



ISSN: 0976-3031

Available Online at <http://www.recentscientific.com>

CODEN: IJRSFP (USA)

International Journal of Recent Scientific Research
Vol. 10, Issue, 04(A), pp. 31697-31700, April, 2019

**International Journal of
Recent Scientific
Research**

DOI: 10.24327/IJRSR

Research Article

A COMPREHENSIVE STUDY ON PATIENT SATISFACTION ON IPD PATIENTS AT JAIPUR

BantiKumar and Sudhinder Singh Chowhan

Department of Management, Nims University Rajasthan, Jaipur

DOI: <http://dx.doi.org/10.24327/ijrsr.2019.1004.3315>

ARTICLE INFO

Article History:

Received 4th January, 2019

Received in revised form 25th
February, 2019

Accepted 18th March, 2019

Published online 28th April, 2019

Key Words:

Hospital, Commercialization, Patient
Satisfaction,

ABSTRACT

Hospitals have evolved from being an isolated sanatorium to a place with five star facilities. The patients and their relatives coming to the hospital not only expect world class treatment, but also other facilities to make their stay comfortable in as a commercialization and improvement the facilities. The aim of this study was to evaluate the level patient/relatives satisfaction at hospitals and feedback from them for improvement of the same.

In this study was conducted over a period of 2 months distributing 100 structured questionnaires amongst patients and their relatives to find out the factors, which satisfy them in a hospital. The major dimensions of patient satisfaction are art of care, technical quality of care, accessibility or convenience, finance, physical environment, availability of service provider, continuity of care and efficacy or outcomes of care. According to the survey, 80% respondents indicated that they were satisfied with their period of inpatient care. 15% respondents were not sure about the service received and rest 5 % were not satisfied with the services received during in patient care. Some healthcare services need to be improved so as patients are more satisfied.

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INTRODUCTION

Patient Satisfaction

It can be defined as fulfillment or meeting of expectations of a person from a service or product. When a patient comes to a hospital, he has a preset image of the various aspects of the hospital, as per the reputation and cost involved. Although, their main expectation is getting cured and going back to their work, but there are other factors, which affect their satisfaction. Sometimes, they might have rated a hospital very low on the basis of information, they have got from different sources, but they find it above their expectation and they are satisfied. Similarly, if they have got a very high expectation from a hospital, but if they find below their expectation, they will not have satisfied.

Hospitals have expanded in term of availability of specialties, improved technologies, facilities and increased competition and the expectation of patients and their relatives have increased many Consumer expectations in many medical experience influences whether how soon and how often they seek care from which medical facility. High expectation from a medical organization is a positive indicator of its reputation in the society and is very important for attracting patients, whereas low expectation deters patients from taking timely medical help, thus negatively affecting himself as well as the medical

care provider. However, a very high and unrealistic expectation may lead to dissatisfaction despite reasonable good standards of medical practice. Hospitals have evolved from being an isolated sanatorium to five star facilities. The patients and their relatives coming to the hospital not only expect world-class treatment, but also other facilities to make their stay comfortable in the hospital. This change in expectation has come due to tremendous growth of media and its exposure, as well as improvement in the facilities.

Knowledge of expectation and the factors affecting them, combined with knowledge of actual and perceived healthcare quality, provides the necessary information for designing and implementing programs to satisfy patients. Human satisfaction is a very complex concept that is affected by a number of factors like lifestyle, past experience, future expectation and the values of individual and society in terms of ethical and economical standings.

Patient as a Consumer

Marketing experts are aware that consumers make their decision about utilization of services on the basis of their perception of the service rather than the reality and hence marketing and patient satisfaction have become of paramount importance as mouth-to-mouth publicity and personal referral is the most common and influential cause of using a particular

*Corresponding author: **BantiKumar**

Department of Management, Nims University Rajasthan, Jaipur

health facility. Healthcare facility is very difficult to measure; hence, it is a challenge to a healthcare provider to influence a patient’s perception of quality of care.

A patient’s satisfaction may not be totally influenced by the quality of care. A patient’s satisfaction may not be totally influenced by the quality of physician available, but it reflects how the medical care has been delivered. To provide highest level of satisfaction that is profitable to both the patient and the provider, management must control both the perception of expectation and the quality of delivery of the healthcare services. Knowledge of expectation and the factors affecting them, combined with knowledge of actual and perceived healthcare quality, provides the necessary information for designing and implementing programs to satisfy patients.

Objective of the Study

1. To study the patient satisfaction in Indoor Patient Department.
2. To study the factors affecting patient satisfaction and To suggest measures for improvement of services leading to better patient Satisfaction.

Table 1 gender of the patients

Gender of patients	% of patients in Indoor patient department
Male	55 %
Female	45 %

Review of Literature

According to Sharmila (2013), a study indicates that private hospitals are providing better service qualities and patients are very much satisfied with those healthcare services in the private hospitals. The result helps to redesign their quality management process with leads to the more effective healthcare qualities strategies.

According to Kotler (2003), satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance or (outcome) in relation to his or her expectations.

According to Jha (2001) the innovations in the field of medical science have considerably transformed the perception of quality expected by a large number of patients and attendants. The development of InfoTech and its transformation into knowledge technology has played a positive role in increasing and aggravating the levels of expectations.

According to Apte (2005), in a high quality hospital service, along with the diagnosis, treatment and surgery, nursing, hospital environment, hygienic ward maintenance, quality of food supplied to the patients, etc are of utmost important.

Sharma (2011) shows that ‘Healthcare delivery’ and Financial and Physical access to care’ significantly impacted the perception among women it was ‘healthcare delivery’ and ‘health personnel conduct and drug availability’. With improved income and education and education, the expectations of the respondents also increased. The overall quality of healthcare services is perceived to be higher in primary healthcare centers than in community healthcare centers (CHCs). Inadequate availability of doctors and medical equipments, poor clinical examination and poor quality of drugs were the important drawbacks reported at CHCs.

Olivia, Connelly and Capra 2006 stated that food services are the most significant impact of patient satisfaction. Overtveit (1999) reported that methods and ideas to help to health care professions and leaders working to improve system of care. A high quality management has a great potential to resolve the issue of quality of care (Wysong and Driver 2011).

METHODS

The Present study was conducted at a super specialty hospital in jaipur, India. A survey was conducted on 100 randomly selected populations in the indoor patient department of Hospital. Institutional ethics committee approved this study.

Period of Study: January 2019 TO March 2019

Type of Study Design: 100 patients were randomly selected from the Indoor patient department. All were receiving treatment for their underlying medical condition.

Mode of Data Collection: This study involves both exploratory as well as descriptive case study approach. Both primary and secondary methods are used to collect information.

Tools of Data Collection: Self- structured questionnaire, interviewed and observation through questionnaire one to one.

Sample: Admitted Patients (Indoor Department)

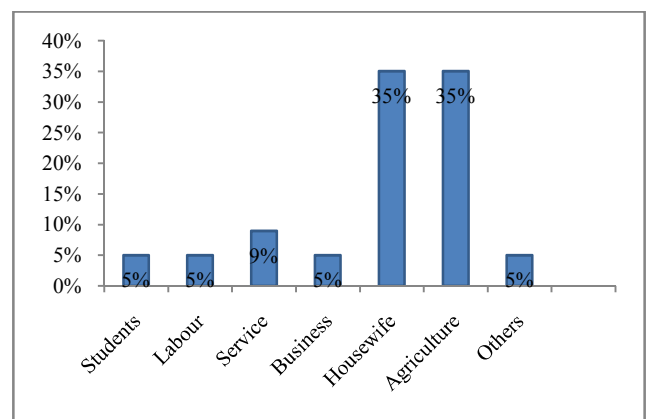
Sample Size: Purposive sample of 100

A sample of 100 patients was taken where admitted in indoor departments

Research Analysis and Interpretation

Table 2 Occupation of the patients % of patients in indoor patient department

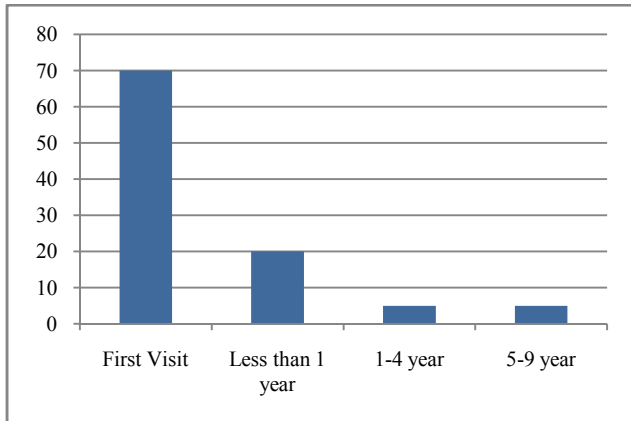
Gender of patients	% of patients in Indoor patient department
Students	6 %
Labour	5 %
Service	9%
Business	5%
House wife	35%
Agriculture	35%
Others	5%



From the above table and graph most patients i.e., 35% patients are involved in agriculture they belong to the rural areas where 35 % patients which are female, are housewives.

Table 3 Duration of patients in the hospital % of patients in Indoor Patients Department

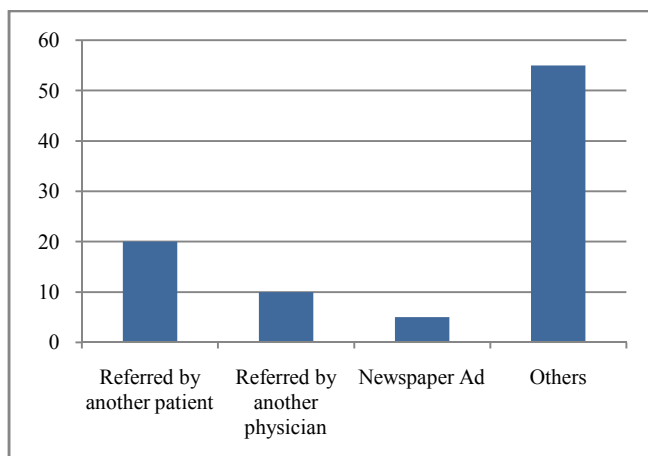
Duration of stay of patient	% of patients in Indoor patient department
First visit	70 %
Less than 1 year	20 %
1-4 Years	5%
5-9 years	5%



From the above shown table 3, around 70% of the patients visited the hospital for the first time so it is very important that they should be satisfied with the healthcare services. If they are satisfied then it will create a hospital loyalty which will lead to the more name, fame and reputation of the hospital which in turn creates the good perception of patients about the hospital.

Table 4 Reference of hospital % of patients in Indoor Patients Department

Reference of hospital	% of patients in Indoor patient department
Referred by another patient	20 %
Referred by another physician	10 %
Newspaper ad	5%
Other	55%



From the above table 4 and graph, we can observe that 20% patients were referred by the old Patient of Fortis Hospital where 55% patients are referred by other means such as internet or their homes are near the hospital. So it can be concluded from this table and graph that mostly nearby patients visit the hospital frequently.

Table 5 Patient satisfaction dimension

S. No.	Patient Satisfaction Dimensions	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1.	Convenience of location	20	50	10	10	10
2.	Availability of Parking Space	60	30	10	0	0
3.	Admission and reception	10	60	10	20	0
4.	Proper sitting arrangements	50	30	10	5	5
5.	Cleanliness	20	50	10	5	5
6.	Accessibility of departments within the hospital	10	50	20	10	10
7.	Diagnostic Service	30	50	5	10	5
8.	Well-equipped units	10	70	10	5	5
9.	Follow up information	30	60	5	5	0
10.	Behavioral aspect of doctors	70	20	5	5	0
11.	Promptness of Doctors	80	15	0	10	0
12.	Behavioral aspect of nurses or subordinates	27	50	5	5	3
13.	Promptness of nurses or subordinates	40	50	0	10	0
14.	Basic amenities	15	45	10	20	10
15.	Foods and Nutrition	10	30	35	25	0
16.	Pharmacy	10	55	5	25	5

From the data analysis from the above table 5, concerning the location of the hospital, 50% patients agree that it is easy to access the location of the hospital. As Fortis Hospital is located in the city, patients from the nearby area visit the hospital more frequently. 60% patients strongly satisfied with the parking facilities as the hospital provides sufficient parking area.

60% patients are satisfied with the admission and reception facilities of the IPD admission procedure seem easy for them. But 20 % patients feel that the reception was overcrowded so they have to wait for longer period of time. According to the patients, there were proper sitting arrangements for the patients as well as for the attendants in the hospital

Concerning the cleanliness of the hospital 50% patients feel that wards and toilets were cleaned and proper hygiene were maintained whereas 10% patients believe that toilets were not cleaned and hygiene is not maintained, so overall 70% patients were satisfied with the cleanliness of the wards and the toilets.

50 % patients are satisfied with the locate different departments within the hospital they feel that sign boards and instructions available for patients to identify different departments in the hospital. 50% patients are satisfied with the diagnostic services. Most of the patients were satisfied with the follow up

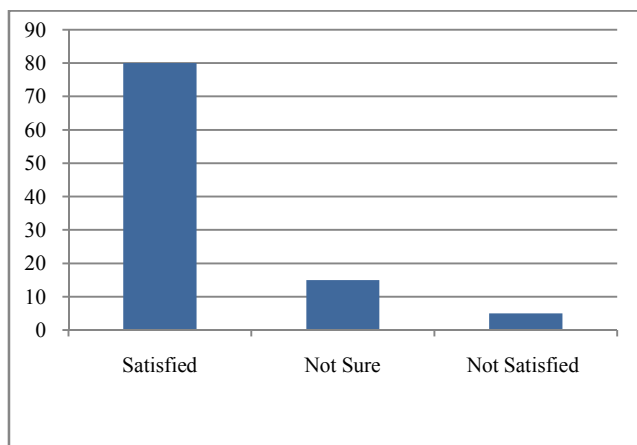
information. The levels of satisfaction in patients are excellent for promptness of doctor. 80% patients feel that doctors are friendly and approachable. They encourage asking questions about the disease According to the patient satisfaction survey. Doctors are very much sincere and responsive regarding their treatment. They are good and give adequate time to patients.

Nurses were prompt in their work. They were very courteously and patience. They explain the reason for medication.

55 % patients were satisfied with the pharmacy services and some patients were not satisfied as medicines were not available all the time and they have to go outside for the unavailable medicines.

Table 6 Overall patient satisfaction level % of patients in Indoor Patients Department

Overall satisfaction level of patient	% of patients in Indoor patient department
Satisfied	80 %
Not Sure	15 %
Not satisfied	5%



According to the survey, 80% respondents indicated that they were satisfied with their period of inpatient care. 15% respondents were not sure about the service received and 5% were not satisfied with the service received during inpatient care.

RESULT

The major dimensions of patient satisfaction are art of care, technical quality of care, accessibility or convenience, finance, physical environment, availability of service provider, continuity of care and efficacy or outcomes of care. According to the survey, 80% respondents indicated that they were satisfied with their period of inpatient care. 15% respondents were not sure about the service received and rest 5 % were not satisfied with the services received during in patient care. Some healthcare services need to be improved so as patients are more satisfied.

CONCLUSION

This study shows that patients admitted in the indoor patient wards of hospital were satisfied with the quality of professional services by doctors, nursing and paramedical staff. IPD is an important department of the hospital. It is also a major department of any hospital. Patients satisfaction is important for any private hospital and corporate hospital. The Patients Satisfaction level is show by their opinion and the opinions collect by the feedback form.

It was found in the present study that most of the patients are satisfied with most of the services in the Hospital. It is also showed that greater part of the respondents was satisfied with the given below areas

Five Major Satisfiers were

1. Room preparation
2. Quality and behavior of doctors
3. Explanation about disease and treatment
4. Courtesy of staff at admission counter
5. Behavior of nurses.

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