



A STUDY ON HOSPITAL SERVICES IN MADURAI DISTRICT

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ABSTRACT:

In today's scenario, patients are not cost-conscious, but they have become quality-conscious, and this is due to the growth in disposable income and the increase in the health consciousness of the patients'. Thus, A hospital is a major social institution for delivering healthcare, offering considerable advantages to both patient and society. A hospital is an institution of health care service providing treatment with specialized staff, equipment, and qualified professionals. Nowadays, hospitals have emerged as the ability to provide health care guided by well-trained professionals. Modern-day hospitals are staffed by professional physicians and surgeons. and nurse, whereas in history, this work was usually done by the origin religious orders or by volunteers. Good health helps people lead a happy life and attain their goals. To achieve and maintain good health, People should have easy access to healthcare services. Service quality is an important factor for both the hospitals and the patients. It is fast-growing competition with the increased patients perceptions of service. quality, it makes it arduous for hospitals to meet patient's satisfaction. Providing good-quality service for both in and out patient is necessary for recognizing the hospital service.

KEYWORDS:

HOSPITAL, HEALTH CARE SERVICES, SERVICE QUALITY, TREATMENT, SATISFACTION.

1.1 INTRODUCTION

The current study is concentrated as "A Study on Hospital Services in Madurai District". Health has an intrinsic value in creating the human capital of the country. Health is significant factor in the development of nation, as high levels of population health go hand in hand with national income. Health and socioeconomic progress are very much interdependent and health has been accepted as one of the welfare component. Good health of people helps to lead a happy life and attain their goals. To achieve and maintain good health, people should get easy access to healthcare services. Hospital is an institution of health care service providing treatment with specialized staff, equipment and qualified professionals. Nowadays hospitals have emerged as the ability health care guided by well trained professionals. Modern day hospitals are staffed by professional physicians, surgeons and nurse, whereas, in history this work was usually done by the origin religious orders or by volunteers. Hospitals are increasingly realizing the need to focus on service quality as a measure to improve their competitive position in today highly competitive environment. The aim of the study is to evaluate the hospital services and satisfaction level from the customers in Madurai District.

1.2 STATEMENT OF THE PROBLEM

Healthcare sector is one of the largest service providers in India. Healthcare services are offered by both Government and private players. Growth in Indian economy made an

increase in purchasing power among the citizens. That makes the willingness to afford more to avail quality healthcare services in international standard. Hence, the hospital management has to know how the patients and other stakeholder perceive quality of healthcare services. This understanding helps hospital administration to evaluate their quality of service. Due to lethargies of human resources, poor service quality and lack of administration in public hospitals have given brick rate of growth of private hospitals. This growth of private hospital made India as a special country which provides quality medical services at cheaper rate and it attracts many foreign patients in the name of medical tourism. Madurai District is one among the District in Tamilnadu dominated by private hospitals like Appollo hospital, Meenakshi Mission hospital, Vadamalayan hospital etc., and attracts foreign patients for quality hospital services. Private hospitals are run on profit motive; they follow unethical practices collecting bills, etc. This was due to reluctance of Government hospitals to provide quality medical services. These have thrown question on quality medical services. Therefore, the present study has made an attempt to measure the level of satisfaction and service quality of hospitals in Madurai District.

1.3 REVIEW OF LITERATURE

The review of literature of the past research studies on the subject are discussed in this section to ascertain to what an

extent studies on hospital services in Madurai District.

- ❖ S.Sharmila and Dr Jaya sree krishnan (2013) were analysed as part of a study on patient satisfaction and its determinants. The outcome shows that by assessing each person's degree of satisfaction, the quality of services needs to be enhanced.
- ❖ Agarwal A and Singh MR (2016) in their study, found that Patient happiness and the calibre of the service an investigation into Jaipur's pathology laboratories. It was determined that more creative techniques ought to be employed.
- ❖ Alghamdi FS (2014) in his study stated that the service shortages should be filled by the healthcare industry.
- ❖ Dr.Sathyanarayana and Prof. Veena Shenoy (2019) assessed the level of patient satisfaction and service quality in rural Karnataka We learned from the survey that respondents perceptions of the PHCs quality of care were reflected by empathy and assurance.

1.4 OBJECTIVES OF THE STUDY

- ❖ To measure the service providers by the hospitals in Madurai District.
- ❖ To analyze the socio economic characteristics of the sample respondents.
- ❖ To study the level of satisfaction of the respondents.

1.5 RESEARCH DESIGN

The proposed study is descriptive and analytical in nature of research methodology includes sample design for collection of data method of analysis of data and tools for the study.

1.5.1 SAMPLING TECHNIQUE

The present study entitled as "A Study on Hospital Services in Madurai District". Convenient sampling method was used by the researcher for selecting the respondents with the help of interview schedule.

1.5.2 DATA COLLECTION

The present study is based on both primary and secondary sources. The primary data has been collected directly from the respondents. The secondary data have been collected from journals, periodicals and reports related to the study.

1.5.3 TOOLS FOR RESEARCH

Simple percentage Analysis tools was applied.

1.6 DATA ANALYSIS

The analysis and interpretation of the sample respondents based on demographic factors were presented.

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

In this title an attempt has been made to study the demographic profile sources of visit and types of services

of the sample respondents. The following pages deal with the survey results.

TABLE 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S. NO	VARIABLE		NO. OF RESPONDENTS	PERCENTAGE
1.	Gender	Male	64	64
		Female	36	36
2.	Age Group	Below 30	10	10
		31 to 40	28	28
		41 to 50	36	36
		Above 50	26	26
3.	Educational Qualification	Illiterate	24	24
		SSLC	20	20
		Higher Secondary	26	26
		Graduate	14	14
		Post Graduate	10	10
		Professionals Degree	6	6
4.	Occupation	Agriculture	16	16
		Govt. Employee	20	20
		Private Employee	26	26
		Home maker	11	12
		Business	13	12
		Others	14	14

Source: Primary Data

It could be seen from the above table out of 100 respondents, 64 percent of the respondents were males and 36 percent of them were females. It can be seen that majority of the respondents were males. After dividing the respondents on the basis of gender, they are further divided according to their age, in this 36 percent of the respondents came under the age group of 41 to 50 and only 10 percent of the were in the age group of below 30. Based on the Education 26 percent are under higher secondary and only 6 percent of the professionals Degree. Based on the Occupation 24 percent of the respondents are private employees and only 11 percent of the respondents are home maker.

TABLE 2

SOURCE OF VISIT

S. NO	SOURCES OF VISIT	NO. OF RESPONDENTS	PERCENTAGE
1.	Specialty	20	20

2.	Reference	40	40
3.	Advertisement	15	15
4.	Word of mouth	25	25
Total		100	100

Source: Primary Data

From the above table shows that the major sources of respondents are get reference from others followed by word of mouth are 40% and 25%. It is concluded that majority of the respondents visit hospitals get reference from others.

TABLE 3
TYPES OF SERVICE

S. NO	TYPE OF SERVICE	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Blood Check up	18	18
2.	Scan	25	25
3.	ECG and X - Ray	15	15
4.	Physiotherapy	7	7
5.	Dialysis	8	8
6.	Endoscopy	12	12
7.	Chemotherapy	15	15
Total		100	100

Source: Primary Data

From the above table shows that the major sources of respondents are get scan from others and from Blood check up as they are 25% and 18%. It is concluded that majority of the respondents visit hospitals as they get scan from others.

1.7 FINDINGS

FROM THE ABOVE TABLE SHOWS THAT

- The major sources of the respondents are get 64% of the respondents were males.
- 36 percent of the respondents lying between 41to50 age group.
- 26% of the respondents are under the category of higher secondary school.

- 26% of the respondents are private employees.
- Majority of the respondents visit hospitals as they get reference from others.
- Majority of the respondents visit hospitals for Scan purpose.

1.8 CONCLUSION

The importance of service quality and patient happiness were the main focus of this study, and it was discovered that patients were extremely happy with the services provided to them. The public hospitals in the district of Madurai operate efficiently. They are pleased with the doctor's commitment to every procedure. The majority of patients travel to government hospitals because they may receive free medical care, there is a free medical campaign, and they are happy with the facilities, the hospitality, and the timely attendance of cases. The patient's expectations are rising significantly as everything develops. It is crucial that the government take the required steps to improve patient satisfaction.

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