APPENDIX 1

INTERVIEW SCHEDULE

Dear Sir/Madam (Patient) Customer

I am R. Sindhya Working as an Associate Professor Department of Management Studies, PSNA College of Engineering and Technology Dindigul. This interview schedule is designed to serve as an instrument for measuring service quality of hospitals in select districts of southern part of Tamilnadu. Your personal details and identify of the Hospitals are not be relived in this Research.

EVALUATION OF PATIENTS’ EXPECTED AND PERCEIVED QUALITY OF HOSPITAL SERVICES USING SERVQUAL APPROACH IN SOUTHERN PART OF TAMILNADU

Patients’ Satisfaction Survey – Interview Schedule

Section 1: Demographic Data

1. Gender: □ Male □ Female

2. Age Group:
   □ Below 20 Years □ 21-40 Years □ 41-60 years □ Above 60
3. Level of Education:
- Below SSLC
- SSLC
- HSC-Diploma
- UnderGraduate
- Post Graduate

4. Marital Status: [ ] Married [ ] Unmarried

5. Occupation:
- Farmer
- Private Employee
- Government Employee
- Business
- Others

6. Approximate monthly income of your family:
- Below Rs. 5000
- Rs. 5001 to Rs. 15000
- Rs. 15001 to Rs. 25000
- Rs. 25001 to Rs. 35000
- Above Rs. 35000

Section 2: Category of Hospital for the Treatment.

7. Ownership of hospital: [ ] Private [ ] Public

8. Number of days stay in hospital:
- 1 day
- 1 to 3 days
- 4 to 6 days
- Above 6 days

9. Place: [ ] Dindigul [ ] Madurai [ ] Theni [ ] Tirunelveli

10. Average arrival time from the source (location) to the service provider (Hospital):
- Below 5 Minutes
- 6 to 10 minutes
- 11 to 15 minutes
- 16 to 20 minutes
- Above 20 minutes
11. Which type of treatment undergone in hospital?

- General Check-up
- Fever
- E & T
- Cardiologist
- Eye
- Ontology
- Neurology
- Gynecologist
- Dentist
- Dermatologist
- Others

12. Please rank from 1 to 6 (with 1 be the most influential in your choice) in order of priority for choosing your hospital

<table>
<thead>
<tr>
<th>Referred Doctor (12.1)</th>
<th>Location (12.2)</th>
<th>Brand Name (12.3)</th>
<th>Tariff charges (12.4)</th>
<th>Service Quality (12.5)</th>
<th>Quick recovery (12.6)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

13. Nature of Family: 
- Joint Family
- Nuclear Family

14. Monthly Expenditure on health services:

- Below 5000
- 5000 – 10000
- Above 10000

15. Health Insurance Covered:

- Yes
- No

a) Name of the Insurance Company: StarHealth/ SBI/ LIC

16. Possession of Chief Minister’s Health Insurance (Kapitu Thittam):

- Covered
- Not Covered
### SECTION 3: NECESSARY AND SUFFICIENT EXPECTATIONS OF THE PATIENTS AND PERCEPTIONS OF HOSPITAL SERVICES PROVIDED BY HOSPITAL MANAGEMENT

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Items in Servqual questionnaire</th>
<th>Expected Level of Hospital Service</th>
<th>Perception (Performance) of Hospital service</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Modern and up-to-date equipment</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>2.</td>
<td>Neat and well dressed personnel</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>3.</td>
<td>Visually appeal of physical facilities</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>4.</td>
<td>Clean and comfortable environment of the hospital</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>5.</td>
<td>Sincere interest of personnel in solving problems</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>6.</td>
<td>Telling when services will be performed</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>7.</td>
<td>Carrying out of services right at the first time</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>8.</td>
<td>Providing service at appointed time</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>9.</td>
<td>Accuracy of medical reports to be maintained</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>10.</td>
<td>Ease of Admission in hospital</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>11.</td>
<td>Willingness of personnel to help patients</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>12.</td>
<td>Attending of personnel whenever they called</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>13.</td>
<td>Ease of discharge in hospital</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>14.</td>
<td>Talented doctors / nurses</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>15.</td>
<td>Experienced doctors / nurses</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
<tr>
<td>16.</td>
<td>Favourable attitude towards personnel</td>
<td>Strongly Strongly Agree Disagree</td>
<td>Very Very Good Poor</td>
</tr>
</tbody>
</table>
17. Maintain trust and security of the hospital
18. Availability of 24 hours service
19. Polite and friendly dealing of patients
20. Getting approval from patient before test / treatment
21. Having best interest at heart
22. Attention to the patients belief and emotions

Servqual Importance weights:

Five features pertaining to Hospital are listed below. Please allocate 100 points for individual features according to how important it is to you. Make sure the points add up to 100.

1. The appearance of the hospital/clinic’s physical facilities, equipment, personnel and communication materials.
   ____ Points

2. The hospital/clinic’s ability to perform the promised service dependably and accurately.
   ____ Points

3. The hospital/clinic’s willingness to help patients and provide a prompt service.
   ____ Points

4. The knowledge and courtesy of the hospital/clinic personnel and their ability to convey trust and confidence.
   ____ Points
5. The caring, individualized attention the hospital/clinic provides its patients.

______Points

**Total: 100 Points**

- Please grade your overall satisfaction of the Hospital service which you have perceived.
- Please grade overall service quality of the Hospital.

<table>
<thead>
<tr>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**SECTION 4: BEHAVIOURAL INTENTION**

This survey is about patients’ behavioural intentions toward the Specific Hospital. For each statement, please show the extent of your intended behavior by picking one of the 5 numbers next to each statement.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Statements</th>
<th>Extremely Not At All Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I will say positive things about XXX hospital to other people</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>2.</td>
<td>Consider my first choice to receive services at XXX hospital will be my first choice</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>3.</td>
<td>I will encourage friends / relatives to do treatment with XXX hospital</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>4.</td>
<td>I will recommend XXX hospital to anyone who seeks my advice</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Positive Problem Response</td>
<td>5. I will plan to continue to get treatment with XXX hospital in the next few years</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td></td>
<td>6. Take your treatment to another hospital (competitor) that offers better treatment in prices.</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td></td>
<td>7. Continue to do treatment with XXX hospital of its prices increase some what</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Non - Switching To Competitor</td>
<td>8. Switch to a competitor, if I have experience a problem with XXX hospital service</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td></td>
<td>9. Complain to other customers if you experience a problem with XXX hospital service.</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td></td>
<td>10. Complain to external agencies, such as the better business bureau, if you experience a problem with hospital service.</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td></td>
<td>11. Complain to hospital personnel, if you have experience a problem with hospital service</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td>Willingness To Pay More</td>
<td>12. Pay a higher price than competitors charge for the benefits you currently receive from XXX hospital</td>
<td>5 4 3 2 1</td>
</tr>
<tr>
<td></td>
<td>13. I will consider the XXX hospital to be my first choice for all treatment that I need</td>
<td>5 4 3 2 1</td>
</tr>
</tbody>
</table>