

A STUDY ON HOSPITAL SERVICES IN MADURAI DISTRICT

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SYNOPSIS

1. INTRODUCTION

Hospital is an institution of health care service providing treatment with specialized staff, equipment and qualified professionals. Nowadays hospitals have emerged as the ability health care guided by well trained professionals. In Healthcare service many schemes are available, such as State Government Insurance Scheme, Employee State Insurance Scheme (ESIC's) and Charities. Modern day hospitals are staffed by professional physicians, surgeons and nurse, whereas, in history this work was usually done by the origin religious orders or by volunteers.¹ Good health of people helps to lead a happy life and attain their goals. To achieve and maintain good health, people should get easy access to healthcare services.² Service quality is important factor for both the hospitals and the patients. It is fast growing competition with the increased patients perception of service quality it makes arduous for hospitals to meet patient's satisfaction. Providing good quality service for both in and out patient is necessary for recognizing the hospital service.

¹ Annamalai solayappan el.al. – quality measurement for hospital service – international conference on information and financial engineering – IPEDR –vol.12 (2011)

² L.T.Linimol and B. Chandrachoodan el.al – An assessment service quality and patient satisfaction in healthcare services using SERVQUAL model

2. NEED FOR THE STUDY

The equilibrium existing in the medical service with the level of the demand and supply of skilled workforce makes the study crucial. Even though India is in a better condition with regard the supply of medical graduates who could be turned into medical professionals, the medical centers are finding it difficult to face the challenges posed to convert the service into effective implementation of patient satisfaction. Training the employees to meet the patient's demand, places a high pressure on the management and other technical departments of the service providers, Hence, the study relating to satisfaction of medical services in the study area is considered as a critical issue.

3. SIGNIFICANCE OF THE STUDY

Understanding of quality service, level of satisfaction of patients of hospitals, perception of stakeholders will help the hospital managements for understanding and improving the weakness in their delivery system. The continuous evaluation system towards patient's level of satisfaction and their perception will develop the hospital image and flow of new patients. The present study has attempted to study the service of different hospitals in Madurai District and level of satisfaction perceived by patients.

4. STATEMENT OF THE PROBLEM






India is the second largest country in the world population. Healthcare sector is one of the largest service providers in India. Healthcare services are offered by both Government and private players³. Growth in Indian economy made an increase in purchasing power among the citizens. That makes the willingness to afford more to avail quality healthcare services in international standard. Hence, the hospital management has to know how the patients and other stakeholder perceive quality of healthcare services. This understanding helps hospital administration to evaluate their quality of service. Due to lethargicness of human resources, poor service quality and lack of administration in public hospitals have given brick rate of growth of private hospitals. This growth of private hospital made India as a special country which provides quality medical services at cheaper rate and it attracts many foreign patients in the name of medical tourism. Madurai District is one among the District in Tamilnadu dominated by private hospitals like Appollo hospital, Meenakhsi Mission hospital, Vadamalayan hospital etc., and attracts foreign patients for quality hospital services.

Private hospitals are run on profit motive; they follow unethical practices on collecting bills, etc. This was due to reluctance of Government hospitals to

³ Irulappan, (2014), service quality in health care centres: a comparative study between Government and private sector hospital in Dindigul submitted to Madurai kamaraj university.

provide quality medical services. These have thrown question on quality medical services. Therefore, the present study has made an attempt to measure the level of satisfaction and service quality of hospitals in Madurai District.

5. OBJECTIVES OF THE STUDY

-  To explore the service providers by the hospitals in Madurai district
-  To analyze the socio economic characteristics of the sample respondents.
-  To study the opinion comparing with desired level and perceived level towards quality of hospital services.
-  To study the level of satisfaction of the respondents.
-  To summarize the findings and offer suitable suggestions.

6. RESEARCH GAP

Thus, the above studies revealed that though there are failures in some areas, healthcare service are considered more worth for the development of the nation. The above review of literature indicates that most of the studies dealt with the aspects of evolution of healthcare service, viability of healthcare services, various financial assistance provided by the Government and various initiatives taken in promoting healthcare service etc. However there is a dearth of micro -level studies to evaluate the performance of private and government

healthcare services, more particularly, comparative study to analyze the socio - economic factors of the healthcare service and their impact. An analysis of these aspects may provide a comprehensive picture of the hospital services and measure the level of satisfaction and service quality of hospital services in Madurai District. The present study aims to fill in this gap.

7. METHODOLOGY

Research methodology is a scientific and systematic way to solve research problems. The research methodology deals with research methods and taken into consideration the logic behind the methods. In total, the research methodology of the study includes research design, sampling design, field work and collection of data and framework of analysis.

8. SAMPLING DESIGN

Primary data was collected through an interview schedule. A data collection is used with structured interview questions. The researcher adopts proportionate stratified random sampling method. For the study 300 sample of respondents are selected from Madurai District.

Table 1.1
Sampling Design of the Study

S. No.	Name of the Taluks	No. of Hospitals	Total No. of Members Selected
1	Madurai North	53	30
2	Madurai South	69	30
3	Madurai East	40	30
4	Madurai West	35	30
5	Melur	17	30
6	Peraiyur	25	30
7	Thirumangalam	26	30
8	Usilampatti	13	30
9	Vadipatti & Kalligudi	40	30
10	Thiruparankundram	10	30
Total		328	300

Sample taluks selected for the study

9. PERIOD OF THE STUDY

The study period for the research work covers 2 year period starting from Jan 2017 to June 2019.

10. FIELD WORK AND COLLECTION OF DATA

Field work for this study is carried out using the interview schedule for collecting data from sample respondents. A copy of the interview schedule is

appended in Appendix A. The survey is conducted during the period from April 2017 – March 2018.

11. SOURCES OF DATA

This study consists of both primary and secondary data. The primary data is collected with the help of a structured interview schedule and interaction with the respondents. The secondary data are collected from journals, magazines, newspaper, annual reports from statistical record of health and family welfare department and related websites on the topic.

12. FRAMEWORK OF ANALYSIS

After the collection of data, the filled in interview schedules is analyzed. A master table is prepared to sum up all the information contained in the interview schedule. The sub table is analyzed from the master table for analysis. While analyzing the data the following tools were applied.

1. Simple Percentage Analysis
2. Arithmetic Mean
3. Standard Deviation
4. Co – efficient of Variation
5. Kruskal Wallis test or H – test

6. Co – efficient of Correlation
7. Weighted Scoring Technique
8. The study is organized under the following six chapters.

13. HYPOTHESIS OF THE STUDY

The hypotheses formulated for the study are,

- There is no significant difference in perception score of service among the group of respondents based on gender, age, occupation, marital status, type of family, income and education.
- There is no significant difference in perceived and desired level of service quality among the group of respondents based on gender, age, occupation, marital status, type of family, income and education.
- There is no significant difference of satisfaction among the group of respondents based on gender, age, occupation, marital status, type of family, income and education.

14. CHAPTERSATION SCHEME

The study is organized under the following eight chapters.

Chapter-1: Introduction and design of the study

Introduction, statement of the problem, objectives, scope, and area of the study, methodology, organization of the study and a brief review of various literatures related to are presented.

Chapter-2: An overview of Hospital service

A healthcare industry in India, various schemes offered by the Government of India and Tamil Nadu Government are studied and presented.

Chapter-3: Growth and Development of Hospital service

Growth and Development of hospital service and explores the service providers in Madurai district is presented.

Chapter-4: Analysis of Socio- Economic Factors

The results obtained from the analysis of socio- economic factors and specific inferences drawn from the results are presented.

Chapter-5: Analysis of perception and desired level of service quality

The results obtained from the analysis of perception and desired level of service quality and specific inferences drawn from the results are presented.

Chapter-6: Analysis of satisfaction of medical service in Madurai

The result obtained from the analysis satisfaction of medical service in Madurai is presented.

Chapter-7: Summary and Findings

A summary of findings and practically viable suggestions are presented.

Chapter-8: Conclusion

The optimum conclusion from this study is presented.