

A study on patients' perception of the quality of private medical college hospitals in Thrissur District, Kerala

¹Antony.T.K, ^{2*}Dr.V. Ramadevi

ABSTRACT--Programs on health management and institutional healthcare are two important aspects of healthcare system. The institutions offer highly innovative and cost-effective treatment. The researcher designed the study to estimate the patient perception with regard to diagnosis, advise on medication, service availability, lapse of time, the behaviour of doctors and expenses in private medical college hospitals' outpatient departments. The perception of patients on quality of health facilities are normally high. The doctors' approach has good influence on the satisfaction of patient with regard to infrastructure of hospitals, behavior of other staffs and the availability of medical information. The response of in-patient stake into consideration the behavior of staff, the doctors' approach and behavior, medicines prescribed, medical details and infrastructure of hospital. In the study the researcher tries to identify the variables that influence the perception of patients on the services of private medical college hospitals in Thrissur District.

Key Words--Perception, Medical colleges, Healthcare, Private Hospital

I. INTRODUCTION

Private medical college hospitals play an inevitable role in society as socio-medical organizations and as elite service providers for patients who can pay for their care. The role and duty of a hospital is to provide adequate healthcare services by curing or preventing ailments. These services include, advice on diet, laundry, diagnostic testing and nursing. They also include non-medical activities or community medical services. Registration, case records, stores, transport, mortuary, dietary plans, engineering, and security services are part of paramedical service. The services offered by one hospital are trying to be better and different from the other hospital. Mainly, there are three types of services such as line services, supportive services and paramedical services. Emergency services, outpatient services (OP), in-patient services (IP), intensive services, intensive care unit (ICU) and operation theatre (OT) are called line services. Patients who approach private sector medical college hospitals expect high quality health facilities worth the money they pay.

Private sector hospitals have the infrastructure to offer quality service. Many comparative studies have pointed out the differences between the public and private hospitals based on the services offered. The results show that the first choice of patients is private hospitals, since they offer modern technology, fast and efficient treatment, clean atmosphere and more personal attention from doctors and nurses (Shabbir et al., 2016; Imran and Irfan, 2011). Manimay (2014) pointed out that dynamic interaction of the attendants, experts and other auxiliary staffs with regard to interpersonal relationships and easy communication would lead to patient satisfaction.

¹ Research Scholar, Department of Management studies, Karpagam Academy of Higher Education. Coimbatore -641021

² *Research Guide, Department of Management studies, Karpagam Academy of Higher Education. Coimbatore -641021

II. SCOPE OF THE STUDY

The needs of patients who are visiting hospitals are the real scope of hospitals. They visit hospitals for different purposes that depend on their needs. Both the inpatients (I.P) and outpatients (O.P) approach hospitals for diagnosis and/or for therapy varying from a few hours to a few days, weeks or even months. The hospitals' responsibility is to provide better service for the well-being of both the inpatients (I.P) and outpatients (O.P). The profitability, reputation and patient retention are factors based on the perception of the patients..

III. LITERATURE REVIEW

Gotlieb J, B.(2000) revealed that the physical infrastructure and people influenced the perception of the patients with regard to the quality of the hospital. The process had no direct impact on the quality perception. The patient perception on the process control and the perception on the hospital rooms influenced the perception about the nurses.

Cheng et al. (2003) in their study found that the interpersonal skills had more impact than clinical capacity on chronic patients' satisfaction. Technical competence was a major influential factor with regard to patients' perception.

Ventolini, G, Goodwin, B & Woody, C (2014) observed ways patients' opinion on perception as influencing their condition. They observed different ways of medical care that gave priority to patients.

Ratha, K(2018) conducted a study in the town of Ramanathapuram to understand customer perception towards the private hospitals. The survey was taken among the patients visiting the private hospitals of Ramanathapuram, and various hospitals were selected for the purpose of the study. The study focused on the perception of patients about private sector hospitals and their acceptance. The study suggested guidelines to improve the services and focus on development of future.

Sachdeva, S, and Dwivedi, N(2018) conducted a study, and no item of their questionnaire had an average score of more than 3.5, but the majority score of question items in this study was in the range of 2–3 points showing the factors and the circumstances that could be improved.

IMA (2018) Indian Medical Association conducted a study among 66,000 registered medical practitioners. Every year nearly 4,200 MBBS students are passing out. In Kerala state the doctor-patient ratio is 1: 500, while WHO recommends 1:1000.

IV. RESEARCH GAP

It is the most important global priority to improve the quality of healthcare system. The aim of healthcare quality initiative is to make sure safety, increase clinical effectiveness and maintain accountability to society. Since medical college hospitals are major players in the healthcare industry of Kerala, the present study examines the perception of patients with regard to their satisfaction with private medical college hospitals in Thrissur District. The study was done among inpatients of private medical college hospitals in Kerala. Private sector participation in

providing medical education and healthcare is on the increase in Kerala because entrepreneurs and technocrats see an immense opportunity for making profit in this sector.

V. STATEMENT OF THE PROBLEM

The study is to analyze patients' perception towards private hospitals and their treatment and approach. In most of the cases the expectation of patients does not match the services provided or facilities available. Even non-medical part of the hospitals affect their reputation and patient care and influence patients' perception. The hospitals should focus on patient perception to run successfully.

VI. OBJECTIVES

- i) To analyze the profile of respondents visiting hospitals for treatment.
- ii) To identify and analyze the factors influencing perception on quality in the private medical colleges in Thrissur District.

VII. RESEARCH METHODOLOGY

This paper aims to study the patients' perception on the quality of medical college hospitals in Thrissur District. The area of study includes private medical colleges in Thrissur District, Kerala.

VIII. RESEARCH DESIGN

The research design of the study was made in connection with the collection and analysis of data. The study is descriptive in nature. The researcher used primary and secondary sources for data collection and the opinion of the respondents was collected using a standard questionnaire. Secondary data includes different Magazines, Journals, Newspapers, Online resources etc. The questionnaire given to the patients or to their attendants was pre-structured. The respondents were requested to answer at the end of their outpatient visit. The survey sample was selected by the method of simple random sampling. The respondents were patients visiting private medical college hospitals located in Thrissur District for more than six months. The sample was taken from 1300 patients who visited the outpatient department for a week. The sample size consists of 130.

IX. FRAME WORK OF ANALYSIS

The statistical tools used for the study

1. Factor Analysis

X. ANALYSIS & INTERPRETATION

Table 1: Socio- Demographic Profile

S.No.	Factors	Category	No. of Respondents	Percentage (%)
1	Gender	Male	58	45
		Female	72	55
2	Residence	Rural Residents	53	41
		Urban Residents	36	28
		Semi Urban Residents	41	32

The above table shows that the number of participants of the study: Male 58 and Female 72. Under residence: the Rural residents were 53(41%), Urban residents 36 (28%) and Semi-urban residents 41 (32%).

Table 2: the large values of Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.714
Bartlett's Test of Sphericity	Approx. Chi-Square	388.194
	Df	105
	Sig.	0

To identify the significant factor that influenced patient perception on the quality of private medical college hospitals. The table below consolidates the factors influencing the patient perception on the quality of private medical college hospitals. The result of KMO and Bartlett's Test is found greater than 0.70. Hence, the collected data are fit for employing factor analysis. Further, the large values of Bartlett's test (388.194, df: 105, Sig=0.000) and KMO statistics (0.714) indicate the appropriateness of factor analysis i.e., the sample is adequate.

Table 3: The statistical is used at one level of factor analysis as an attempt to clarify the relationship among factors.

Rotated Component Matrix ^a			
	Component		
	1	2	3
Rationality of treatment (a11)	.917		
Familiarity with consultant (a7)	.917		
Good manners & Behaviors (a15)	.917		

Aware of hospital expenses (a3)	.870		
Ethical practices (a10)	.685		
Quality of treatment (a6)		.679	
Element of humanity & charity (a13)		.689	
Hospital Location (a2)		.825	
Facility of the hospitals (a9)		.825	
Knowledge about Hospital (a1)		.824	
Awareness of health checkups(a5)			.825
Credit facility (a12)			.931
Fees and charges (a8)			.931
Details of the diseases explained (a14)			.931
Awareness of Doctors Qualification (a4)			.911
Eigen Values	11.453	2.219	1.014
% of Variance Explained	76.353	14.792	6.757
Cumulative % of Variance	76.353	91.145	97.902
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converges in 6 iterations.			

The Rotated Component Matrix illustrates the factors loaded for each variable, and the total variance accounted for by all the 3 factors with Eigen value greater than 1 is 97.902 % and the remaining less variance is explained by other variables.

Among the three factors, the 1st factor accounts for around 76.353% of variance, which is the highest variance explained by a single factor. Factor I shaped by converging five questions (Rationality of treatment, Familiarity with consultant, Good manners & Behaviours, Aware of hospital expenses and ethical practices), Factor II created with five questions (Quality of treatment, Element of humanity & charity, Hospital Location, Facility of the hospitals and Knowledge about Hospital) and Factor III formed with 5 questions like Awareness of health checkups, Credit facility, Fees and charges, Details of the diseases explained and Awareness of Doctors' Qualification. From the analysis, it is understood that factors such as Rationality of treatment (a11), Familiarity with consultant (a7) and Good manners & Behaviors(a15) were highly significant.

XI. RESULTS AND DISCUSSIONS

The healthcare sector is considered as a service industry. The client experiences and satisfaction are considered important as in other services. Client satisfaction is the most important marketing weapon as it has direct effect on improving the quality of the product i.e. health service. In this study, the researcher has identified three factors such as rationality of treatment, familiarity with consultant and good manners and behaviors which improve the

perception of respondents towards quality of hospital services. Further the respondents' perception is based on the quality of services provided by the hospital.

XII. FUTURE SCOPE

Studies can be conducted separately for both male and female. Again, the study can be done on the basis of Inpatient (IP) and Outpatient(OP). The study can be conducted among the staff of the hospital about their understanding of patient perception on hospitals. Additionally, each and every variable of the patient perception can be selected for study.

XIII. LIMITATIONS

- Data regarding the past patients were not collected.
- The respondents' attendants' opinions were not collected.
- The patients' perception of the information on hospital staff was not collected.

XIV. CONCLUSION

The patients feel that the private medical colleges are costly and arbitrary. There is a need to identify the factors influencing the patients' perception on quality of private medical college hospitals in Thrissur District. Even though several studies have been carried out, this study is aimed at ascertaining different variables of perception by the use of factor analysis and socio-demographic profile of the patients. The private medical college hospitals provide satisfaction to the patients who are ready to spend on treatment. The private medical colleges are more interested in taking initiative to serve the public by giving advanced, personalized, and satisfying approach. The sectors have not yet reached out to the poor who can't afford to spend heavily on health. Customer satisfaction is one of the major strategies to improve sustainability in the era of global competition. Nowadays healthcare services have become the best tool to offer quality healthcare.

REFERENCES

1. Gotlieb, J.B. (2000) Understanding the effects of nurses, patients' hospital rooms, and patients' perception of control on the perceived quality of a hospital. *Health Mark Q.* 2000;18 (1-2):1-14
2. Cheng, Shou-Hsia., Yang, Ming-Chin., Chiang, Tung-Liang.(2003) Patient satisfaction with and recommendation of a hospital: effects of interpersonal and technical aspects of hospital care. *International Journal for Quality in Healthcare.* Vol.15, Issue 4, pp: 345-355.
3. Williams, B., Brown, T., & Onsmann, A. (2012). Exploratory factor analysis: A five- step guide for novices. *Journal of Emergency Primary Healthcare.* Vol. 8(3), page. 1.
4. Deswal, Balbir Singh., and Singhal, Vijay K. (2013) Problems of medical education in India. *International Journal of Community Medicine and Public Health.* Vol.3, Issue.7, pp: 1905-1909.
5. Singh, T., Gupta, P., and Singh. D. (2013) Principles of medical education 4th ed New Delhi. Jaypee Brothers. pp: 144-149.

6. Ventolini, G., Goodwin, B., & Woody, C. (2014) Patient perceptions on the subject of medical research. *Drug Healthcare and patient safety*. Vol. 6, pp: 151–153.
7. 9. Mukhopadhyay, D.K. (2016) Students' perception of quality of medical education in a medical college in west Bengal, India. *Indian J Public Health*. Vol.60, pp :4-9.
8. 10. Nagoba, Basavraj., and Davane, Milind. (2017) Current Status of Medical Research in India- Where are we? *WIMJOURNAL*, Volume No. 4, Issue No. 1, pp:71-76
9. Ratha, K.(2018) Patient's perception towards the private hospitals in Ramanathapuram Taluk. *International Journal of Advance Research, Ideas and Innovations in Technology*. Vol.4(3), pp: 182-189.
10. <https://shodhganga.inflibnet.ac.in/handle/10603/221206>
11. Shabbir, A., Malik, S.A. and Malik, S.A. (2016), "Measuring patients' healthcare service quality perceptions, satisfaction, and loyalty in public and private sector hospitals in Pakistan", *International Journal of Quality & Reliability Management*, Vol. 33 No. 5, pp. 538-557.
12. Manimay, G. (2014), "Measuring patient satisfaction", *Leadership in Health Services*, Vol. 27 No. 3, pp. 240-254.
13. S.B. Jadhav, G.S. Lokhande, J.D. Naik, S.S. Rajderkar, S.P. Suryavanshi, K.R. Bhoje. Measuring patient satisfaction towards quality of outpatient care: a part of Health Systems Research. *International Journal of Recent Trends in Science And Technology*, 2011, 1,(3),96-103
14. Jawahar SK. A Study on Out Patient Satisfaction at a Super Specialty Hospital in India. *Internet Journal of Medical Update* 2007;2(2):13-7
15. Prasanna KS, Bashith MA, Sucharitha S. Consumer satisfaction about hospital services: A study from the outpatient department of a private medical college hospital at Mangalore. *Indian J Community Med* 2009;34(2):156–9.
16. Patavegar Bilkish ,Shelke Sangita , Adhav Prakash, Kamble Manjunath. A cross-sectional study of patient's satisfaction towards services received at tertiary care hospital on OPD basis. *National Journal of Community Medicine* 2012, 3(2),232-237.