient satisfaction by improving the quality of care.

### **Hypothesis**

#### **Tangibility's Effect on Children's Happiness in Indian Sakit Swasta Homes**

Capture capacity is based on the physical aspects of the facilities, the equipment, the staff, and the surrounding environment of the house. In this context, the perception of comfort by children during care, the availability of toys or fun activities, and the cleanliness of the childcare room. This hypothesis states that the increase of fishing power in private hospitals will have a positive impact on the behavior of the children who are there. Good facilities and a fun environment can reduce stress and anxiety in children, which will increase their emotional stability throughout their medical visits.

#### **H1: Impact of Tangibles on Children's Happiness in Private Hospitals in India**

#### **Effects of Dependability on the Welfare of Residents at the Sakit Swasta House in Indore**

The term "dependability" describes a home's capacity to deliver consistently, dependably, and in line with the specified promises. This enhances the consistency of care given, the promptness of therapy, and the precision of the diagnosis. This theory discusses how the poverty level in the private area impacts the local population's well-being. Throughout the treatment, the patient feels more at ease and confident thanks to the services that can be provided, which also boost their sense of serenity and self-worth.

#### **H2: Dependability on the Health of Patients in Indore's Private Hospitals**

#### **Assurance's Effect on the Welfare of Residents in the Sakit Swasta House in Indore**

Guarantee enhances the employee's skills, knowledge, and ability to instill trust and confidence in the patient. This includes the medical staff's dedication, professionalism, and ability to provide clear and understandable information. This hypothesis states that the level of insurance provided by private sick homes has a positive impact on the well-being of the elderly. When patients are treated with professionalism and skill by medical staff, they will become more comfortable and calm during treatment, which will eventually increase their well-being.

#### **H3: Assurance for Residents' Well-being in Private Hospitals in Indore**

#### **Effects of Responsiveness on the Welfare of Residents at the Private Hospital in Indore**

Responding to the patient's needs and requests, responsiveness focuses on the speed and cleanliness of the sakit home. These include a quick turnaround time, ease of use of the service, and the ability



to handle questions or concerns efficiently. This hypothesis states that private-friendly hospital maintenance has a positive impact on the well-being of the elderly. Fast and attentive service regarding patient needs can reduce frustration and increase patient satisfaction, which will help the patient's overall well-being throughout the visit.

#### **H4: Responsiveness to Residents' Well-being in Private Hospitals in Indore**

#### **The Influence of Empathy on Patient Satisfaction in Private Hospitals in Indore**

Empathy relates to the ability of medical staff to understand and communicate any issues that patients may be experiencing and provide necessary emotional support. These include effective communication between patients and physicians, private attention, and a caring attitude. This hypothesis posits that the level of empathy displayed by medical staff in the private hospital has a positive impact on patient satisfaction. When the patient is able to understand and be emotionally supported, they become more comfortable with the services that are provided and have more enjoyable problems.

#### **H5: Empathy towards Patient Satisfaction in Private Hospitals in Indore**

#### **Impact of Overall Service Quality on Patient Satisfaction in Private Hospitals in Indore**

The overall quality of the services covers all aspects of the services provided by the hospital, including responsiveness, dependability, assurance, responsiveness, and empathy. This also includes other factors, such as sanitation management, medical technology used, and administrative procedures. This hypothesis states that the quality of the home's services has a significant impact on the patient's satisfaction. Customers' perception of home health will improve with high-quality services in every area, making them more satisfied with the services they receive.

#### **H6: Overall Service Quality towards Patient Satisfaction in Private Hospitals in Indore**

### **3. Data and Methods**

The quality of health care services must be improved for optimal patient satisfaction. Madhya Pradesh's healthcare system is well-developed, but private institutions must continue to work on quality improvement strategies in order to attract patients and meet their expectations. Indore has thrived in the private healthcare sector in recent years by providing high-quality medical services with remarkable efficiency and constant improvement for patient satisfaction. The goal of this study in selected private hospitals is to determine how service quality influences patient satisfaction. The SERVQUAL was used for this descriptive study, and a survey of 300 patients and their attendants who have taken treatment from private hospitals was selected. Three private hospitals in Indore (CHL Hospital, Bombay Hospital and Medanta Hospital) were chosen. The SERVQUAL model is particularly suitable for this study as it is specifically designed to assess service quality across various dimensions that directly influence customer satisfaction. In the context of healthcare, where service delivery is a key determinant of patient satisfaction, SERVQUAL allows for a comprehensive evaluation of both the expectations and perceptions of patients regarding the healthcare services provided.

The study was carried out using a judgmental nonprobability sampling method. These three private hospitals are renowned in Indore city. CHL Hospital has 200 Beds and a campus of 90,000 square meters. This hospital is known as a pioneer in preventive health care services. It is equipped with international standards and provides the best facilities in Central Madhya Pradesh. The Bombay Hospital has 600 Beds and installed modern medical equipment. The hospital has state-of-the-art technology and the best in provident medical services. It has all the Departments and Doctors providing their best in recovering the patients. Medanta Hospital has 150 Beds, and 9 Super Speciality OPD. This hospital provides world-class treatments and affordable healthcare services.

#### 4. Analysis Results

Reliability score on SQ dimensions and Patient satisfaction using Cronbach-Alpha test

**Table 1. Reliability score on SQ dimensions**

Cronbach-Alpha	N of Items
Patients satisfaction	
.952	22
Satisfaction in private hospitals	
.952	4

**H1: No serious impact of tangibility exists on Patients' satisfaction in private hospitals.**

**Model Summary on Tangibility Dimension of Service Quality**

**Table 2. Model Summary on Tangibility Dimension of Service Quality**

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	.784	.615	.612	.55943	1.666

Table 2 shows a strong positive correlation (0.784 significant at 0.05), coefficient of determination (COD) R<sup>2</sup> (0.615 or 61.5% of the variation in patient satisfaction explained by tangibility, dimension of service quality). Thus, tangibility, a dimension of service quality, significantly influences patient satisfaction in private hospitals. To explain the results, the study formulates the following equation with the help of Table 3

**Table 3. The extent of patient satisfaction without the effect of tangibility**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.246	.282		4.411	.000
Tangibility	.754	.052	.784	14.518	.000

The extent of patient satisfaction without the effect of tangibility, the dimension of the service quality variable is 1.246. Suppose tangibility, the dimension of service quality, is increased by one unit. In that case, it affects the satisfaction of patients in private hospitals by 78.4 percent or 7.84 units to tangibility, the dimension of service quality.

**H2: No serious impact of reliability exists on Patients' satisfaction in private hospitals.**

**Model Summary Reliability Dimension of Service Quality**

**Table 4. Model Summary Reliability Dimension of Service Quality**

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin - Watson
1	.746	.557	.554	.60006	1.757

Table 4 shows a strong positive correlation (0.746 significant at 0.05) and a coefficient of determination R<sup>2</sup> (0.557, i.e., 55.7% of the variation in Patients' Satisfaction explained by reliability, a dimension of service quality). It means that there is a significant impact of reliability, a dimension of service quality, on Patients' satisfaction in Private Hospitals. Therefore, the null hypothesis H<sub>0</sub> is not accepted. Hence, reliability, a dimension of service quality, produced a significant effect on Patients' satisfaction in Private Hospitals. To explain the results, the study formulates the following equation with the help of table 5

**Table 5. Coefficients on Reliability: A Dimension of Service Quality**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.161	.324		3.581	.000
Tangibility	.757	.059	.746	12.881	.000

The extent of Patients' Satisfaction with no influence of reliability, a dimension of service quality variable, is 1.161. If reliability, a dimension of service quality, is increased by one unit, it will affect Patients' Satisfaction in Private Hospitals by 74.6% or 7.46 units to reliability, a dimension of service quality.

**H3: No serious impact of assurance exists on Patients' satisfaction in private hospitals.**

**Table 6. Model Summary on Assurance Dimension of Service Quality**

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin - Watson
1	.642	.412	.408	.69123	2.000

Table 6 shows a good positive correlation (0.642 significant at 0.05) and a coefficient of determination R<sup>2</sup> (0.412, i.e., 41.2% of the variation in Patients' Satisfaction explained by assurance, a dimension of service quality). It means that there is a significant impact of assurance, a dimension of service quality, on Patients' satisfaction in Private Hospitals. Therefore, the null hypothesis H<sub>0</sub> is not accepted. Hence, assurance, a dimension of service quality, produced a significant effect on Patients' satisfaction in Private Hospitals. To explain the results, the study formulates the following equation with the help of Table 7;

**Table 7. Coefficients on Assurance: A Dimension of Service Quality**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.635	.282		9.343	.000
Assurance	.534	.056	.642	9.618	.000

The extent of Patients' Satisfaction with no influence of assurance, a dimension of service quality variable, is 2.635. If assurance, a dimension of service quality, is increased by one unit, it will affect Patients' Satisfaction in Private Hospitals by 64.2% or 6.42 units to assurance, a dimension of service quality.

**H4: No serious impact of responsiveness exists on Patients' satisfaction in private hospitals.**

**Table 8. Model Summary on Responsive a Dimension of Service Quality**

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin - Watson
1	.684	.468	.464	.657474	1.805

Table 8 shows a good positive correlation (0.684 significant at 0.05) and a coefficient of determination R<sup>2</sup> (0.468, i.e., 46.8% of the variation in Patients' Satisfaction explained by responsiveness, a dimension of service quality). It means that there is a significant impact of responsiveness, a dimension of service quality, on Patients' satisfaction in Private Hospitals. Therefore, the null hypothesis H<sub>0</sub> is not accepted. Hence, responsiveness, a dimension of service quality, produced a significant effect on Patients' satisfaction in Private hospitals.

To explain the results, the study formulates the following equation with the help of table 9:

**Table 9. Coefficients on Responsioe A Dimension of Service Quality**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.468	.268		9.216	.000
Responsive	.572	.053	.684	10.768	.000

The extent of Patients' Satisfaction with no influence of responsiveness, a service quality dimension variable, is 2.468. Suppose responsiveness, a service quality dimension, is increased by one unit. In that case, it will affect Patients' Satisfaction in Private Hospitals by escalating by 68.4% or 6.84 units to Responsiveness y, a service quality dimension.

**H5: No serious impact of empathy exists on Patients' satisfaction in private hospitals.**

**Table 10. Model Summary on Empathy: A Dimension of Service Quality**

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin - Watson
1	.664	.440	.436	.67440	1.750

Table 10 shows a good positive correlation (0.664 significant at 0.05) and a coefficient of determination R<sup>2</sup> (0.440, i.e., 44% of the variation in Patients' Satisfaction is explained by empathy, a dimension of service quality).

It means that there is a significant impact of empathy, a dimension of service quality, on Patients' satisfaction in Private Hospitals. Therefore, the null hypothesis H<sub>0</sub> is not accepted. Hence, empathy, a dimension of service quality, produced a significant effect on Patients' satisfaction in Private Hospitals. To explain the results, the study formulates the following equation with the help of Table 11:

**Table 11. Coefficients on Empathy: A Dimension of Service Quality**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	2.386	.290		8.214	.000
Empathy	.545	.053	.664	10.191	.000

The extent of Patients' Satisfaction with no influence of empathy, a dimension of service quality variable, is 2.386. Suppose empathy, a dimension of service quality, is increased by one unit. In that case, it will affect Patients' Satisfaction in Private Hospitals escalation by 66.4% or 6.64 units to empathy, a dimension of service quality.

**H6: No serious impact of overall service quality exists on Patients' satisfaction in private hospitals.**

**Table 12. Model Summary on Dimension of Service Quality**

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate	Durbin - Watson
1	.838	.701	.690	.50023	1.613

Table 12 shows a strong positive correlation (0.838 significant at alpha = 0.05) and a coefficient of determination R<sup>2</sup> (0.701, i.e., 70.1% of the variation in Patients' Satisfaction explained by service quality dimensions). The linear regression analysis was used to determine the relative importance of each of the service quality dimensions in predicting patient satisfaction. Based on the regression results, the R<sup>2</sup> value of this study model was 0.70, implying that service quality explains 70% of



the variance in patient overall satisfaction. This result means that there is a significant impact of service quality dimensions on Patients' satisfaction in Private Hospitals. Therefore, the null hypothesis H<sub>0</sub> is not accepted. Hence, service quality dimensions produced a significant effect on Patients' satisfaction in Private Hospitals. To explain the results, the study formulates the following equation with the help of table 13

**Table 13. Coefficients on Dimensions of Service Quality**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	.591	.280		2.109	.037
Tangibility	.384	.084	.399	4.597	.000
Realibility	.277	.081	.273	3.405	.001
Assurance	.019	.062	.023	.038	.759
Responsiveness	.185	.062	.221	2.985	.003
empathy	.023	.064	.028	.359	.720

The values of the regression coefficients suggest that the regression model was statistically significant. Three independent factors-tangibility, Reliability, and Responsiveness-were favourably effective in improving patient satisfaction, but Assurance and Empathy had no effect on patient satisfaction.

The result of the estimation of each of the independent variables to the dependent variables, as to how they individually impact Patients' satisfaction in Private Hospitals from Table 14 indicates that the variables Reliability, Responsiveness, and Tangibility all have a significant impact on Patients' satisfaction in Private Hospitals except assurance and empathy. As their p-value result is 0.000 (Tangibility), 0.001 (Reliability) and 0.003 (Responsiveness), respectively, this is highly significant as it is lesser than the Alpha value of 0.05. Therefore, Tangibility, Reliability and Responsiveness have a substantial impact on Patients' satisfaction in Private Hospitals.

## 5. Discussion

### **Tangibility's Effect on Children's Happiness in Indian Sakit Swasta Homes**

According to the analysis's findings, the dimension of tangibility has a significant impact on the satisfaction of residents in Indore's private hospital. This is supported by a strong positive correlation of 0.784 and a coefficient of determination (R<sup>2</sup>) of 0.615, which indicates that this factor accounts for 61.5% of the variation in patient outcomes. Nilai coefficient of 0,754 indicates that increasing tangibility by one unit can increase patient satisfaction by 78.4%. This indicates that certain aspects of service quality, such as physical facilities, staff training, and employee satisfaction, are crucial in influencing patient perception and loyalty.

### **Effects of Dependability on the Welfare of Residents at the Sakit Swasta House in Indore**

Additionally, the variable reliability indicates a significant impact on patient satisfaction, with a correlation of 0.746 and a nilai R<sup>2</sup> of 0.557%. This result indicates that reliability dimensions may explain 55.7% of the variation in patient satisfaction. With a regression coefficient of 0.757, the results show that if reliability increases by one unit, patient satisfaction will increase by 74.6%. For instance, the reliability of service, such as the ability of a private hospital to provide services in accordance with the wishes of the client, is very important.

### **Assurance's Effect on the Welfare of Residents in the Sakit Swasta House in Indore**

With a positive correlation of 0.642 and an R<sup>2</sup> of 0.412, the variable Assurance indicates that there is a 41.2% variation in patient satisfaction. The regression coefficient of 0.534 indicates that increasing one unit in assurance will increase patient satisfaction by 64.2%. Assurance covers the aspects of patient safety and trust that are provided by medical professionals' knowledge and expertise, as well as their attitude that gives patients peace of mind.

**Effects of Responsiveness on the Welfare of Residents at the Sakit Swasta House in Indore**

Dimensions Additionally, responsiveness has a significant impact on patient satisfaction with a positive correlation of 0.684 and an  $R^2$  of 0.468, meaning that 46.8% of the variation in patient satisfaction can be explained by responsiveness. The regression coefficient of 0.572 indicates that a single unit increase in responsiveness will result in a 68.4% increase in patient satisfaction. Responsivity, which supports the sakit rumah in helping patients and providing prompt responses to their needs or wants, is crucial in enhancing patient satisfaction.

**The Influence of Empathy on Patient Satisfaction in Private Hospitals in Indore**

Empathy shows a significant effect on patient satisfaction with a positive correlation of 0.664 and an  $R^2$  of 0.440, meaning that 44% of the variance in patient satisfaction can be explained by empathy. With a regression coefficient of 0.545, this indicates that increasing one unit in empathy will increase patient satisfaction by 66.4%. In order to improve patient satisfaction, empathy that includes personal attention and understanding of the needs of the patient is crucial in creating a positive relationship between the patient and the staff of the Sakit home.

**Impact of Overall Service Quality on Patient Satisfaction in Private Hospitals in Indore**

Overall, the service quality metrics significantly impact patient satisfaction, with a strong correlation of 0.838 and an  $R^2$  of 0.701, indicating that the service quality metrics can explain 70.1% of patient satisfaction variance. The three primary dimensions-tangibility, reliability, and responsiveness-have significant effects, although assurance and empathy do not indicate significant effects on patient satisfaction.

**Conclusion**

According to the results, the three factors that have the biggest impact on patient satisfaction in a private are responsiveness, reliability, and physical service quality (tangibility). However, despite the importance of assurance and empathy, these two dimensions do not significantly affect the patient's overall satisfaction in the context of a private-style home in Indore. This finding guides hospital management to concentrate more on improving physical facilities, ensuring service quality, and increasing responsibility to increase patient satisfaction.

According to the findings of the study, perceived service quality has a very high effect on patient satisfaction in the private hospitals of the Indore region. The analysis revealed that Tangibility, Reliability, and Responsiveness were very important factors for patient satisfaction, so hospital management and administrators must monitor these factors continuously using the Kaizen technique used in operations management and improve their quality over time. It was discovered through communication with service providers and previous research that the individual needs of the patients, their preferences, and their personal experiences during their stay in these hospitals all affected their satisfaction levels.

The managerial implications for service providers should ensure timely provision of quality services as well as well-trained and courteous staff with the latest equipment so that medical ailments can be attended to immediately for maximum patient satisfaction. Further research can be conducted on various aspects of service quality, taking into account both in-patients and out-patients, which can then be used to assess service providers' performance. A positive effect has been seen in patient satisfaction through health service quality. Due to this, the researcher pointed out various suggestions for top management and decision-makers to add patient satisfaction to the strategic goal list in healthcare institutions because improvement in service quality can lead to patient satisfaction. The study has focused on the factor of empathy as this factor is weak in CHL Hospital and Bombay Hospital so these hospitals should take care of their patients and have concerns for their feelings.

**Recommendations**

One of the necessities of all humans is having access to health care. This research can help the decision-makers and managers of private hospitals of Indore not only to deal with difficulties

connecting to health care in the city, but also those that are emerging, primarily in nearby areas. As a result, the structure of healthcare services should ensure that the quality of health services can be further improved through proper employee training and development by giving a better, clean and hygienic environment to the patients and their attendants, which will definitely increase patient satisfaction.

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