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## SERVICE QUALITY ASSESSMENT IN SELECTED HOSPITALS WITH SPECIAL REFERENCE TO KURUKSHETRA DISTRICT IN HARYANA

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### Abstract

A business with high service quality will meet customer needs whilst remaining economically competitive. Improved service quality may increase economic competitiveness. This aim may be achieved by understanding and improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes. In today's era all the services and products are going to be more customized. In this paper we, try to find out the patients and their family member's expectations and experience about the services provided by the selected hospitals in Kurukshetra district in Haryana. This study is conducted on the primary data basis and data is collected from three hospital of Kurukshetra district in Haryana.

**Keywords:** Hospital Management, Services, Customers, Patient, SERVEQUAL Model

## INTRODUCTION

Hospital Management determines a linkage between healthcare facilities and those supplying the services to the patients. Hospital Management is allied area in management discipline as we know that it is requirement of time to manage the services in each area. Earlier mostly a senior doctor used to perform the role of a hospital manager. However, nowadays everything demands a specialist as the customers are demanding in every field. Now day's patients and their family members expect the quick and well managed services, with the perfect cure and attention of the staff also. Almost all the things related to hospital services have changed. Many categories concerning medical sciences and hospital have altered totally. There are various types of hospitals today, including ordinary hospitals, specialty hospitals and super specialty hospitals. The categories are regarding to the types of facilities they offer to the people. Eligible professionals are needed for the smooth operating of a hospital. Various courses and training programs have been developed to find out eligible hospital managers. Such professionals are well trained to solve the rising challenges and specific necessities of modern day hospitals. A hospital manager is in a way responsible for administrative dealings of the hospital. He accepts the charge of various aspects of hospital management and health administration reverencing to the patients and healthcare. Medical establishments such as hospitals, clinics, rehabilitation center and so on are looked upon as edifices of hope by the diseased and the ill. Like any other business, medical establishments are organized institutions. The each hospital is facing the tuff completion as the big corporates are entering in the medical business. The main concern of every hospital is to provide the better services to the patients and their family members as desired. The patients are treated as customers, not just a patient. So the patients also desire the personal attention from doctors and other medical staff.

## Review of Literature

**Boulding et al (1993)** stated that the quality of services is directly linked with the customer satisfaction and retention. The author defined that the service qualities have impact on the customer's behavior. The findings also reveal difference in the nature of the service quality. **Sharma and Chahal (1999)** had done a study of patient satisfaction in outdoor services of private hospitals. They had done a survey to understand the extent of patient satisfaction with diagnostic and other services offered by hospitals. They have constructed a special instrument for measuring patient satisfaction. The instrument captures the behavior of doctors and medical assistants, quality of administration, and atmospherics. The role of graphic characters like gender, occupation, education, and income is also considered. Based on their findings, they also suggested strategic actions for meeting the needs of the patients of private health care sector more effectively. **Dholakia and Morwitz (2002)** have examined the scope and persistence of the effect of measuring satisfaction on consumer behavior over time. In an experiment conducted in a financial services setting, they found that measuring satisfaction changes one-time purchase behavior, changes relational customer behaviors and results in effects that increase for months afterward and persist even a year later. Their results raised questions concerning the design, interpretation and ethics in the conduct of applied marketing research studies. **Sharma and Chahal (2003)** stated that due to increased awareness among the people patient satisfaction had become very important for the hospitals. The authors examined the factors related to patient satisfaction in government outpatient services in India. They said that there are four basic components which had impact on the patient satisfaction namely, behavior of doctors, behavior of medical assistants, quality of atmosphere, and quality of administration. They also provided strategic actions necessary for meeting the needs of the patients of the government health care sector in developing countries.

### **Objectives of the Study:**

1. To identify the relative importance of service quality weights preferred by patients.
2. To determine the overall satisfaction of the patients towards selected hospitals in Kurukshetra.
3. To suggest the ways to improve the quality of service in hospital.

### **Research Methodology**

The present study is confined to the consumers' expectations, perception and their satisfaction level with respect to the services offered by the hospitals under study it was required to examine the following aspects

1. Patients' satisfaction level for the behavior of the doctors,
2. Patients' satisfaction level for the behavior of the medical assistants,
3. Patients' satisfaction level for the quality of administration of hospitals and
4. Patients' satisfaction level for the services provided by the hospitals.

### **Data Collection**

The data has been collected with the help of primary sources as well as secondary sources. To collect the first hand information a well-structured questionnaire has been prepared and 30 patients and the family members of the patients of each hospital i.e. Aggarwal Nursing Home, Apna Hospital and Cygnus Super Specialty Hospital have been randomly selected to garner their views regarding the above said objectives. Secondary data has been collected from the books, journals and magazines and various websites.

### **Tools of Analysis**

To analyze the collected data the 5 scale parameter has been used in which mean scores from the respondents has been determined with the help of MS office Excel. On the basis of following ratings the score has been analyzed.

**1. Very Poor**

**2. Poor**

**3. Average**

**4. Good**

**5. Very Good**

### **Scope of the Study**

The Project entitled “**Service Quality Assessment in selected Hospitals with special reference to Kurukshetra District in Haryana**” will enable from the patients point of view to refer the performance of the Hospitals, their relative growth and thereby decide on to continue to the same.

The outcome of the study, which is based on the above aspects, can be utilized by the Health Department and finally to the hospitals under study. Further, we can utilize the outcomes to broader areas in the services of hospital management.

### **Limitations of the Study**

- Given the time constraint, the study covered only 3 hospitals of Kurukshetra district however; they might be good representatives of district hospitals in Kurukshetra city in terms of the socio-economic status of the population in catchment areas.
- The study is mainly based on a quantitative analysis of the results. A qualitative study such as focus group discussion

The services in hospital management is importantly has been recognized from the past few years by the patients. Gone are the days where in patients and the family members are not aware of facilities provided by the hospital to the users. Now a day users are more conscious about their health and other facilities offered by the



hospitals and the administration of the hospitals. The table below explained the outcomes of the various hospitals services on different parameters.

**Table1. I was cared for promptly in the Admitting Department**

Name of Hospital	Mean score
Apna Hospital	4
Cygnus Super Specialty Hospital	4.5
Agarwal Nursing Home	3.8

In service quality the care is the most important parameter, table 1 indicated that the admitted patients has rated 4.5 maximum score to the Cygnus super speciality hospital followed by Apna hospital by securing the mean score of 4 and Aggarwal Nursing Home 3.8 respectively. Hence on the caring aspect the new opened Cygnus super specialty hospital is ahead among the services of other two hospitals.

**Table 2. Admitting staff were courteous, and treated me with dignity and respect**

Name of Hospital	Mean score
Apna Hospital	4.13
Cygnus Super Speciality Hospital	4.4
Agarwal Nursing Home	3.73

It is the well-known fact that when a person in trouble with respect to health, a special attention is required in case of dignity and respect. Table 2 indicated that the services of Apna Hospital on this parameter got maximum score of 4.13 followed by 4.4 and 3.73 respectively by Cygnus super speciality Hospital and Aggarwal Nursing Home.

**Table3. The wait time to see a nurse was acceptable**

Name of Hospital	Mean score
Apna Hospital	3.26
Cygnus Super Speciality Hospital	4.4
Agarwal Nursing Home	4.1

The admitted patients or the family members of the patients required special attention by hospital staffs in case of measuring blood pressure, pulse rate and to check the level of glucose and they are asking to the nurse to take care of their patients frequently. On this aspect Cygnus super speciality hospital secure 4.4 mean score followed by 4.1 and 3.26 secured by Aggarwal Nursing home and Apna hospital respectively

**Table 4. The wait time to see my doctor was acceptable**

Name of Hospital	Mean score
Apna Hospital	4.26
Cygnus Super Speciality Hospital	4.6
Agarwal Nursing Home	4.27



Waiting time is also having the positive impact on the psychology of the patients as in today's environment the time is important. That depends on the traffic of patients in the concerned hospital and of course the waiting time in the queue which the patients and their family members do not afford. Table 4 suggested that all the hospitals are fulfilling the excellent efforts on this aspect by securing above 4 rating.

**Table 5. The doctor(s) treated me with dignity and respect**

Name of Hospital	Mean score
Apna Hospital	4.93
Cygnus Super Speciality Hospital	4.73
Agarwal Nursing Home	5

The patients not only required the dignity and respect from the staff i.e nurse but also the dignity and respect from the doctors irrespective of the affluence class. Again on this parameter the hospitals understudy fulfilling excellent rating by securing 5, 4.93 and 4.73 mean score by Agarwal Nursing Home, Apna Hospital and Cygnus super speciality hospital.

**Table 6. Other health care professional(s) treated me with dignity and respect**

Name of Hospital	Mean score
Apna Hospital	3.93

Cygnus Super Speciality Hospital	<b>4.73</b>
Agarwal Nursing Home	<b>3.4</b>

Health care professionals plays both psychological and a mentor role to give courage and strength to face the health problems, if they are treated well the half of fight has already won. Cygnus Super speciality Hospital got the maximum mean score of 4.73 on this aspect followed by Apna Hospital and Agarwal Nursing Home.

**Table 7. I felt my concerns were heard, and I received answers to my questions**

<b>Name of Hospital</b>	<b>Mean score</b>
Apna Hospital	3.13
Cygnus Super Speciality Hospital	4
Agarwal Nursing Home	4

When a patient and the family member asked some ques. Related to the recovery period, sometime doctor are not much concerned about their curiosity related to the positive Reponses however it is the responsibility of the doctors to listen patients problem carefully and diagnose accordingly. Again on this variable Cygnus Super Speciality and Agarwal Nursing Home got the equal mean of 4, while Apna hospital respondents /(patients) have some reservation with a mean score of 3.13 only.

**Table 8. My privacy was respected**

Name of Hospital	Mean score
Apna Hospital	3.26
Cygnus Super Speciality Hospital	3.53
Agarwal Nursing Home	3.27

Indicated that on the privacy front Cygnus Super Speciality Hospital got the maximum means score of 3.53 as against the mean score of 3.27 and 3.26 secured by the Aggarwal nursing home and apan hospital respectively.

**Table 9. In the event that I required the services of pastoral/spiritual care, I was adequately informed of these services**

Name of Hospital	Mean score
Apna Hospital	4
Cygnus Super Speciality Hospital	3.6
Agarwal Nursing Home	3.93

M is both in a way of medically and spiritual path. Ear and 3.93

respectively. on the other hand Cygnus hospital somehow has certain limitation on this front as depicted in table 9.

**Table 10. If I had pain while at the hospital, hospital staff did everything they could to control my pain**

Name of Hospital	Mean score
Apna Hospital	4.6
Cygnus Super Speciality Hospital	4.6

Agarwal Nursing Home	4.27
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In the process of diagnose there are numerous diseases which are very painful. A patient needs immediate relief at that time. On this front all the hospitals under study secured above 4mean score which indicates that the hospitals staff caring excellent to console the pain of the patients, as indicated in table10.

**Table-11, Combine mean and standard deviation of services.**

	Agarwal Nursing Home	Apna Hospital	Cygnus Super Speciality Hospital
<b>Mean of all Services</b>	3.977	3.95	4.309
<b>Standard Deviation</b>	0.490035146	0.590799834	0.444958175

The table-11 depicts that the Cygnus Super Specialty Hospital is best services provider in comparison to other hospitals and Agarwal Nursening Home is on second step in case of average mean of the services performance. And , same is revealed by the Standard deviation between the services of the three Hospitals. As per standard deviation of services is more the standard deviation, more the GAP between the servicers.

**Conclusion:**

The study concludes that the every field of services demands the value for money. The customers want the personal attention and respective care. The hospital management requires being more professional in terms of providing the better services to their patents in every aspects like, best cure by doctor, best care by supporting staff, well behavior from doctors and staff, quick services without waiting, privacy, cleanness in surroundings, routine checkup, easily availability of medicine etc. So, the hospitals must be competitive in each sector and bound in every sector to deliver the best services.

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## Perspective on Value Oriented Teacher Education in India

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### ABSTRACT

In the age of globalisation, teacher education has adopted scientific materialism but has ignored the holistic human values due to western scientific progress. In this process, development of conscience is being overlooked where competence without developing character is creating people with arrogance, insensitivity and intolerance. Traditional teacher education emphasise on acquisition neglecting internalisation. Value oriented teacher education has been emphasized in various policy documents in India and present two year B.Ed. teacher education curriculum accommodates value along with ethics and harmony and, address them as desired in NCF 2005. Education for value and peace in present course aims at broadening notions of student-teachers about peace and peace education, their relevance and connection to inner harmony as well as harmony in social relationships across individuals and groups, based on Constitutional values. Banaras Hindu University has also suitably incorporated value education in B.Ed. curriculum. Appropriate foundation, teaching learning cycle, pedagogy, and evaluations are other factors necessary for strengthening of value education. Value oriented education is getting adequate attention in India as evident in current teacher education curriculum but it needs further strengthening by incorporating desired methods and regular monitoring. Present paper examines value oriented teacher education as emerging need, analyzes its Indian context especially curriculum framework and pedagogy, describes foundation, teaching learning cycle, pedagogy, and evaluations aspects to strengthen the value-oriented teacher education recommending its implementation in true spirit with sincere concerted efforts.

**Key Words:** Value , Globalisation, Pedagogy, Teaching Learning Cycle.