

# An Empirical Study on Customer Perception towards Multi Specialty Hospitals in Tamilnadu

<sup>1</sup>**S. Edson Nirmal Christopher,**

*Research Scholar in Management,  
Dr.SNS Rajalakshmi College of Arts & Science  
Coimbatore,Southern India .  
[eddichris@gmail.com](mailto:eddichris@gmail.com)*

<sup>2</sup>**Dr. P. Sivakumar,**

*Head & Associate Professor,  
Dr.SNS Rajalakshmi College of Arts & Sceince, Coimbatore,Southern India .  
[sivaatcas7007@gmail.com](mailto:sivaatcas7007@gmail.com)*

## **Abstract**

*The growing and rapid development of health care sector with the quality of service becomes an important factor for the patients who are visiting hospitals for the treatment. In service, customer perception always different from time to time and customer to customer according to the situations and moods. But, customers identify different meanings in what they perceive from the service which they get from service provider. Customers may change their perspective or simply make things mean something to them. The analysis of parameters is also presented in paper.*

**Key Words:** Hospitals, service quality, satisfaction, SERQUAL.

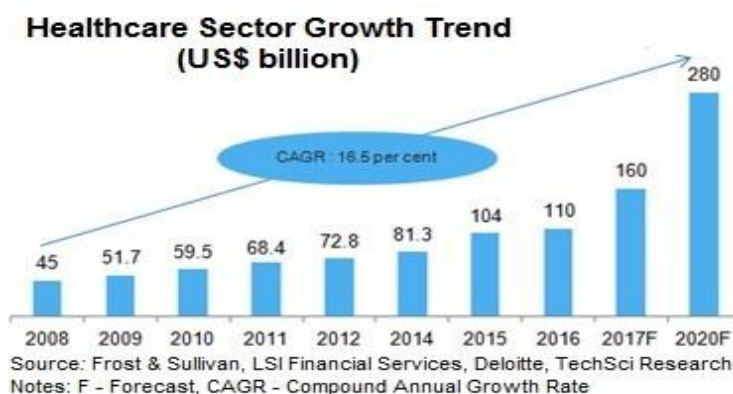
## I. Introduction

The fastest growing sector of healthcare quality service is considered as an important one. The organizations have to be equipped and upgrading their services to the level of their customer perceptions so that they can run successfully and increases their market share.

Healthcare service is an important one. To be successful in the organizations it must be equipped and upgraded their services to match the level of customer perceptions. The growth in healthcare, strengthens the service sector in increasing the expenditure of public as well as private players. The public healthcare network is widespread, majority of the service share lies with the private sector, which today caters to 70 per cent of out-patient and 60 per cent of in-patient services. The sector is projected to continue on its growth path, with an estimated market size of USD280 billion by 2020. The private sector is likely to contribute a major way to this growth.

Quality of life is nothing but the perception of patients towards their overall relief of symptoms along with physical and psychological well-being, ability to perform routine activities without much discomfort and interference in their social interactions and relations.

The robust growth in the health care sector mainly the private and corporate hospitals taking the state to a greater height. The frequency of visits of (Rangarajan, 2010) Indian-origin patients from other countries such as Dubai, Singapore etc are in rise. Patients used to visit government hospitals, but the scenario is changed with the emergence of corporate hospitals in the last two decades.

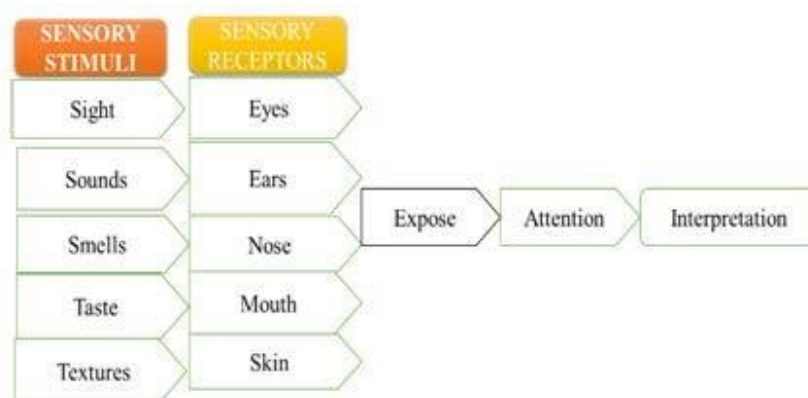


The multi-speciality hospitals with wide ranging facilities and dedicated team of doctors giving the patients extra care at the right time to provide the best health care under one roof with variety of specialties like Anesthesiology, Cardiology, Diabetology, ENT surgery, Gastroenterology, Nephrology etc. In a marketing activity (Craig-Lees et al, 1995), the perception played an important role. In order to understand the way of consumers, perceive over a product which is perceived and positioned already in the minds of people make the marketers be more effective and make efficient decisions on pricing and packaging.

Consumers operate (Berkowitz et al, 2000) in a complex environment in order to organize and interpret information. The human brain starts with filtering of exposure, seeing the comprehension and retention, it is often called as selective perception. People pay more

attention to the information that is consistent with their beliefs and attitudes, the information which is inconsistent are ignored. The selective exposure of the consumer decision process often occurs in post-purchase stage, when the consumer thinks or read the brand which they bought.

Perception is a three stage processes (Michael, 2007) translate raw stimuli into a meaning. The study of perception mainly focuses on the sensory stimuli and sensory receptors, when direct exposure and attention is given to a particular thing of perception then it is selected, organized and interpreted the sensations by which people selected.



An Overview of the Perceptual Process

## II. Literature Review

Rajput, (2015) in his study “Customer perception on E-banking Service” states that 95% people are aware of E-banking services, and 89% people are regular users. About 43% people state that E-banking provides up to date information accurately, cost effective, 24 hours available and transparency in services. Bill payments, ATMs are used frequently. The study concluded by saying that 45% people are satisfied with the E-banking.

Krishnamurthy and Banu, (2015) in his study “Customer perception and response towards online marketing in Chennai city” Most of the consumers are changing to the online marketing rather traditional shopping, the main reason is that consumers can compare and buy the products through online.

Maxcila, (2014) in his research study on customer perception towards hospitals, the researcher is assessing the satisfaction of patients admitted in the hospitals. The patients are well satisfied with the responsiveness of the doctors and nurses. The study also states that patients are satisfied with the services offered by the hospitals, some patients who are mainly in general ward are totally dissatisfied with the sanitation and cleanliness in the toilets of the hospitals.

Leon and Leslie, (2009) React and act is totally based on the perception but not on the reality. Every individual has reality as a personal phenomenon, which is based on the needs of person, values and experiences happened personally. Individuals combined with two or more may be exposed to the same stimuli with the same apparent conditions, but each individual has his own recognition, selection and inter-perception of stimuli on each person of his own needs, values, and perception.

Rajesh, (2007) in his Study “Customers perception on usage of internet banking” identifies

the customer perception and causative factors on internet banking. The customers are influenced by the surrounding environment which determines the decisions of the individuals, if he is surrounded with internet banking friends then he opts for internet banking.

Suja, (2004) Perception is basically a process of thinking where individual's emotions, feelings, and the activities based on the surrounding.

Shivalingaiah et al, (2004) in their study "Customer perception of service quality in libraries", identifies that a library consists of both tangible products and intangible services. Due to the technology, the quality material becoming shortage. So, the customers are focused on libraries for their survival. To reduce the gaps in service quality, the library and information science professionals must focus and understand the customer perception and fulfil their expectations.

### 1. Objectives of the Study

1. To study the consumer perception towards multi-speciality hospitals.
2. To analyze the consumer level of awareness about multi-speciality hospitals.

### 2. Hypothesis

H0: There is no significant relationship between the service quality dimensions and with the patients visiting multi-speciality hospitals.

H1: There is significant relationship between the service quality dimensions and with the patients visiting multi-speciality hospitals.

### 3. Research Methodology

In order to understand and examine the patient's perception who are visiting the multi speciality hospitals, a questionnaire survey methodology was adopted and data were collected from a sample size consist of four hospitals using Convenient sampling method. The respondents of this study are 182 people of where, 124 are male and 58 are female. The obtained data were analyzed using SPSS.

#### Analysis

- From the table 1, it is found that 124 are male in which 42 respondents are below higher secondary and 74 are undergraduates and 58 are female respondents in which 21 are post-graduates.

Table 1: Gender and Educational Qualification Cross Tabulation

		Educational Qualification			Total
		Below HSC	UG	PG	
Gender	Male	42	74	8	124
	Female	18	19	21	58
Total		60	93	29	182

- Most of the respondents (44%) feel that the quality of multi-speciality hospitals is very good and 27% feel it is excellent (table 2).

Table 2: Quality of Multi-Speciality Hospitals

Variables	Respondents	Percent
Excellent	49	26.9
Very Good	80	44.0
Good	47	25.8
Average	6	3.3
Total	182	100.0

- It is seen from table 3, that 69% of the respondents are satisfied and 21% are highly satisfied after the treatment they got from the multi-speciality hospitals.

Table 3: Satisfaction of Patient After the Treatment

Variables	Respondents	Percent
Highly Satisfied	39	21.4
Satisfied	125	68.7
Average	11	6.0
Dissatisfied	7	3.8
Total	182	100.0

- From the table 4, it is identified that the one-way test using SPSS is to find out the significant relationship between the service quality dimensions (namely reliability, tangibility, responsiveness, assurance and empathy) and with the patients visiting multi-speciality hospitals. Since the significance value are less than 0.05, hence alternate hypothesis is accepted. Therefore, there is significant relation is between service quality dimensions (namely reliability, tangibility, responsiveness, assurance and empathy) and with the patients visiting multi-speciality hospitals.

Table 4: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
RELIABILITY	Between Groups	9.483	4	2.371	2.113	.081
	Within Groups	198.610	177	1.122		
	Total	208.093	181			
TANGIBILITY	Between Groups	11.217	4	2.804	2.444	.048
	Within Groups	203.069	177	1.147		
	Total	214.286	181			
RESPONSIVENESS	Between Groups	24.052	4	6.013	5.359	.000
	Within Groups	198.591	177	1.122		
	Total	222.643	181			
ASSURANCE	Between Groups	17.016	4	4.254	3.768	.006
	Within Groups	199.825	177	1.129		
	Total	216.841	181			

EMPATHY	Between Groups	28.128	4	7.032	7.296	.000
	Within Groups	170.602	177	.964		
	Total	198.731	181			
ACCESSIBILITY	Between Groups	14.105	4	3.526	2.981	.021
	Within Groups	209.373	177	1.183		
	Total	223.478	181			

#### 4. Findings and Suggestions

- Out of 182 respondents of the different hospitals 67 respondents are highly satisfied with the services provided by the various multi- speciality hospitals of Madurai.
- It was suggested that if the multi-specialty hospitals keep or maintain their service quality at higher rate is an important aspect for the customers then they can be successful in health care.

#### 5. Limitations and Future Research Directions

The study was carried out in Madurai, Tamilnadu, the results obtained may not be seen applicable to the country as a whole. For the convenience of the study the questionnaire is set based on the patient's perception, which changes from both place to place and time to time, and may even change in case of different situations. Future studies can also investigate the effects of service quality dimensions on the overall satisfaction, recommending behavior and loyalty.

#### 6. Conclusion

The service firms should identify the customer's perception of post and pre- purchase behavior in a particular service which is happened to satisfy a customer. In this study, the findings are carried out to find out the customer perception towards multi-speciality hospitals, the patients are satisfied with the services they got from the hospitals during the treatment. They are also satisfied with the overall service quality dimensions namely reliability, tangibility, responsiveness, assurance and empathy. Most of the patients feel that the services are excellent. Customers actually looking forwards for the better service and experienced staff (Doctors and nurses) in the hospitals rather than seeing the convenience of travel and cost of their treatments.

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