Hospital-4

Descriptive statistics of Hospital 4.

If a hospital scoring value is more than “4” in a dimension, indicating that customer’s perceived high level of quality and if a hospital scoring value is less than “4” in a dimension, indicates that customers perceive low level of quality and has to improve its services with respect to that dimension. Further, a hospital which has high scores in patients’ perceptions may score low with respect to attendants’ perceptions. This means that it has to design new strategies to take care of the attendants’ needs. Thus, a hospital can compare its performance in terms of the service quality dimensions and its customers’ satisfaction with the benchmarks set by the best in class among similar hospitals. If an individual hospitals having high score for service dimension indicating good satisfaction while low score indicating less satisfaction.

H4.0T - Mean Values of Service Quality Dimensions of Hospital 4.

<table>
<thead>
<tr>
<th>Dimensions of Service Quality</th>
<th>N</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>80</td>
<td>4.50</td>
</tr>
<tr>
<td>Personnel quality</td>
<td>80</td>
<td>3.89</td>
</tr>
<tr>
<td>Process of clinical care</td>
<td>80</td>
<td>4.80</td>
</tr>
<tr>
<td>Administrative procedures</td>
<td>80</td>
<td>5.17</td>
</tr>
<tr>
<td>Safety indicators</td>
<td>80</td>
<td>3.13</td>
</tr>
<tr>
<td>corporate image</td>
<td>80</td>
<td>4.76</td>
</tr>
<tr>
<td>Social responsibility</td>
<td>80</td>
<td>6.23</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>80</td>
<td>5.97</td>
</tr>
</tbody>
</table>
Here values are indicating that Infrastructure, Process of Clinical Care, Administrative Procedures, Hospital Image, Social Responsibility and Trustworthiness indicating high satisfaction while Personnel Quality and Safety Indicators indicating less satisfaction with quality of services.

**H4.1 Customer Focus & Infrastructure of Hospital 4**

**Hypothesis 1a.**

Customer focus positively impacts on Infra-structure of multi specialty hospitals.

**H4.1T- Correlation Regration Analysis of Customer Focus & Infrastructure of Hospital 4**

<table>
<thead>
<tr>
<th></th>
<th>Customer Focus</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Correlations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Focus</td>
<td></td>
<td>.789**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>.789**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
Analysis: Results & Discussions-Hospital 4

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.789&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.622</td>
<td>.617</td>
<td>4.49392</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Focus

ANOVA<sup>b</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2594.805</td>
<td>1</td>
<td>2594.805</td>
<td>128.485</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>1575.238</td>
<td>78</td>
<td>20.195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4170.043</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Focus
b. Dependent Variable: Infrastructure

Coefficients<sup>c</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-29.271</td>
<td>8.263</td>
<td>-3.542</td>
<td>.001</td>
</tr>
<tr>
<td>Customer Focus</td>
<td>1.102</td>
<td>.097</td>
<td>.789</td>
<td>11.335</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Infrastructure

Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Infrastructure dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted $R^2$ value 0.617 for the reliability equation which is indicating high proportion of explained variance so adjusted R-square was found to be statistically significant.
- The Standard Coefficient value of Beta 0.789 of regression analysis shows that the customer satisfaction best predicts for Infrastructure correlation was computed to test
the formulated hypothesis. Table shows that the correlation for given scale is significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Infrastructure.

- Significant positive correlation reveals that the higher level of Customer Focus leads to good Infrastructure in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 1a. Customers focus positively impacts the Infrastructure in multi specialty hospitals, which is suitable for Hospital 4.

**H4.2 Customer Focus and Personnel Quality of Hospital 4.**

**Hypothesis 2a.**

Customer focus positively impacts on personnel quality of multi specialty hospitals.

**H4.2T- Correlation Regression Analysis of Customer Focus and Personnel Quality of Hospital 4**

<table>
<thead>
<tr>
<th></th>
<th>Customer Focus</th>
<th>Personnel Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Personnel Quality</td>
<td>Pearson Correlation</td>
<td>.566**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**, Correlation is significant at the 0.01 level (2-tailed).
Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Personnel Quality dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Atjusted $R^2$ value 0.312 for the reliability equation which is indicating moderate proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.566 of regression analysis shows that the customer satisfaction best predicts for Personnel Quality correlation was computed to
test the formulated hypothesis. Table shows that the correlation for given scale is significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Personnel Quality.

- Significant positive correlation reveals that the high level of Customer Focus leads to good Personnel Quality in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 2.a. Customers focus positively impacts the Personnel Quality in multi specialty hospitals, which is suitable for Hospital 4.

**H4.3 Customer Focus and Process of Clinical Care of Hospital 4**

**Hypothesis 3a.**

Customer focus positively impacts on Process of clinical care of multi Specialty hospitals.

**H4.3T Correlation Regration Analysis of Customer Focus and Process of Clinical Care of Hospital 4**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Customer Focus</th>
<th>Process of Clinical Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Process of Clinical Care</td>
<td>Pearson Correlation</td>
<td>.689**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**
Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Process of Clinical Care dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted $R^2$ value 0.468 for the reliability equation which is indicating moderate proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.689 of regression analysis shows that the customer satisfaction best predicts for Process of Clinical Care correlation was computed to test the formulated hypothesis. Table shows that the correlation for given
scale is significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Process of Clinical Care.

- Significant positive correlation reveals that the higher level of Customer Focus leads to good Process of Clinical Care in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 3a. Customers focus positively impacts the Process of Clinical Care in multi specialty hospitals, which is suitable for Hospital 4.

**H4.4 Customer Focus and Administrative Procedure of Hospital 4**

**Hypothesis 4a.**

Customer focus positively impacts on Administrative procedures of multi specialty hospitals.

**H4.4T Correlation Regraction Analysis of Customer Focus and Administrative Procedure of Hospital 4,**

<table>
<thead>
<tr>
<th></th>
<th>Customer Focus</th>
<th>Administrative Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.776**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>80</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Administrative Procedures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.776**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**, Correlation is significant at the 0.01 level (2-tailed).
Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Administrative Procedure dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with adjusted $R^2$ value 0.597 for the reliability equation which is indicating high proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.776 of regression analysis shows that the customer satisfaction best predicts for Administrative Procedure. Pearson correlation was computed to test the formulated hypothesis. Table shows that the correlation for
A Study on Market Orientation and Service Quality in Multi-Specialty Hospital in Gujarat State™

H4.10

Analysis: Results & Discussions-Hospital 4

given scale is significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Administrative Procedure.

- Significant positive correlation reveals that the Customer Focus leads better Administrative Procedure in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 4a. Customers focus positively impacts the Administrative Procedure in multi specialty hospitals, which is suitable for Hospital 4.

H4.5 Customer Focus and Safety Indicators of Hospital 4

Hypothesis 5a.

Customer focus positively impacts on Safety indicators of multi specialty hospitals.

H4.5T Correlation Regression Analysis of Customer Focus and Safety Indicators of Hospital 4

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Customer Focus</th>
<th>Safety Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.764**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Safety Indicators</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.764**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
### Analysis: Results & Discussions-Hospital 4

#### Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.764&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.584</td>
<td>.578</td>
<td>5.22565</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), Customer Focus

#### ANOVA<sup>b</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2987.535</td>
<td>1</td>
<td>2987.535</td>
<td>109.404</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>2129.978</td>
<td>78</td>
<td>27.307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5117.513</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), Customer Focus

<sup>b</sup> Dependent Variable: Safety Indicators

#### Coefficients<sup>c</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-55.549</td>
<td>9.609</td>
<td></td>
<td>-5.781</td>
</tr>
<tr>
<td>Customer Focus</td>
<td>1.183</td>
<td>.113</td>
<td>.764</td>
<td>10.460</td>
</tr>
</tbody>
</table>

<sup>c</sup> Dependent Variable: Safety Indicators

Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Safety Indicators dimension of the service quality as dependent variables.

- The regression equation is significant at the 0.01 level with Adjusted $R^2$ value 0.578 for the reliability equation which is indicating high proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.764 of regression analysis shows that the customer satisfaction best predicts for Safety Indicators correlation was computed to
test the formulated hypothesis. Table shows that the correlation for given scale is significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Safety Indicators.

- Significant positive correlation reveals that the Customer Focus leads to good Safety Indicators in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 5a. Customers focus positively impacts the Safety Indicators in multi specialty hospitals, which is suitable for Hospital 4.

**H4.6 Customer Focus and Hospital Image of Hospital 4**

**Hypothesis 6a.**

Customer focus positively impacts on Hospital Image of multi specialty hospitals.

**H4.6T Correlation Regration Analysis of Customer Focus and Hospital Image of Hospital 4**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Customer Focus</th>
<th>Hospital Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Hospital Image</td>
<td>Pearson Correlation</td>
<td>.751**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
**Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Hospital Image dimension of the service quality as dependent variables.**

- The regression equations is significant at the 0.01 level with Adjusted R2 value 0.559 for the reliability equation which is indicating high proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.751 of regression analysis shows that the customer satisfaction best predicts for Hospital Image correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Hospital Image.

- Significant positive correlation reveals that Customer Focus leads to good Hospital Image in Hospital which is affecting on good quality of services of Hospital. The correlation and Regression analysis support the Hypothesis 6a. Customers focus positively impacts the Hospital Image in multi specialty hospitals, which is suitable for Hospital 4.

**H4.7 Customer Focus and Social Responsibility of Hospital 4**

**Hypothesis 7a.**

Customer focus positively impacts on Social responsibilities of multi specialty hospitals.

**H4.7T Correlation Regression Analysis of Customer Focus and Social Responsibility of Hospital 4**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Customer Focus</th>
<th>Social Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>Pearson Correlation</td>
<td>.997**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Social Responsibility dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with adjusted $R^2$ value 0.993 for the reliability equation which is indicating high proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.997 of regression analysis shows that the customer satisfaction best predicts for Social Responsibility correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Social Responsibility.

- Significant positive correlation reveals that the higher level of Customer Focus leads to good Social Responsibility in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 7a. Customers focus positively impacts the Social Responsibility in multi-specialty hospitals, which is suitable for Hospital 4.

**H4.8 Customer Focus and Trustworthiness of Hospital 4.**

**Hypothesis 8a.**

Customer focus positively impacts on trustworthiness of multi-specialty hospitals.

**H4.8T Correlation Reogration Analysis of Customer Focus and Trustworthiness of Hospital 4.**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Customer Focus</th>
<th>Trustworthiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Focus</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>Pearson Correlation</td>
<td>.915**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.915*</td>
<td>.837</td>
<td>.835</td>
<td>1.95692</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Focus

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1</td>
<td>1539.189</td>
<td>401.925</td>
<td>.000*</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>78</td>
<td>3.830</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>79</td>
<td>1837.894</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Focus

b. Dependent Variable: Trustworthiness

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>13.287</td>
<td>3.598</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Customer Focus</td>
<td>.849</td>
<td>.042</td>
<td>.915</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Trustworthiness

Table displays the results of the regression analyses incorporating the Customer Focus dimension of the Market Orientation as independent variables and Trustworthiness dimension of the service quality as dependent variables.

- The regression equation is significant at the 0.01 level with Adjusted $R^2$ value 0.835 for the reliability equation which is indicating high proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.915 of regression analysis shows that the customer satisfaction best predicts for Trustworthiness correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the customer focus and Trustworthiness.

- Significant positive correlation reveals that the higher level of Customer Focus leads to good Trustworthiness in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 8a. Customers focus positively impacts the Trustworthiness in multi specialty hospitals, which is suitable for Hospital 4.

**H4.9 Need Assessment and Infrastructure of Hospital 4**

**Hypothesis 4b.**

Need Assessment positively impacts on Infrastructure of multi specialty hospitals.

**H4.9T Correlation Regration Analysis of Need Assessment and Infrastructure of Hospital 4**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Need Assessment</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Pearson Correlation</td>
<td>.776**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**, Correlation is significant at the 0.01 level (2-tailed).
Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Infrastructure dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted $R^2$ value 0.597 for the reliability equation which is indicating high proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.776 of regression analysis shows that the Need Assessment best predicts for Infrastructure correlation was computed to test the
formulated hypothesis. Table shows that the correlation for given scale is significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Infrastructure.

- Significant positive correlation reveals that the higher level of Need Assessment leads to good Infrastructure in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 1b. Need Assessment positively impact the Infrastructure in multi specialty hospitals, which is suitable for Hospital 4.

**H4.10 Need Assessment & Personnel Quality of Hospital 4**

**Hypothesis 2b.**

Need Assessment positively impacts on personnel quality of multi specialty hospitals.

**H4.10T Correlation Regration Analysis of Need Assessment & Personnel Quality of Hospital 4**

<table>
<thead>
<tr>
<th></th>
<th>Need Assessment</th>
<th>Personnel Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Personnel Quality</td>
<td>Pearson Correlation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
Analysis: Results & Discussions-Hospital 4

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.547</td>
<td>.299</td>
<td>.290</td>
<td>12.41261</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Need Assessment

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>5118.643</td>
<td>1</td>
<td>5118.643</td>
<td>33.222</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>12017.685</td>
<td>78</td>
<td>154.073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>17136.328</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Need Assessment
b. Dependent Variable: Personnel Quality

table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Personnel Quality dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted \( R^2 \) value 0.290 for the reliability equation which is indicating week proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.547 of regression analysis shows that the Need Assessment best predicts for Personnel Quality correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Personnel Quality.

- Significant positive correlation reveals that the higher level of Need Assessment leads to good Personnel Quality in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 2.a. Need Assessment positively impacts the Personnel Quality in multi specialty hospitals, which is suitable for Hospital 4.

**H4.11 Need Assessment and Process of Clinical Care of Hospital 4.**

**Hypothesis 3b.**

Need Assessment positively impacts on Process of clinical care of multi specialty hospitals.

**H4.11T Correlation Regression Analysis of Need Assessment and Process of Clinical Care of Hospital 4.**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Need Assessment</th>
<th>Process of Clinical Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Process of Clinical Care</td>
<td>Pearson Correlation</td>
<td>.676**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
Analysis: Results & Discussions-Hospital 4

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.676</td>
<td>.457</td>
<td>.450</td>
<td>7.29055</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Need Assessment

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>3489.563</td>
<td>1</td>
<td>3489.563</td>
<td>65.652</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>4145.865</td>
<td>78</td>
<td>53.152</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>7635.429</td>
<td>79</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Need Assessment
b. Dependent Variable: Process of Clinical Care

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-41.317</td>
<td>13.580</td>
<td></td>
<td>-3.042</td>
</tr>
<tr>
<td>Need Assessment</td>
<td>1.355</td>
<td>.167</td>
<td>.676</td>
<td>8.103</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Process of Clinical Care

Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Process of Clinical Care dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted $R^2$ value 0.450 for the reliability equation which is indicating moderate proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.676 of regression analysis shows that the Need Assessment best predicts for Process of Clinical Care correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Process of Clinical Care.

- Significant positive correlation reveals that the higher level of Need Assessment leads to good Process of Clinical Care in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 3b. Need Assessment positively impact the Process of Clinical Care in multi specialty hospitals, which is suitable for Hospital 4.

**H4.12 Need Assessment and Administrative Procedure of Hospital 4.**

**Hypothesis 4b.**

Need Assessment positively impacts on Administrative procedures of multi specialty hospitals.

**H4.12 T Correlation Regression Analysis of Need Assessment and Administrative Procedure of Hospital 4.**

<table>
<thead>
<tr>
<th></th>
<th>Correlations</th>
<th>Administrative Procedures</th>
<th>Need Assessment</th>
<th>Administrative Procedures</th>
<th>Need Assessment</th>
<th>Administrative Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td></td>
<td>1</td>
<td>.765***</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td></td>
<td>80</td>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Procedures</td>
<td>Pearson Correlation</td>
<td></td>
<td>.765***</td>
<td>1</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td></td>
<td>80</td>
<td>80</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

***, Correlation is significant at the 0.01 level (2-tailed).
Analysis: Results & Discussions-Hospital 4

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.765&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.585</td>
<td>.580</td>
<td>5.20796</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Need Assessment

ANOVA<sup>b</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2986.642</td>
<td>1</td>
<td>2986.642</td>
<td>110.115</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>2115.580</td>
<td>78</td>
<td>27.123</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5102.223</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Need Assessment
b. Dependent Variable: Administrative Procedures

Coefficients<sup>a</sup>

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-27.800</td>
<td>9.701</td>
<td></td>
<td>-2.866</td>
</tr>
<tr>
<td>Need Assessment</td>
<td>1.254</td>
<td>.119</td>
<td>.765</td>
<td>10.494</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Administrative Procedures

Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Administrative Procedure dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with adjusted $R^2$ value 0.580 for the reliability equation which is indicating high proportion of explained variance. $R$-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.765 of regression analysis shows that the Need Assessment best predicts for Administrative Procedure. Pearson correlation was
computed to test the formulated hypothesis. Table shows that the correlation for given scale is significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Administrative Procedure.

- Significant positive correlation reveals that the Need Assessment leads better Administrative Procedure in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 4b. Need Assessment positively impact the Administrative Procedure in multi specialty hospitals, which is suitable for Hospital 4.

**H4.13 Need Assessment and Safety Indicators of Hospital 4.**

**Hypothesis 5b.**

Need Assessment positively impacts on Safety indicators of multi specialty hospitals.

**H4.13T Correlation Regration Analysis of Need Assessment and Safety Indicators of Hospital 4.**

<table>
<thead>
<tr>
<th></th>
<th>Need Assessment</th>
<th>Safety Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Safety Indicators</td>
<td>Pearson Correlation</td>
<td>.749***</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
A Study on Market Orientation and Service Quality in Multi-Specialty Hospital in Gujarat State™

Analysis: Results & Discussions-Hospital 4

Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Safety Indicators dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted $R^2$ value 0.555 for the reliability equation which is indicating high proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.749 of regression analysis shows that the Need Assessment best predicts for Safety Indicators correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is...
significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Safety Indicators.

- Significant positive correlation reveals that the Need Assessment leads to good Safety Indicators in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 5b. Need Assessment positively impact the Safety Indicators in multi specialty hospitals, which is suitable for Hospital 4.

**H4.14 Need Assessment and Hospital Image of Hospital 4.**

**Hypothesis 6b.**

Need Assessment positively impacts on Hospital Image of multi specialty hospitals.

**H4.14T Correlation Regration Analysis of Need Assessment and Hospital Image of Hospital 4.**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Need Assessment</th>
<th>Hospital Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>Hospital Image</td>
<td>Pearson Correlation</td>
<td>.735**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td></td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Hospital Image dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted R2 value 0.535 for the reliability equation which is indicating high proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.735 of regression analysis shows that the Need Assessment best predicts for Hospital Image correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Hospital Image.

- Significant positive correlation reveals that Need Assessment leads to good Hospital Image in Hospital which is affecting on good quality of services of Hospital. The correlation and Regression analysis support the Hypothesis 6b. Need Assessment positively impact the Hospital Image in multi specialty hospitals, which is suitable for Hospital 4.

**H4.15 Need Assessment and Social Responsibility of Hospital 4.**

**Hypothesis 7b.**

Need Assessment positively impacts on Social responsibilities of multi specialty hospitals.

**H4.15T Correlation Regration Analysis of Need Assessment and Social Responsibility of Hospital 4.**

<table>
<thead>
<tr>
<th></th>
<th>Need Assessment</th>
<th>Social Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.999**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Social Responsibility</th>
<th>Need Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>.999**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>80</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**
Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Social Responsibility dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with adjusted $R^2$ value 0.999 for the reliability equation which is indicating high proportion of explained variance so adjusted R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.999 of regression analysis shows that the Need Assessment best predicts for Social Responsibility correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Social Responsibility.

- Significant positive correlation reveals that the higher level of Need Assessment leads to good Social Responsibility in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 7b. Need Assessment positively impact the Social Responsibility in multi specialty hospitals, which is suitable for Hospital 4.

**H4.16 Need Assessment and Trustworthiness of Hospital 4.**

**Hypothesis 8b.**

Need Assessment positively impacts on trustworthiness of multi specialty hospitals.

**H4.16T Correlation Regression Analysis of Need Assessment and Trustworthiness of Hospital 4.**

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Need Assessment</th>
<th>Trustworthiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need Assessment</td>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>Pearson Correlation</td>
<td>.926**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>80</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
Table displays the results of the regression analyses incorporating the Need Assessment dimension of the Market Orientation as independent variables and Trustworthiness dimension of the service quality as dependent variables.

- The regression equations is significant at the 0.01 level with Adjusted R2 value 0.858 for the reliability equation which is indicating high proportion of explained variance. R-square was found to be statistically significant.

- The Standard Coefficient value of Beta 0.926 of regression analysis shows that the Need Assessment best predicts for Trustworthiness correlation was computed to test the formulated hypothesis. Table shows that the correlation for given scale is
significant at 99% level of confidence. The result shows that there is strong association between the Need Assessment and Trustworthiness.

- Significant positive correlation reveals that the higher level of Need Assessment leads to good Trustworthiness in Hospital which is affecting on good quality of services of Hospital. Thus, the correlation and Regression analysis support the Hypothesis 8b. Need Assessment positively impact the Trustworthiness in multi specialty hospitals, which is suitable for Hospital 4.
Combine Descriptive statistics and correlation Regression matrix for the market orientation dimensions and the service quality dimensions of Hospital 4

Table displays the descriptive statistics and correlation Regression matrix for the market orientation dimensions (customers focus and needs assessment) and the service quality dimensions (Infrastructure, Personnel Quality, Process of Clinical Care, Administrative Procedures, and Safety indicators, Hospital Image, Social Responsibility and Trustworthiness) for Hospital 4. Both customer-focus and needs-assessment correlate significantly with all of the service quality dimensions supporting our general proposition that adoption of a market orientation leads to improved service quality within service organizations.

H4-A Combine Descriptive statistics –Correlation and Regression analysis of Customer Focus and Service Quality Dimensions of Hospital 4

H4–A.1T

<table>
<thead>
<tr>
<th>Service Quality dimension</th>
<th>MO-Customer Focus (Correlation)</th>
<th>Level</th>
<th>Tailed</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>0.789</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Personnel quality</td>
<td>0.566</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Process of clinical care</td>
<td>0.689</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Administrative procedures</td>
<td>0.776</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Safety indicators</td>
<td>0.764</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Hospital Image</td>
<td>0.751</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Social responsibilities</td>
<td>0.997</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.915</td>
<td>0.05level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
</tbody>
</table>
Analysis: Results & Discussions-Hospital 4

H4 –A.2T

<table>
<thead>
<tr>
<th>Service Quality dimension</th>
<th>MO -Customer-Focus(Beta)</th>
<th>F-Statistics</th>
<th>F-significance</th>
<th>Adjusted R square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>0.789</td>
<td>128.485</td>
<td>0.00</td>
<td>0.617</td>
</tr>
<tr>
<td>Personnel quality</td>
<td>0.566</td>
<td>36.820</td>
<td>0.00</td>
<td>0.312</td>
</tr>
<tr>
<td>Process of clinical care</td>
<td>0.689</td>
<td>70.423</td>
<td>0.00</td>
<td>0.468</td>
</tr>
<tr>
<td>Administrative procedures</td>
<td>0.776</td>
<td>117.807</td>
<td>0.00</td>
<td>0.597</td>
</tr>
<tr>
<td>Safety indicators</td>
<td>0.764</td>
<td>109.404</td>
<td>0.00</td>
<td>0.578</td>
</tr>
<tr>
<td>Hospital Image</td>
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<td>101.198</td>
<td>0.05</td>
<td>0.559</td>
</tr>
<tr>
<td>Social responsibilities</td>
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<td>11625.488</td>
<td>0.00</td>
<td>0.993</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.915</td>
<td>401.925</td>
<td>0.035</td>
<td>0.835</td>
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</table>

In Hospital 4 Social Responsibility, Personnel Quality, Infrastructure, Safety indicators, Process of Clinical Care and Administrative Procedures have strongest correlation with Customer Focus while Hospital Image and Trustworthiness have moderate correlation with Customer Focus as compare to previous dimensions of Service Quality.

Here the adjusted R–squares are in between 0.044 to 0.864, which is indicating positive proportion of explained variance and this adjusted R-Squares are found to be statistically significant. Standardized Coefficients of Beta ranging from 0.310 to 0.919 shows that the Customer Focus best predicts for all dimension of Service quality of given Multi Specialty Hospital and is good explanatory variable of the market orientation followed by Service Quality.

Pearson correlation was computed to test the formulated hypothesis. Table shows that the correlation for all the scales is significant at 99% level of confidence except Trustworthiness, which is significant at 95% level of confidence. The result shows that there is strong association between the customer focus and service quality dimensions.
**H4-B Combine Descriptive statistics –Correlation and Regression analysis of Need Assessments and Service Quality Dimensions of Hospital 4**

**H4 –B.1T**

<table>
<thead>
<tr>
<th>Service Quality dimension</th>
<th>MO-Need Assessment (Correlation)</th>
<th>Level</th>
<th>Tailed</th>
<th>Significance</th>
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<tbody>
<tr>
<td>Infrastructure</td>
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<td>2-tailed</td>
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</tr>
<tr>
<td>Personnel quality</td>
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<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Process of clinical care</td>
<td>0.676</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Administrative procedures</td>
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<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
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<tr>
<td>Safety indicators</td>
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<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Hospital Image</td>
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<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Social responsibilities</td>
<td>0.999</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.926</td>
<td>0.01level</td>
<td>2-tailed</td>
<td>Significant</td>
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</table>

**H4 –B.2T**

<table>
<thead>
<tr>
<th>Service Quality dimension</th>
<th>MO–Need Assessment(Beta)</th>
<th>F-Statistics</th>
<th>F- significance</th>
<th>Adjusted R square</th>
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</thead>
<tbody>
<tr>
<td>Infrastructure</td>
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<tr>
<td>Administrative procedures</td>
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<td>0.735</td>
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<tr>
<td>Social responsibilities</td>
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<td>0.999</td>
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<tr>
<td>Trustworthiness</td>
<td>0.926</td>
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<td>0.035</td>
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</table>
In Hospital 4 Infrastructure, Social Responsibility, and Trustworthiness Personnel Quality, Administrative Procedures, Safety indicators and Hospital Image have strongest correlation with Need Assessment while Process of Clinical Care have moderate correlation with Need Assessment as compare to previous dimensions of Service Quality.

Here the adjusted R–squares are in between 0.118 to 0.762, which is indicating positive proportion of explained variance and this adjusted R-Squares are found to be statistically significant. Standardized Coefficients of Beta ranging from 0.359 to 0.875 shows that the Need Assessment best predicts for all dimension of Service quality of given Multi Specialty Hospital and is good explanatory variable of the market orientation followed by Service Quality.

Pearson correlation was computed to test the formulated hypothesis. Table shows that the correlation for all the scales is significant at 99% level of confidence except Trustworthiness, which is significant at 95% level of confidence. The result shows that there is strong association between the need assessment and service quality dimensions.
LIST OF DEMOGRAPHIC/OTHER DETAILS OF HOSPITAL 4
H4DT

<table>
<thead>
<tr>
<th>HOSPITAL -4</th>
<th>Demographic /Other Details</th>
<th>% of Respondents</th>
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<tr>
<td>1</td>
<td>Type of respondent</td>
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<tr>
<td>1</td>
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<td>2</td>
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<tr>
<td>2</td>
<td>Age Group (Years)</td>
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<td>1</td>
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</tr>
<tr>
<td>2</td>
<td>18-25</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>26-35</td>
<td>14</td>
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<tr>
<td>4</td>
<td>36-45</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>46-55</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>More than 55</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>Gender</td>
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<tr>
<td>2</td>
<td>Female</td>
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<tr>
<td>4</td>
<td>Income Range (Monthly Family Income)</td>
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</tr>
<tr>
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<td>15001-25000</td>
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<tr>
<td>3</td>
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<tr>
<td>4</td>
<td>50001-75000</td>
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<td>5</td>
<td>More than 75000</td>
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<tr>
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<td>Employment</td>
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<td>Executive/ Manager/Professional</td>
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</tr>
<tr>
<td>2</td>
<td>Clerical/ Factory worker/ other white collar job</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Self Employed/ Business Owner</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>Farmer/Unemployed/ House wife/ Retired/Student</td>
<td>12</td>
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### Analysis: Results & Discussions - Hospital 4

<table>
<thead>
<tr>
<th></th>
<th>Educational Level</th>
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<tbody>
<tr>
<td>1</td>
<td>Primary school or less</td>
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</tr>
<tr>
<td>2</td>
<td>Secondary school</td>
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</tr>
<tr>
<td>3</td>
<td>Higher secondary school</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>Under Graduate</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Post Graduate</td>
<td>44</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Mode of payment</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Fully self paying patient</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>Paying partially by employer</td>
<td>32</td>
</tr>
<tr>
<td>3</td>
<td>Full paying through private insurances or employer</td>
<td>32</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Marital status</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Married with children</td>
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</tr>
<tr>
<td>2</td>
<td>Married without children</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>Unmarried / Widowed / Divorced / Separate</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Place of residence</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Rural region</td>
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<tr>
<td>2</td>
<td>Urban region</td>
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<table>
<thead>
<tr>
<th></th>
<th>Number of visits</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>First time</td>
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<tr>
<td>2</td>
<td>1-5</td>
<td>32</td>
</tr>
<tr>
<td>3</td>
<td>6-25</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>More than 25</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Charges of Hospitals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High</td>
<td>96</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Law</td>
<td>2</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Your satisfaction with this Hospital</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Medium</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>Law</td>
<td>20</td>
</tr>
</tbody>
</table>
(1) H4D.1C Types of Respondent and perception of quality of services

In this hospital 92% of the respondent study group is Attendants (Relatives) while 8% of respondents are Patient itself. The reason behind this variable is that, generally patients are not in position to give answer as well as they are not even on position that can analyse the quality of services of Hospital except recovery in physical condition.

(2) H4D.2C Age Group and perception of quality of services
In this Hospital 14% of the respondent study group having age less than 18, 16% of the respondent study group having age between 18-25, 14% of the respondent study group having age between 26-35, 14% of the respondent study group having age in between 36-45, 18% of the respondent study group having age in between 46-55 and 24% of the respondent study group having age more than 55. The highest numbers of patients are in age grouping more than 55 years (24%). Age Group is affecting on perception of Quality of services of the Hospital.

(3) H4D.3C Gender and perception of quality of services

In this Hospital 56% patients are Female and 44% are male. Gender is also affecting on perception of Quality of services of the Hospital.
(4) H4D.4C Income Range (Monthly Family Income) and perception of quality of services

In this Hospital 42% of respondents are in category of having monthly family income more than 75000. 26% respondents are having monthly Family income in between 25001 to 50000. 18% respondents are having monthly Family income between 50001 to 75000. 10% respondents are having monthly Family income in between 15001 to 25000 and only 4% respondents are having monthly Family income below 15000. Findings are indicating that majority portions are from rich class, which is affecting on perception of Quality of services of the Hospital.

(5) H4D.5C Employment and perception of quality of services
In this Hospital 12% are in category of Farmer/Unemployed/ House wife/ Retired/Student while 32% are Self Employed/ Business Owner, 42% are Executive/ Manager/ Professional and 14% are in category of Clerical/ Factory worker/ other white collar job. Findings are indicating that majority patient groups are Executive/ Manager/ Professional. They have good skill for analyse administrative part as well as they can somehow also understand some treatment part, which is affecting on perception of Quality of services of the Hospital.

(6) H4D.6C Educational Level and perception of quality of services

Educational Level

1. Primary school or less 4%
2. Secondary school 16%
3. Higher secondary school 18%
4. Under Graduate 18%
5. Post Graduate 44%

In this Hospital 4% of respondents are in category of having educational level up to primary school only, 18% having up to higher secondary school only while 16% having up to secondary school and 18% having up to Under Graduate and 44% are post graduate. Findings are indicating that literacy level is more in this region, generally criteria for analysing quality of services of hospital is also affected by educational level. So here customer group is well judge for understanding quality of services of this hospital and also affecting on perception of Quality of services of the Hospital.
(7) **H4D.7C Mode of Payment and perception of quality of services**

In this Hospital 36% of respondents are in category of fully self paying patient. 32% of respondents are in category of paying through private insurances or employer while 32% are paying partially by employer. Mode of payment is one of the major factors for selection of Hospital and expectation and perception of Quality of services of the Hospital.

(8) **H4D.8C Marital Status and perception of quality of services**

In this Hospital 56% of respondents are in category of Married with Children. 26% of respondents are in category of Unmarried /Widowed/Divorced/Separate. And 16% of respondents are in category of Married without children. Marital Status is also imp factor for selection of Hospital and perception of Quality of services of the Hospital.
(9) **H4D.9C Place of Residence and perception of quality of services**

In this Hospital 30% of respondents are coming in this hospital from Rural area and 70% respondents are coming from Urban Area.

(10) **H4D.10C Number of Visits and perception of quality of services**

In this Hospital 60% of respondents are taking treatments first time. 32% of respondents have taken treatment up to 5 times. 8% of respondents have taken treatment between 6-25 times and only 0% of respondents have taken treatment more than 25 times in this Hospital. Frequent visit of Hospital is indicating satisfaction with this Hospital.
(11) H4D.11C Charges of Hospitals and perception of quality of services

In this Hospital 2% of respondents are saying that Charges of Hospital is Law. 2% of respondents are saying that Charges of Hospital is Medium and 96% of respondents are saying that Charges of Hospital is high. Findings are indicating that charges of Hospital is also one of the major factor for selection of Hospital and Satisfaction of the services provided by Hospital, Which is affecting on perception of Quality of services of the Hospital.

(12) H4D.12C Satisfaction Level in this Hospital

In this Hospital 20% of respondents are saying that their satisfaction with this hospital is high. 60% of respondents are saying that their satisfaction with this hospital is medium and only 20% of respondents are saying that their satisfaction with this hospital is law. Satisfaction of customer is affected by perception of Quality of services of the Hospital as well as Charges of Hospital.