Chapter - I

Introduction and design of study
INTRODUCTION AND DESIGN OF THE STUDY

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CHAPTER –I
INTRODUCTION AND DESIGN OF THE STUDY

In today’s global environment, services occupy a key role in every economy. Almost all the developed countries and the majority of developing countries are service economies. All human beings are service providers as well as consumers. Transportation, education, communication, health care, hospitality, entertainment, information technology and host of services have become a part of human life. Aging population, increased leisure time, time pressure, more female workforce participation, changing social and cultural values and advances in technology have led to considerable changes in the nature of many services. The services are growing not only in volume but also in sophistication and complexity.

The world is no longer dominated by goods and manufacturing sector. It has been replaced by a newer and more dynamic sector-the service sector. Two out of every three persons are now employed in a service firm.¹ The service sector has significant contribution especially for income generation and employment creations. It accounts for 58 percent of world Gross National Product. Services now account 74 percent of US Gross Domestic Product and nearly 60 percent of personal consumption expenditures. Service jobs account for 82 percent of total employment in US.² In India the rate of growth of service sector share picked up dramatically from 1980 and peaked during the last decade of the twentieth century. It overtook agriculture as the highest earning sector around 1985 and at present it accounts for 47.9 percent of Gross Domestic Product.

The service sector today is nearly as big as primary and secondary sectors put together. In the last ten years (1994-2004), the service sector has grown on an

average by 7.9 percent per annum ahead of agriculture sector with the growth of 3 percent per annum and manufacturing sector with the growth of 5.2 percent per annum.³

In the service sector, the most significant trend representing both a threat and an opportunity is the increasingly competitive nature of the market place. This necessitates the service providers to have a more professional approach in marketing their services, if they are to be successful.

Marketing is a process of perceiving, understanding, stimulating and satisfying the needs of the specially selected target markets by channellising an organisation’s resources. It is a process of matching an organisation’s resources to the needs of the market. Marketing is concerned with the dynamic interrelationships between company’s products and services, the customers’ wants and needs and the activities of competitors. Just like manufacturing businesses, good service firms use marketing to position themselves in chosen target markets.⁴

A service provider, unlike a manufacturing firm does not manufacture but rather performs something for the customer. He delivers an experience that is intangible, heterogeneous, inseparable and perishable in nature. These unique features possessed by the services have a significant impact on marketing program development. They often result in marketing of services that are substantially different from the marketing of the products.

Services marketing function is much broader than the activities and output of the traditional marketing department requiring close cooperation between marketers and those responsible for operations and human resources.⁵ To attract new customers and to retain the existing customers, the service providers must

find ways to face the challenges created by the special features of the services. The challenges revolve around understanding the customers' needs and expectations, tangibilising the service offering, dealing with people and delivery issues and keeping promises made to the customers.

The marketing of services requires an extended marketing mix comprising production, pricing, promotion, place, people, physical evidence and process. The marketers have to lay greater stress on the last three elements of the marketing strategy and combine them with the first four to achieve harmonious blend which fulfils customers' wants and satisfaction. The service product must be tailored to meet customers' needs, priced realistically, actively promoted to customers and distributed through convenient channels.

A customer sees a service provider through its employees. Customers often judge the performance of service providers by associating them with the behaviour and attitude of their service personnel. So they must be well informed and provide the kind of service that wins customers' approval. A service organization can be only as good as its people. Service providers also try to demonstrate their service quality through physical evidence and presentation. By creating tangible attributes of something, service providers facilitate customer's evaluation of the service quality and create a service experience. Process, an element of the extended marketing mix of service marketing plays an important role in determining the quality of service design, production and delivery. A well-designed and well-executed process increases operational efficiency, offers convenience to customers, reduces the cost of offering services and improves the efficiency of service delivery. It helps in achieving the goal of customer satisfaction.

The key marketing issues that are faced by any service provider relate to managing differentiation, managing productivity and managing quality. To succeed, service marketers must create competitive differentiation, offer high service quality and find ways to increase service productivity. Service providers
should strive to enhance the quality of their service to exceed customer expectations, so as to stay ahead of competitors. Improving service quality enables the providers to win credibility, enhance customer satisfaction, obtain repeat customers and even charge a premium price. The rapid changes in technology and the business environment have served to provide new avenues for service marketers to market and differentiate their quality services.

The health care Industry is the world's largest Industry and is undergoing a rapid transformation to meet the ever increasing needs and demands of the patient population. The hospitals have been functioning in a very competitive environment. Hospitals that are dynamic, growth oriented and which survive are the ones that give priority to the quality of services provided. Corporate hospitals are trying to attract customers by offering value added services. On the other hand more and more corporate and trust hospitals are entering the market, further increasing the competition. Hospitals have to design and re-design their marketing strategies for providing quality health care and ensuring their own survival. Using the right balance of marketing elements, marketers of hospital services can ensure that their marketing efforts provide them the expected results.

The hospitals offer medical services, line services, supportive services and auxiliary services. They also offer educational and training facilities and promote medical research. Modern hospitals offer peripheral services to add additional attractions to the service product such as pay-phone, restaurants, health care education etc.

The product mix for hospitals makes it essential that hospitals keep themselves engaged in making the services distinct from others by adding additional attractions and properties. The services are required to be innovated in the face of evolving technologies. Promotional measures are to be undertaken by the hospitals to inform the target customers and persuade them to purchase the services offered. Pricing of services should take into consideration the operational
costs and the paying ability of the patients apart from the value provided to the customers.

Being a knowledge based industry, people play a very important role in health care service delivery. Without people it cannot exist or survive. The support and assurance of the doctors are the best medicine for the patients and cure them largely. Patients should be provided with utmost care as their recovery also depends on the human touch provided by the support staff. Support staff should be sympathetic, well mannered, hygienic and meticulous. Patients also play an important role in health care service delivery. It is impossible to have an efficient delivery, if the patient is not confident and supportive. They are also a source of influencing other patients word-of-communication.

The physical attractions of a hospital create a positive impression on patients and their attendants. So the hospitals should give importance to the interior decoration, lighting and ventilation and necessary facilities like electricity, water, sewage, communication, transport, security etc. The hospitals should be very careful about presenting the right kind of atmosphere which is both hygienic and relaxing. Processes add value to patients and also improve the efficiency of the operations of the hospital. The basic process starts with reporting at the reception at the appointed time and meeting the doctor concerned for diagnosis and treatment. Services for inpatients are spread over operation theatres, intensive care units, emergency wards etc. Administrative work like registration, diet for inpatients, maintenance of patient records, security etc are carried out by the staff assisting the line officers.

The traditional 4Ps – the product, price, place and promotion are inadequate as their efforts are targeted towards delivering quality services to patients. In addition the hospital and every employee in the hospital have some important role in marketing its services. The efforts of the hospitals to train and motivate its employees constitute internal marketing tools by means of which the hospital
enables its employees to meet patient requirements. Further the interactive marketing skills of employees on handling patient contact should be managed as the patients of present day judge the quality not only on the technical aspects of hospital services but also by its functional quality. Marketing of hospital services is an important part in revenue generation and it requires external, internal and interactive marketing.6

Improving patient care has become a priority for all health care providers with the overall objective of achieving a high degree of patient satisfaction. A hospital serves people who are sick and their attendants and whose nature and outlook are different from customers of other organisations. Hence the person concerned with patient care should provide service of the highest degree with uncompromising sincerity. Improvement of patient care is a dynamic process and should be uppermost in the minds of medical care personnel.7

Quality patient care results in patient satisfaction. Always hospitals try to have satisfied patients. It provides a good base for repeated visits and sets the stage for favourable word-of-mouth communication to potential patients. Worldwide studies have shown that patient satisfaction is a required outcome in a hospital.8 In the current competitive healthcare scenario patient satisfaction surveys in respect of a particular service can be an important market information and research tool in the hands of contemporary hospital administrators.9

Satisfaction is the buyers' state of being adequately rewarded. Adequacy of satisfaction is the result of matching the actual past experience with the expected reward. Patients form certain expectations prior to the visit. These expectations

may be about the nature and performance of service, the costs and efforts to be expended before obtaining the service benefits, the social benefits or costs accruing to the consumer as a result of the purchase. Once the patients come to the hospital and experience the facilities, they may then become either satisfied or dissatisfied. Satisfaction or dissatisfaction refers to the emotional response to the evaluation of service, consumption and experience. It will have five key elements:

1) Expectation: The seeds of patient satisfaction are sowed during the pre-purchase phase when consumers develop expectation or beliefs about what they expect to receive from the product.

2) Performance: During the usage of services the patients experience the actual product in use and perceive its performance on the dimensions that are important to them.

3) Comparison: It will be done after usage with pre-usage expectations.

4) Conformation/Disconfirmation: Comparison of expectations with actual performance results in satisfaction or dissatisfaction.

5) Discrepancy: If the performance levels are not equal discrepancy results.

The Expectations of the patients and their relatives are formed by their experience, word-of-mouth, the proximity of the hospital and the relation with the doctors etc. The patients choose the hospital on one or more of the above bases and after receiving the service they compare the perceived service with the expected service. If the perceived service is below the expected service the
patients lose their interest in the hospital. If the perceived service is met or exceeds their expectations they opt to come to the hospital again and recommend to the needy persons.

**Hospital service quality**

Service quality refers to an attitude formed by a long term overall evaluation of a firm’s performance. Patient satisfaction and service quality are closely related. Satisfaction assists patients in formulating a revised opinion about their service quality perception. Service quality can be a way of achieving success among competing services. For service based companies, quality is the life blood that brings increased patronage, competitive advantage and long term profitability. When the competing service firms provide identical service, service quality happens to be the only way of differentiating the different service providers.

Over the years, service researchers have suggested that consumers judge the quality of services based on their perceptions of the technical outcome provided, the process by which that outcome was delivered and the quality of the physical surroundings where the service is delivered. Brady and Cronin depicted these elements of service quality as outcome, interaction and physical environment quality in their empirical research published in the Journal of Marketing.

Gronroos defined two types of quality – technical and functional – referring to the outcome of the service and the manner in which it is delivered. As the technical outcome for many services is highly complex and sometimes

ambiguous, the quality of the technical outcome is not always evident. For instance the technical quality of service offered by lawyers, doctors, engineers and architects may be difficult to assess. In such cases consumers may rely on their assessments of interaction and physical environment quality as cues for technical quality.

According to Lewis and Booms\textsuperscript{14} service quality is a measure of how well the service level delivered matches consumer expectations. Delivering quality service means conforming to customers' expectations on a consistent basis. One of the most influential studies which attempted to identify the determinants of quality from the consumers perspective was carried out by Parasuraman, Zeithaml and Berry.\textsuperscript{15} They identified five specific dimensions of service quality that apply across a variety of service contexts. The interaction, physical environment and outcome quality may be judged on the basis of these five dimensions

1. Reliability: ability to perform the promised service dependably and accurately.
2. Responsiveness: Willingness to help customer and provide prompt service.
3. Assurance: Employees' knowledge and courtesy and their ability to inspire trust and confidence.
4. Empathy: Caring individualized attention given to customers.
5. Tangibles: Appearance of physical facilities, equipment, personnel and written material.

Customers judge the quality of the service by comparing the service they actually receive along the five quality dimensions with what they expected to receive. Service quality is the discrepancy between customers' expectations and

perceptions. If perceived quality exceeds expectations then customers are satisfied, even delighted with the service. If performance falls below expectations they will be dissatisfied.

**Satisfaction versus Service Quality**

Customers perceive services in terms of the quality of the service and how satisfied they are with their experiences. These customer oriented concepts quality and satisfaction have gained the attention of the executives and researchers since eighties of the twentieth century. Organisations today recognize that they can compete more effectively by distinguishing themselves with respect to service quality and improved customer satisfaction. While service satisfaction and service quality are clearly related, the researchers do not share common definitions of the terms.

Quality is generally conceptualized as an attitude, the customer’s comprehensive evaluation of a service offering. It is built up from a series of evaluated experiences. Satisfaction is the outcome of the evaluation of a consumer makes of any specific transaction.\(^{16}\)

In measuring perceived service quality the level of comparison i.e. expectation is what a consumer should expect, whereas in measures of satisfaction the appropriate comparison is what a consumer would expect.\(^ {17}\) Satisfaction is the result from the comparison between predicted service and perceived service whereas quality refers to the comparison between desired service and perceived service.\(^ {18}\) Satisfaction is generally viewed as a broader concept where as service quality assessment focuses specifically on dimensions of service. Based on this view perceived service quality is a component of

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customer satisfaction. Service quality is a focused evaluation that reflects the customers' perception of elements of service such as interaction quality, physical environment quality, and outcome quality. These elements are in turn evaluated based on specific service quality dimensions: reliability, assurance, responsiveness, empathy, and tangibles. Satisfaction on the other hand is more inclusive. It is influenced by the perceptions of service quality, product quality, and other situational factors. In case of pure services, service quality will be the dominant element in customer evaluations.

**Customer Perceptions of Quality and Customer Satisfaction**

![Diagram of Customer Perceptions of Quality and Customer Satisfaction](image-url)

Statement of the problem

Health care is fundamental to the quality of life. Good health is pre-requisite to human productivity and the development process. It had been very aptly stated "any society should consider that a high quality of life and I dare say happiness of people, which can only be obtained through a sufficient level of health is not only a pre-requisite for development but should be the basic objective of any development effort."\(^{19}\) Hence, various systems are in existence and several programmes are formulated in order to see that health of individuals is properly taken care of. Since most of the health problems need the kind of treatment and specialised care which normally extends beyond the nature of services that might be available in a patient’s home, the present day society looks very much for their services in the hospitals. Hospital is a place where human illness is defined, diagnosed and treated for, whereby restoration of health and well being is made for those deprived of it temporarily. A large number of professionally and technically qualified people apply their knowledge and skill with the help of complicated equipment and appliances to produce quality care for patient.\(^{20}\)

Ever since independence, India has built a massive indigenous infrastructure and is continuously striving to develop its manpower in the quest of human resource development and to improve quality of life index. India is emerging as a major player in this industry because of its high population and is currently worth Rs.73,000 crores which is approximately 4 percent of the GDP. This industry is expected to grow at the rate of 13 percent annually for the next six years. Indians spend 12 percent of their annual expenditure on health care which is relatively high when compared to other developing countries. Provision of health

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19. Kraivixien Tharsis, (The Then Prime Minister of Thailand), Inaugural Address, 30th WHO Regional Conference of S.E.Asia, 1977, Bangkok, August 2-8.
care delivery has emerged from individual physician to group practice and to well organised hospital services with all facilities available under one roof under specialists care. This had been mainly due to the growing specialisation and expansion of health services. Inventions and innovations had resulted in a very wide scope for specialisation and expansion of health services. Unlike in many countries where health care services are either provided by the Government entirely (UK) or by the private health care sector entirely (USA) in India both government and private sector exist simultaneously in the field of provision of health care.

The primary function of a hospital is patient care. A hospital which provides good patient care and satisfies its patients appears to have the ability to face competitive pressures. The patient satisfaction measures the success or failure of a service that the hospital produces. It is the real testimony to the efficiency of hospital administration.21 The satisfaction gives the patient confidence to face the disease.

Customers do not buy services as such, they buy satisfaction. Hence, service marketers must be clear about the satisfaction that the customer is seeking and check out whether he is actually getting it. Satisfied customers testify that an organisation is competing with quality of service as its principal focus service provision and consumption happens simultaneously. To derive a high level of patient satisfaction the production of service has to be clearly in line with the customer expectation. Satisfaction level is a function of the difference between perceived performance and expectation.

One of the effective strategies to differentiate an offer from competitors is to excel in delivering quality service to the customers. The quality of health care services has a direct influence on the satisfaction of the patients. Quality is

exceeding what customers expect from the service. It is the ability to meet customers' needs. Service quality is ensured when the service does what the customer expects of it. Ability and willingness of people to pay for medical care have definitely raised their expectations. Therefore the hospitals have no choice but to provide quality care to patients whether they relate to medical treatment or supportive services like laboratory services, dietary or housekeeping services etc. Today the better educated, sophisticated, more health conscious patients make judgments and discriminations about the quality of care. Hospitals today have to care the ever changing needs of the patients. Their expectations must be met as far as possible and their attitude towards the hospital has to be monitored. While attempting to practice quality, designing a system that produces a high quality of hospital services and putting it in place by itself is a great challenge to any hospital administrator. In this context, the researcher is interested in undertaking a study on patient satisfaction and quality evaluation towards health care services rendered by private multi-specialty hospitals in Coimbatore District.

**Significance and Scope of the Study**

India's health care sector has made impressive strides in the recent years and the expectations of the people have risen greatly. The cost of services has also increased and the patients expect qualitatively better and timely services from the hospital. There is a growing need for quality hospital services to satisfy the patients. Hence, the evaluation of patient satisfaction and patient perceptions has become a need of the time. This helps the marketers in bringing out adequacies and inadequacies in a hospital and paves way for innovative efforts. Besides understanding and satisfying inefficiently satisfied needs, marketers also strive to identify the unfelt needs of the patient, make the patient aware of the need and satisfies the need more efficiently than the competitors. Competitive quality creates satisfied patients. The dissatisfied patients stop using the services and will lead to unfavourable publicity regarding the quality of the services offered. This
affects the growth and market share of the hospitals. Competitive service with better quality take advantage of their dissatisfied and lost customers.

Current customers who are highly pleased with the service may be the best marketers of the service by virtue of their potential for generating positive word of mouth communication which is a powerful promotional tool for recruiting new customers, perhaps even more powerful than company generated promotional communications.22

Quality service is appreciated worldwide and developing economy like India is no exception to it. Service quality is important to establish and sustain satisfying relationships with customers. It is an important indicator of patient satisfaction. Review suggests that service quality and patient satisfaction has emerged as a topic of significant and strategic concern. However the researcher could not find much work on this health care services provided by the hospitals. The present study is an effort to fill this gap.

The technological revolution, globalisation and entry of private sector has transformed the structure of the health care industry from its traditional outlook. In this regard the study aims to review the growth and development of the Indian health care services industry. The study mainly focuses on patient satisfaction with regard to the service performance of the private multi-specialty hospitals. Patients perceptions and expectations are also studied to evaluate the quality of the services offered by private hospitals. SERVQUAL scale is used to measure the customer perception of delivered quality. It is based on five service quality dimensions-tangibility, reliability, responsiveness, assurance and empathy.

Objectives of the Study

The study in its broad perspective deals with the patient satisfaction in health care services offered by the private hospitals. In tune with this the following specific objectives have been framed.

1. To review the growth and development of health care services in India in general and Coimbatore in particular.
2. To study the awareness of patients towards health care services of the private hospitals.
3. To study the criteria used by the patients in choosing the hospital service providers.
4. To examine the level of satisfaction of patients and the factors influencing their level of satisfaction.
5. To evaluate the quality of health care services provided by the private hospitals.
6. To offer suggestions in enhancing the quality of hospital services and patient satisfaction.

Hypotheses of the Study

Necessary hypotheses have been formulated and tested and they are presented in the appropriate places in the analysis chapter.

Operational Definition of the concepts

Health Care services refer to the services offered by the hospitals in the prevention, treatment and management of illness and preservation of mental and physical well being of the human beings.

Patient Expectations are the beliefs about service delivery that function as standards or reference.
Patient satisfaction is the patient's evaluation of health care services in terms of whether that service has met their needs and expectations. It is viewed as a linear additive function of the sum of the components of satisfaction.

Service quality is any activity or benefit that one can offer to another that is essentially intangible and does not result in the ownership of any thing. Quality is the ability of a service to perform its specific tasks.

Perceived service quality is a subjective assessment that patients arrive at by comparing the service level they believe that a service provider should deliver to service level they perceive is being delivered.

Methodology

Area of the study

The study is taken up in Coimbatore District of Tamil Nadu State popularly known for its agricultural and industrial development. The District covers an area of 7,496 Sq.km and a population of 42,24,107.23 The District is located on the north–western part of Tamil Nadu state. Nilgris District on the north, Erode and Dindugal Districts on the east and Kerala state on the west are the boundaries of Coimbatore District.

The District occupies a pivotal position in the industrial production of the country by virtue of its various industrial products such as textiles, engineering products, foundry products, automobile spares and components. High quality of hosiery products are also manufactured and exported from this district. Favourable climatic conditions, availability of basic amenities especially water and power contributed for the prosperity of the district. Coimbatore District is shedding its conservative image and compete ahead on its effort to come on top in the global environment. A recent study of the top 36 Indian cities done for the Confederation

23. www.censusindia.net
of Indian Industry by Bibek Debroy, Director, Rajiv Gandhi Institute for contemporary studies ranked Coimbatore as fourth in growth potential after Delhi, Mumbai and Chandigarh.24

The fast pace of industrialization, spiralling population and the increase in the healthcare awareness have led to the growth of the healthcare industry in Coimbatore District. Private sector plays an important role in the extension of health care to the district population though with a preference for the public health facilities by the lower income strata, especially in rural areas. However large and medium size hospitals with modern facilities are concentrated only in Coimbatore city. Private nursing homes with the bed strength up to 20 operate in municipal towns (Tirupur, Udumalpet, Pollachi etc) and other small towns. In some rural areas private practitioners and clinics do operate. The Coimbatore city stands second to Chennai in Tamil Nadu for highly affordable and quality health care delivered at international standards. It is the preferred health care destination for the floating population of nearby towns and districts and also for the nearby districts of Kerala.

Majority of the big private players in Coimbatore are registered as trust hospitals. The establishment of the corporate multi-speciality hospital a decade ago has intensified the competition among the private hospitals. This intense competition has necessitated advance medical technology and better patient care. The speciality hospitals in and around Coimbatore also offers exclusivity in treatments at affordable costs, attracting patients not only from nearby districts but also from other states and abroad. Patients who used to travel to other metro cities now have health care deliveries at their door step.

Sources of Data

The present study is an empirical research based on the primary data collected from the inpatients and outpatients of the selected hospitals in Coimbatore city. For the purpose of collection of data, two sets of interview schedules were prepared separately to cover inpatients and outpatients. The interview schedules are prepared in such a way that they are simple and understandable so as to enable the respondents to express their opinions freely and frankly. Adequate care has been taken to collect unbiased data from the respondents. Both the interview schedules for the inpatients and outpatients contain questions regarding personal profile such as age, sex, educational level, occupational status, income level, area of residence, and the nature of treatment. 'Yes' or 'No' type of questions are given to assess patients' awareness regarding the health care services provided by the selected hospitals and their charges. The various aspects with regard to registration services, physicians' competence and medical care, nursing care, room environment, dietary services, quality and care of the supportive staff, discharge process and billing have been identified in analysing the level of satisfaction of the inpatients. To analyse the level of satisfaction of the outpatients the various aspects with regard to physicians' competence and medical care, outpatient department and the quality and care of the supportive staff are identified.

SERVQUAL Instrument is used to assess the expectations and perceptions of the selected respondents on the basis of which the selected hospitals' services are assessed. These interview schedules were pre-tested, revised suitably and finalised after a careful scrutiny. A pilot study was conducted by the researcher in the five selected hospitals. Both the interview schedules were administered on thirty inpatients and thirty outpatients selected for the purpose of the study. Collected data are tabulated and the necessary statistical tools are applied in the analysis and interpretation. The pilot study ensured that the collected data would serve the purpose.
Sampling Design

Private multi-speciality hospitals, having a bed strength of above 200 were taken up for the study. Five such hospitals exist in Coimbatore District and are located in Coimbatore city and all the five hospitals are considered for the study. In these hospitals 250 discharged inpatients and 250 outpatients were selected for the study. The patients who were capable and willing to respond were identified and interviewed by the researcher in the hospitals. The discharged inpatients were interviewed during their revisits. Their responses were recorded in the respective interview schedule. The researcher undertook the fieldwork during the period from May 2003 to April 2004.

Framework of Analysis

The data collected were analysed using relevant statistical tools to make valid inferences based on the objectives of the study. Descriptive tables and percentages are used for analysis. Further the following specific tools are used.

- Chi-square analysis is used to test the influence of personal factors on the awareness of the respondents regarding the various types of health care services and their charges provided by the selected hospitals.
- A five point scale similar to Likert scale has been constructed to analyse the satisfaction level of the patients.
- Average score analysis is carried out to analyse the influence of personal factors on the level of patient satisfaction.
- Factor analysis is performed to study the impact of influencing factors on patient satisfaction.
- Average rank analysis is used to study the factors influencing the patients in choosing the hospitals for treatment.
- Gap analysis is carried out to evaluate the quality of health care services of the selected hospitals. t-test has been applied to test the significance of the gap between the expected and the perceived quality aspects at 5% level of significance.
Limitations of the study

❖ The results of the present study have definite location and time bias and the findings will hold good only when similar situations prevail.
❖ Attitudes differ from individual to individual so also their response to the questions posed. Utmost care is taken in selecting the sample respondents for the study.
❖ Only the private multi-speciality hospitals with bed strength of 200 and above are considered for the purpose of the study.

Chapter scheme

The study has been organized and presented into five chapters.
❖ First chapter contains Introduction, Statement of the Problem, Significance and Scope of the Study, Objectives, Operational Definition of the Concepts, Methodology, Frame work of Analysis, Limitations of the Study and Chapter Scheme.
❖ Second chapter presents the review of the previous studies regarding health care services, patient satisfaction and quality evaluation relating to the area of the research.
❖ Third chapter throws light on the growth and development of health care services in India. It gives a detailed account on public and private sector contribution towards health care services. It also highlights the various services provided by the modern hospitals.
❖ Fourth chapter presents analysis and interpretation relating to patient satisfaction and quality of the health care services provided by the private multi-speciality hospitals.
❖ Fifth chapter gives summary of findings, suggestions and conclusion.