

## Public Health Care Management: A Critical Study Over the Level of Satisfaction of Select Users

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### Abstract:

The level of a patient's happiness using the medical the assistance they got from healthcare supplier is measured by service user's satisfaction index. Among the key elements affecting how well a healthcare institution performs is the pleasure of its service users. The goal of this study was to assess how satisfied health care consumers were with their experiences, taking into account how the doctor's actions affected that relationship. The study's objective is to evaluate how successfully the private health sectors of Guwahati City provide services including preventive care, diagnostic testing, and 24-hour access to medicine. Present study employed a study design for a descriptive survey. Service customers who used the outpatient departments of five private medical centers in Guwahati City were the intended audience. The selected population's 290 sample respondents were selected by a straightforward random sampling procedure. The dependability scales were calculated utilizing Cronbach's Alpha. The results of the study were investigated using regression analysis, which looked at service user satisfaction with healthcare services. For the study, the SPSS Hayes procedure was employed. The main conclusions of the regression study support the notion that medical services, such as laboratory and diagnostic care, preventative health care, and 24-hour access to drugs, have an important and beneficial effect on service satisfaction among users. The study specifically contends that the actions of doctors considerably modify the impact of health care services on the degree to which service consumers are satisfied with the accessibility of health services in hospitals. Regarding laboratory and diagnostic treatment, preventative healthcare, and a 24-hour medical facility, the level of satisfaction was satisfactory. The results of the investigation support the statistical significance of the suggested research questions.

### 1. Introduction: -

Consumers of services become more curious and apprehensive about receiving healthcare services as a result of global rivalry in a developing industry. The population's trends to adopting a healthy lifestyle have changed as a result of the intensified improvement in health care needs and higher income levels in contemporary civilization. A more intense scenario that affects the inhabited businesses, particularly medical services, has been brought about by an increase in global competition for the supply of products. Since the intensifying competition among hospitals, the link between started to place more emphasis on the supply of quality healthcare services. Users of the service have

been convinced to choose the most suitable hospital thanks to this delivery.

All providers of healthcare services now prioritize bettering the user experience with the ultimate aim of maximizing service user happiness. In a competitive market, enterprises or public trusts have the chance to set themselves apart by the delivery of high-quality healthcare services in comparison with their competitors. Due to the rising expectations for standard services and the need to fulfill needs of service clients, hospitals must now provide effective health care services the rising demands of customers.

Earlier, it was mentioned that in developing nations like India, service studies rarely include the subject of

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health care services and related offerings. Although it has been the subject of in-depth academic study, there is still a need for enhancements to health care services, which creates difficulties for technical or non-technical staff members as well as makes it difficult for academics, hospital executives, therapeutic experts, and government legislators to satisfy the demands of service users and foster fulfillment.

## 2. Importance of the Present Research Enquiry

Satisfaction is one of the most crucial elements of a successful business or government strategy, and it is only achievable by offering outstanding service that promotes pleasure. To put these better provisions into practice, efficient service supply, cost allocation, and management strategies are required. In both the public and private sectors of hospitals in developing countries, two kinds of vendors are highly efficient providers. The right medical facility and qualified physician must be chosen in order to meet the goal of assuring service users' happiness as this may affect how they are served.

In the process of enhancing a health care delivery system, the opinion of service users is becoming increasingly significant. The level of enjoyment or happiness that a service user feels when utilizing a health service is known as service customer satisfaction. Care for service users is hence every health service provider's fundamental duty. One of the metrics used to assess a hospital's effectiveness is how well it delivers services and provides high-quality treatment. The satisfaction of service users is the best indicator of how well healthcare services are administered.

## 3. Statement of the Problem

Effectiveness of healthcare services delivered in hospitals is frequently measured by how satisfied service customers are with such services. The delivery of healthcare services is measured in part by how well customers are satisfied with the services they receive. The opinions of service's users are now taken into account while choosing an approach in which to provide medical care. Due to its importance in measuring how well a service is provided, particularly in private sector hospitals, An increasingly important and fundamental part of every health system is the assessment of the delivery of health services based on standpoint of its end user.

Users of private hospital services must spend extra to receive the required level of service quality. Right now, in order to meet service consumers' needs, precise and comprehensive information is needed before utilizing any kind of services provided by a certain healthcare institution. Since people have to shell out more for therapies and just about any instance of discontent tends to compel them to turn to other rivals, service consumers have grown more inquisitive and demand supplemental services to receive services of a higher caliber than they had anticipated. However, it is thought that a crucial component in promoting universal service users to visit hospitals are the standard of service. It was reported that medical and non-medical hospital staff members concentrate on efforts to enhance the scope and standard of delivery of services.

## 4. Objective of the Study:

Examining service customers' satisfaction with healthcare services while taking into account the conduct of the physician is the main goal of this study.

## 5. Review of Literature

A literature review is an analysis of academic literature (such as books, journal articles, and theses) which are relevant to a certain topic or study issue. The following are a few examples of the study-related literature reviews:-

According to Badri et al. (2015), the evaluation and delivery of healthcare services are two of the hospital's most crucial functions. Achieving high significance also requires attending to service consumers' criteria for medical services and needs. In health care settings, A customers contentment is typically used to gauge how well a service was rendered.

As stated by Cronin Jr. and Taylor (2019), The provision of Hospital amenities and satisfaction among patients are significantly correlated.

The topic of patient happiness in connection to healthcare services were delivered by Chahal, Mehta, and Naidu (2017). The relationship between behavioral intentions and the caliber of health care services provided is mediated by patient fulfillment.

Patients' satisfaction and the standard of medical care are related, claim Shabbir et al. and Arif et al. (2018). The findings of their research demonstrated a

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noteworthy link between patient satisfaction and medical care. Patient satisfaction can be measured by comparing expected and perceived health care. Establishing trust through effective public education can be very beneficial for the hospital administration.

## 6. Methodology of the Study

Methods used in the study are both exploratory and descriptive. It is descriptive as the study aims at identifying the satisfaction level of service users using medical services In regard to the behavior of doctors. The study is built on both primary and secondary data. Through the use of self-administered questionnaires, primary data are gathered. The secondary information is gathered from a variety of sources like government reports, books, journals, internet etc.

### 6.1. Study Setting

The present investigation was carried out at Guwahati City's private healthcare industry. Northeast India's largest city is Guwahati City. Planning and development are handled by this organization in the broader Guwahati Metropolitan Area is called the Guwahati Metropolitan Development Authority (GMDA). The city's local government, the Guwahati Municipal Corporation (GMC), is in charge over 328 square kilometers (127 sqmi) of land.

### 6.2. Participants and Data Collection Procedure

OPD patients from the five private hospitals in Guwahati City were included in the present study. These healthcare facilities included the Goenka Nursing Home, GNRC Hospital, Pratiksha Hospital, Narayana Superspecialist Hospital, and Apollo International Hospital. The service users' involvement in this study was voluntary. Self-administrated questionnaires were employed in the current study to gather participants' primary data. These questionnaires were initially created in English before they were adapted into Assamese for the benefit of the local population. All responders were informed of the study's purpose and given encouragement to participate when the researcher physically visited the hospitals. The writers also ensured that the participants' replies would remain private. But due to a lack of time and Face-to-face interviews were also conducted with interested clients who had low or no educational attainment. 350 questionnaires were initially distributed using the practical sample strategy; however, only 320

completed questionnaires were received, and 30 cases had to be eliminated since there hadn't been any data for various factors.

### 6.3. Frequency Analysis

study of the survey's demographic data and general information respondents were conducted using a frequency analysis. The following is a description of the findings of the demographic analyses or frequency analyses: - information covers the participants' age, gender, education level, occupation, number of children in the family, income, and marital status. Women make up the majority of respondents (60.2%). Many of them were between the ages of 30-35. The majority of responders (28.2%) were educated. Additionally, 195 of the respondents were from a rural location, and the majority of them (65.3%) were married. In terms of the respondent's employment, the majority are government employees.

### 6.4. Measurement Instruments and Cronbach's Alpha Reliability

Variety Usage of measurement instruments in this investigation. The following is a description of these instruments. By calculating each scale's Cronbach's alpha reliability coefficient, the internal consistency was assessed. An acceptable alpha coefficient was one greater than 0.7.

### 6.5. Descriptive Statistics

The mean scores, standard deviations, correlations, and alpha reliability of each variable are discussed below: - All medical care has a beneficial correlation. There is a positive correlation between laboratory and diagnostic services and service users' satisfaction ( $r= 0.260$ ), preventive healthcare and service users' satisfaction ( $r= 0.347$ ), laboratory services and service users' satisfaction ( $r= 0.438$ ), and physician behavior and service users' satisfaction ( $r= 0.251$ ).

The following variables are described below: -

- i) **Laboratory and Diagnostic Care:** - At the moment, laboratory services are regarded as the backbone in the health care sector. The world is rapidly progressing in the technology industry due to the number of diagnostic machines found in the laboratory that have saved million of people's lives, such as advanced ultrasound, magnetic resonance

imaging(MRI), pathology tests and much more advancement in testing. Laboratory services are essential for assisting in the diagnostic diseases of patients because in several cases, the physician's know the severity of the patient's illness by laboratory services. Laboratory services with diagnostic care and patient satisfaction have a strong relationship.

- ii) **Preventive Healthcare:** -By reducing the incidence of susceptible risk factors, the application of best practices in preventive care has the potential to considerably improve healthcare outcomes. With every visit to the doctor representing a possible opportunity to give preventive treatment, the healthcare industry is well-positioned to address the concerns of chronic illness prevention and management. Patients and doctors agree that one of a doctor's core responsibilities is prevention. It has been shown that doctors' brief involvement (defined as brief, patient-centered relationships, and motivating) is effective in encouraging patients to improve their smoking, drinking, eating, and physical activity behaviors.
- iii) **Physician's Behaviour:** - "A physician shall uphold the standards of professionalism, be honest in all professional interactions, and strive to report physicians deficient in character or competence, or engaging in fraud or deception, to appropriate entities". When it comes to interactions between doctors and patients, how doctors understand and react to patients is a critical component in determining how satisfied they are with the services they receive. Patients anticipate courteous interactions and good manners from their doctors. According to several authors, when these expectations are not met, service users are less satisfied and are less inclined to follow their treatment plan, show up for appointments, or otherwise participate with it. Generally speaking, the more amiable and supportive the doctor was, the happier and more dissatisfied the patients were with the services. These studies, in addition to others, have all discovered a favorable correlation between the physician's courteousness and the service consumers' satisfaction. Studies on doctors' behavior are scarce, according to previous research. Therefore, there is a critical necessity to investigate the aforementioned correlations between the study variables in order to close this gap.

- iv) **24 Hours Medicine Facilities:** -A subspecialty of pharmacy known as clinical pharmacy focuses on using medication to deliver patient care while enhancing service users' health outcomes. This involves advocating for health and illness prevention. Pharmaceutical care philosophy is embraced in clinical pharmacy practice. The positive side should be utilized honestly if clinical pharmacy services are to maintain strong consistency. Additionally, effective measures should be taken to improve clinical pharmacy services and raise the significance of pharmacists in the treatment of service users.

## 7. Discussion

Using physician conduct as a moderator, the primary goal of the present research is to ascertain service users' contentment with health care. In Guwahati City's private hospital, this study was completed. To gauge the degree of service consumers' satisfaction, five healthcare services were picked, including 24-hour medical facilities, preventative healthcare, and laboratory and diagnostic services. The study also looked at the conduct of the doctor as a moderator in the connection among consumer happiness and the standard of healthcare.

This research adds to the corpus of knowledge in the medical industry. Reading the literature demonstrated that a large number of the investigations were conducted in developing, expanding, and advanced nations. Prior studies have revealed that consumers of services and cancer patients generally satisfaction with mental health services. This study's primary areas of interest include healthcare prevention, laboratory and diagnostic services, and client happiness. The moderating influence of physician behavior in developing countries like India is another fresh idea that is introduced. The findings of this study showed a positive and significant correlation between healthcare services and clients' satisfaction.

The current study also showed a strong positive correlation between the predicted variable of service users' satisfaction and the modulator of the actions of the doctor. These findings are in line with those of a prior study by Taenzer et al., which found a strong correlation between the behavior of the doctor and the happiness of the service's users. The variables fully corroborate the main findings, which show a positive

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relationship between healthcare services and service users' happiness.

Numerous academics have looked into the positive and encouraging relationship between healthcare services and service users' pleasure. The study looked at the very minimal and almost non-existent moderating influence of physician behavior between healthcare services and service users' happiness. The present research, which looked into this gap, found that there is an advantage moderating relationship connect the actions of doctors and the correlation between health care services (laboratory and diagnostic care, preventive healthcare, and 24-hour medical facilities) and service users fulfillment. Additionally, the outcomes of the moderation research demonstrated how perfectly suited the presumptive variables are.

The present research contributes several new theoretical ideas. First, it contributes to the rapidly expanding field of healthcare services in developing countries by exploring how this concept may function in the health sector. This study also sheds light on the previously underappreciated connection between research and how satisfied consumers are with healthcare services. Second, the best services make service users feel better, according to a large percentage of this research on the connection between healthcare services and service users' pleasure. The findings show that providing the most effective and fastest services is crucial for doctors and hospital employees to guarantee clients are happy. As a result, it benefits both the staff and the clients it serves. The current study's practical contribution relates to how to deliver the best services to increase service consumers' happiness with healthcare services. In order to increase service customers' pleasure, the best health services must be provided. The results of the study encourage healthcare professionals to enhance their service offerings. Hopefully, this study will make a significant contribution to the literature on the healthcare sector. The government must also put more effort into sustaining the nation's medical system.

This research has some limitations, like with other studies, which raise a number of issues that merit further investigation. First, for this investigation, the main data were gathered from the outpatient department. Research from the inpatient care department (admitted patients) may be used in a future study. Second, the scope of the present research is

restricted to five hospitals in one Assamese city. Furthermore, just one developing nation is included in this analysis. It is strongly advised The additional growing or developing countries do further investigations. The current study made use of six medical services. The investigation of additional healthcare services, such as heart/cardiovascular services, dentistry services, and transplant services, among others, is thus urged in future studies. Future research is encouraged to look at whether or not doctors are happy with hospitals' facilities.

## 8. Conclusion:

In the setting of Guwahati City, the current study sought to ascertain how satisfied service users were with healthcare services. There have been several studies about health care services and the happiness of service users in industrialized nations, while developing nations like India have received less attention. In this study, the moderating influence of a physician's behavior is linked to the satisfaction of service consumers with laboratory and diagnostic treatment, preventative healthcare, and 24-hour medical facilities. Five private hospitals participated in the current investigation.

Medical services like lab and diagnostic care, preventive healthcare, and facilities for 24-hour medicine are variables that explain in this study, while service users' happiness is an outcome factor. The conduct of the doctor is employed as a moderating variable. The current study concluded that healthcare services had a favorable impact on service users' pleasure.

The study's conclusions demonstrated that customers were happy with the effectiveness of services. Health care services (laboratory and diagnostic care, preventative healthcare, and 24-hour medical facilities) and service users' satisfaction are positively and significantly correlated. Additionally, the doctor's actions have become more acceptable in terms of healthcare services and service users' happiness. The alternative variables are therefore chosen.

The contentment of service users is inextricably linked to better and best healthcare services, it has been determined. Healthcare facilities, private hospitals, and services must be enhanced in developing countries.. Poor people cannot afford private hospitals thus it is impossible to gauge how satisfied they are with them.

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Physicians should treat their service consumers with courtesy, empathy, and concern. When interacting with service users and their attendants, they should act courteously. They should receive a comprehensive examination from doctors who should also treat them with decency and respect. As a result, the environment and working conditions in this field are unhealthy, and the physician's rudeness can only be attributed to the workload and the large number of service consumers. However, the responsible authority should concentrate on adding more staff to hospitals in the private sector in order to handle the strain.

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