

Factors Imposing Dissatisfaction Among Patients: An Empirical Study of Udaipur Division

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ABSTRACT

The present study is intended to identify factors imposing dissatisfaction among patients of public & private hospitals in Udaipur division. To serve the purpose descriptive research design is used and a structured questionnaire is applied to 479 patients who are chosen by stratified purposive sampling method through 30 hospitals. The analysis' results concluded that unaffordable prices and lack of proficient human resource are major barriers for private hospital patients while lack of quick response system is major hurdle for public hospitals in satisfying patients

Keyword: Patient Dissatisfaction, Public Hospital, Private Hospital

INTRODUCTION

The ultimate aim of any business organisation is achieving profits through customer satisfaction. All the innovations and promotions are useless if customer is not satisfied. Customer satisfaction becomes more important in case of service industry as this is the only criterion to measure the quality provided by business unit. As a result, use of patient satisfaction evaluation techniques has been increased in hospital industry in last few decades. Patient satisfaction not only projects the better quality of hospital but it also generates positive word of mouth in market and increases the business. To keep the patients satisfied, hospital authorities continuously try to offer a blend of core and supplementary services, but still due to some lacunas patients become dissatisfied. This paper aims to identify those factors which are imposing dissatisfaction among patients.

LITERATURE REVIEW

Jenkinson, Coulter, Bruster, Richards and Chandola (2002) identified that major determinants of patient satisfaction are physical comfort, emotional support, and respect for patient preferences as well as age and health status have major influences on patient satisfaction.

Satisfaction is very highly associated with willingness to recommend to others the hospital in which they received treatment but it does not imply that all aspects of that care were successfully delivered because ample of satisfied patients also reported some problems faced during their stay at hospital

According to Morris (2007), patient satisfaction is concerned not only with the quality of the treatment itself, but also with the way in which it is provided. This requires as much attention to be paid to things like staff's attitude, keeping appointments on time and social skills as to the content of the treatment. Many of these in themselves have little or no impact on the quantity of resources used, but have considerable implications for organisation and control, and the way in which staff treat patients.

Papanikolaou and Ntani (2008) conducted a study on 367 inpatients of Greek public hospitals. They found that patients' bad experience with aspects of their care was not directly reflected in low levels of satisfaction. Patients had to wait long hours to get an appointment with a doctor or after their examination to be admitted to the hospital. Many patients had to rely on a personal nurse and to pay extra money to the medical and nursing staff. They considered lack of staff as the main drawback of the hospital. However, their overall satisfaction was very high.

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Scotto, Ceglie, Guerra, Misciagna and Pellecchia (2009) administered questionnaire to 200 consecutive patients of the Endoscopy Service of the National Cancer Institute in Bari (93 males and 107 females). The variables associated with satisfaction in the most parsimonious logistic model were: hospital cleanliness, comfortable endoscopy area, adequate explanation of endoscopic diagnosis, training and caring of medical staff.

Pai, Ravi and Chary (2011) reiterated that patient satisfaction is collective construct encompassing the satisfaction with different hospital service components such as front office, food and beverage services, housekeeping services, discharge process, facilities provided by hospital, medical/clinical services and nursing. The healthcare managers should consider these dimensions for the overall patient satisfaction and outperform the firms that do not provide patient satisfaction.

According to Bhuvansawari and Rau (2012), merely satisfying patients is not enough for hospitals. Instead of satisfied patients, hospital needs more loyal patients – those patients who will return to the hospital for care, enthusiastically promote the hospital to others, and even override their physicians' hospital recommendations to receive care at their preferred hospital. They suggested hospital administration to also measure loyalty of patients along with satisfaction.

Ceyhun, Cagatay, Alper and Meltem (2012) suggested that every hospital, either private or public, should focus on providing not only good services but satisfying the needs of their customers. The unavailability of doctors and nurses, as well as their negative attitudes and behaviours, are major barriers to the utilisation of public and private hospitals. Besides that, the service providers disturb the services with the lack of empathy to the patients

OBJECTIVES

The proposed study has following objectives:-

1. To identify major factors imposing dissatisfaction among patients
2. To measure correlation between factors imposing dissatisfaction among public & private hospitals' patients

HYPOTHESIS

The study proposes to test the hypothesis that there is no significant difference between barriers imposing dissatisfaction among public & private hospital patients.

RESEARCH METHODOLOGY

Research Design

To have a better understanding about the issue, descriptive research design was used. To get the primary data, close ended questionnaire was administrated.

Sample Design

142 patients from public hospitals and 337 patients from private hospitals were selected through stratified purposive sampling. The whole population (i.e. Udaipur Division) is divided into 6 strata i.e. Udaipur, Dungarpur, Banswara, Pratapgarh, Rajsamand, and Chittorgarh. From these strata, purposively those respondents were interviewed who serve the objective of research.

Analysis

The data collected were analyzed with the help of various statistical tools like Weighted Arithmetic mean, S.D., Karl Pearson Correlation and t-test.

ANALYSIS AND INTERPRETATIONS

From review of literature, seven important factors were identified which may impose barrier in stimulating or satisfying patients. Patients were asked to indicate extent of barrier following factors impose in stimulating/satisfying patients on five point scale ranging from Extreme Barrier (5) to Not a barrier (1). Final ranking is obtained with the help of weighted arithmetic mean. In order to calculate total weighted score, the numbers of respondents who have indicated barrier from 5 to 1 are multiplied by 5 to 1 respectively. The mean score is calculated by dividing the total score by total number of weights (i.e. 15). The analysis of results is presented in further sub sections.

Table 1: Barriers Imposing Dissatisfaction among Public Hospitals' Patients

S. No.	Weights	5	4	3	2	1	Total (N)	Weighted Total	Weighted Average	Rank
	Importance	Extreme Barrier	Moderate Barrier	Somewhat barrier	Slight barrier	Not a barrier				
	Decisive Factor									
1	Unaffordable prices	9	12	14	13	94	142	255	17.00	7
2	Inconvenient location	4	29	19	10	80	142	293	19.53	6
3	Lack of proficient human resource	18	13	49	26	36	142	377	25.13	5
4	Long queues & lengthy waiting time	30	60	19	20	13	142	500	33.33	2
5	Lack of medical equipment	22	26	53	19	22	142	433	28.87	4
6	Lack of quick response system	48	35	29	23	7	142	520	34.67	1
7	Inadequate healthcare service quality	38	29	38	22	15	142	479	31.93	3

Barriers Imposing Dissatisfaction among Public Hospitals' Patients

142 patients of public hospitals indicated various factors imposing barrier in stimulating or satisfying patients as presented in table 5.38. Result shows that 'Lack of quick response system' was the extreme barrier which was imposing dissatisfaction among public hospital patients with a weighted mean score of 34.67 followed by 'Long queues & lengthy waiting time' (weighted mean score= 33.33). 'Inadequate healthcare service quality' ranked 3rd with a weighted mean score of 31.93, followed by 'Lack of modern equipment' that ranked 4th with a weighted mean score of 28.87. 'Lack of proficient human resource' ranked as fifth factor that acts as barrier in stimulating or satisfying patients with weighted mean score of 25.13 tailed by 'Inconvenient location' at 6th rank with a weighted mean score of 19.53. 'Unaffordable prices' were found not a barrier by the patients with a weighted mean score of 17.00.

As from the analysis of Table 1, it can be concluded that majority of patients found 'Lack of quick response system' as the most extreme barrier imposing dissatisfaction among public hospital patients.

Barriers Imposing Dissatisfaction among Private Hospitals' Patients

Private hospital patients (N=337) indicated various factors imposing barrier in stimulating or satisfying patients as presented in table 5.39. Result shows that 'Unaffordable prices' was the extreme barrier which was imposing satisfaction among private hospital patients with a weighted mean score of 91.80 followed by 'Lack of proficient human resource' (weighted mean score= 75.87). 'Inadequate healthcare service quality' ranked 3rd with a weighted mean score of 72.60, followed by 'Lack of quick response system' that ranked 4th with a weighted mean score of 70.07. 'Lack of medical equipment' ranked as fifth factor that acts as barrier in stimulating or satisfying patients with weighted mean score of 61.93 tailed by 'Long queues & lengthy waiting time' at 6th rank with a weighted mean score of 54.33. 'Inconvenient location' was found not a barrier by the patients with a weighted mean score of 52.00.

As from the analysis of Table 2, it can be concluded that majority of patients found 'Unaffordable prices' as the most extreme barrier imposing dissatisfaction among private hospital patients.

Table 2: Barriers Imposing Dissatisfaction among Private Hospitals' Patients

S. No.	Weights	5	4	3	2	1	Total (N)	Weighted Total	Weighted Average	Rank
	Importance	Extreme Barrier	Moderate Barrier	Somewhat barrier	Slight barrier	Not a barrier				
	Decisive Factor									
1	Unaffordable prices	152	110	39	24	12	337	1377	91.80	1
2	Inconvenient location	18	32	119	37	131	337	780	52.00	7
3	Lack of proficient human resource	19	164	102	29	23	337	1138	75.87	2
4	Long queues & lengthy waiting time	23	38	27	218	31	337	815	54.33	6
5	Lack of medical equipment	64	39	66	87	81	337	929	61.93	5
6	Lack of quick response system	56	112	43	68	58	337	1051	70.07	4
7	Inadequate healthcare service quality	85	90	41	60	61	337	1089	72.60	3

Correlation between Public & Private Hospital Ranks given to Barriers Imposing Dissatisfaction among Patients

In order to identify relationship between various factors imposing barrier in stimulating or satisfying patients of public and private hospitals, Spearman's rank correlation is calculated and results are exhibited in Table 3. The coefficient of correlation between ranks of public and private hospitals is found negative 0.285, which results in low degree of negative correlation. It means barriers faced by patients of public hospital differ from the barriers faced by private hospitals' patients which are causing dissatisfaction among them.

Hypothesis Testing

- H_0 : There is no significant difference between barriers imposing dissatisfaction among public and private hospital patients
- H_1 : There is a significant difference between barriers imposing dissatisfaction among public and private hospital patients

As shown in Table4 t-test is applied to measure significant difference between barriers imposing dissatisfaction among public and private hospital patients.

It can be concluded from the results that inadequate healthcare service quality is imposing equal dissatisfaction

Table 3: Correlation between Public & Private Hospital Ranks given to Barriers Imposing Dissatisfaction among Patients

S. No.	Decisive Factor	Ranks	
		Public Hospital	Private Hospital
1	Unaffordable prices	7	1
2	Inconvenient location	6	7
3	Lack of proficient human resource	5	2
4	Long queues & lengthy waiting time	2	6
5	Lack of medical equipment	4	5
6	Lack of quick response system	1	4
7	Inadequate healthcare service quality	3	3
Spearman's Rank Correlation		-0.285	
Result		Low Degree of Negative Correlation	

Table 4: t-test Results to Measure Difference between Barriers Imposing Dissatisfaction among Public & Private Hospitals' Patients

Decisive Factor	Public Hospitals (N=142)		Private Hospitals (N=337)		t-value	p-value	Result
	Mean	SD	Mean	SD			
Unaffordable prices	1.80	1.28	4.09	1.08	20.029	0.000	Significant
Inconvenient location	2.06	1.33	2.31	1.23	1.983	0.048	Significant
Lack of proficient human resource	2.65	1.30	3.38	0.97	6.768	0.000	Significant
Long queues & lengthy waiting time	3.52	1.23	2.42	1.03	10.06	0.000	Significant
Lack of medical equipment	3.05	1.25	2.76	1.43	2.102	0.036	Significant
Lack of quick response system	3.66	1.24	3.12	1.37	4.409	0.0001	Significant
Inadequate healthcare service quality	3.37	1.31	3.23	1.46	0.987	0.324	Not Significant

Degree of Freedom = 477, Level of Significance = 0.05

among patients of public and private hospital as no significant difference is found for this variable. Significant difference is found for lack of medical equipment and inconvenient location. For 477 degree of freedom and at 5% level of significance, extreme significant difference is found for unaffordable prices, lack of proficient human resources, long queues and lengthy waiting time, and lack of quick response system which means that level of barriers faced by patients of public & private hospital is significantly different.

CONCLUSION

From the mean scores and test results it can be concluded that unaffordable prices and lack of proficient human resource are major barriers for private hospital patients while lack of quick response system is major hurdle for public hospitals in satisfying patients. Negative correlation is found between ranks of various factors imposing barrier in satisfying patients of public and private hospitals, which means public and private hospital patients are facing different kinds of barriers Apart from inadequate health care service quality significant difference is found between barriers imposing dissatisfaction among public & private hospital patients.

It is advisable for hospital marketers that transparency in pricing strategies should be maintained. The professionalism in the hospital management staff, doctors and nursing staff plays a vital role in preserving existing patients' pool. But the personal attention of staff is also highly appreciated. Private hospital should hire trained & experienced medical staff.

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