

# A Study on Assessing the Impact of Service Quality on Patient Satisfaction in Medway Hospital

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**Abstract:** The Healthcare industry is a broad and dynamic sector that plays a critical role in safeguarding public health through the prevention, diagnosis, treatment, and management of diseases. It encompasses a wide range of interconnected services and professions, including hospitals, clinics, pharmaceutical and biotechnology firms, medical device manufacturers, health insurance providers, and research institutions. This industry not only delivers essential medical care to individuals but also drives innovation in medical technologies and treatments. Central to its operation are healthcare professionals—such as primary care physicians, nurses, and specialists—who are responsible for providing direct patient care and clinical services. Complementing this care delivery system are pharmaceutical and biotechnology companies, which invest heavily in research and development to produce new drugs, therapies, and diagnostic tools. Additionally, health insurance organizations play a vital role in financing care and ensuring access to medical services for diverse populations. The complex structure of the healthcare industry demands extensive interdisciplinary collaboration and is continually evolving in response to technological advancements, demographic shifts, regulatory changes, and emerging public health challenges. This paper aims to examine the fundamental components of the healthcare industry, evaluate its key drivers, and explore current trends shaping its future. By analyzing both the operational and innovative aspects of this sector, the research seeks to provide a comprehensive understanding of its significance in promoting global health outcomes and its potential for continued transformation in the face of new challenges.

## **I.INTRODUCTION**

The healthcare industry is a vast and essential sector dedicated to the diagnosis, treatment, and prevention of diseases, while also promoting the overall well-being of individuals and communities. It encompasses a wide array of services and professions, including hospitals, clinics, pharmaceutical and biotechnology companies, health insurance providers, medical device manufacturers, and research organizations. This complex network functions collaboratively to meet the ever-growing healthcare needs of the global population.

At the core of healthcare delivery are providers such as primary care physicians, nurses, and specialists who administer direct patient care and medical treatment. Complementing their efforts are pharmaceutical and biotechnology firms that drive innovation through the development of novel medications, therapies, and vaccines. Equally important is the role of health insurance, which facilitates access to care by making medical services more affordable and widely available.

Technological advancements, particularly in medical devices and digital health solutions such as electronic health records and telemedicine, have significantly enhanced the efficiency, accessibility, and quality of care. Moreover, continuous research and development activities fuel progress in the field, offering new tools to combat diseases and improve patient outcomes. Public health initiatives also contribute by promoting preventive care and encouraging healthier lifestyles across populations. Despite these advancements, the healthcare industry faces pressing challenges, including aging populations, rising demand for services, and the need to reform healthcare delivery models for greater efficiency and equity. Nonetheless, innovation and interdisciplinary collaboration continue to shape the future of healthcare, making it a critical area of ongoing study and development.

**STATEMENT OF THE PROBLEM:**

Strive to enhance service delivery, the quality of healthcare services continues to be a central concern for researchers and institutions alike. Over the past two decades, numerous hospitals have implemented various quality improvement initiatives. However, there remains a notable gap in As the healthcare industry evolves toward managed competition and modernized care delivery, access to accurate and strategic information becomes increasingly critical for organizations aiming to effectively meet patient expectations. While healthcare providers literature regarding patient perceptions of healthcare service quality—particularly within hospital settings. Understanding how patients evaluate the care they receive is essential for guiding improvements and ensuring satisfaction. Despite advancements in healthcare technologies and management practices, limited empirical research has been conducted to assess the relationship between healthcare service quality and patient satisfaction. This study seeks to address this gap by examining how service quality influences patient experiences and satisfaction within the medical delivery system.

**OBJECTIVES:**

- To assess the service quality dimensions offered by the Hospital
- To study the impact on the patient's satisfaction
- To appraise the gap between expectation and perception of service quality dimensions
- To examine the patients challenges at the time of treatment in hospital
- To study the Patient's overall satisfaction with the facilities and amenities offered by the hospital

**RESEARCH QUESTIONS:**

1. How would you rate the hospital's administrative processes (admissions, billing, etc.)?
2. How would you rate the hospital's ability to manage your medical records and documentation?
3. Did you experience any issues with hospital staff related to the hospital's policies or procedures?
4. How satisfied were you with the explanation provided by the doctor regarding your diagnosis or treatment plan?

**SIGNIFICANCE OF THE STUDY:**

This study holds significant value for multiple stakeholders within the healthcare system, particularly as the industry adapts to an era of managed competition and rising patient expectations. By exploring the relationship between healthcare service quality and patient satisfaction, the research provides meaningful insights into how hospitals can enhance service delivery to meet evolving patient needs.

For healthcare providers and administrators, the findings offer evidence-based guidance on improving clinical and non-clinical aspects of care that directly influence patient perceptions. Understanding what patients value most in their care experience can help institutions prioritize resources, implement targeted quality improvement strategies, and strengthen patient-centred care models.

**II.LITERATURE REVIEW**

**Katira, S., Samuel, R., Tiwari, S., Pai, D., & Agrawal, S. (2024)**

**"Patient Satisfaction with the Service Quality Dimensions in Multi-Speciality Private Hospitals in Indore City MP, India"**

The study draws on existing research that emphasizes the crucial role of service quality in healthcare. Prior studies have identified key service quality dimensions including tangibility, reliability, responsiveness, assurance, and empathy that significantly impact patient satisfaction.

**Anitha, R. (2020)**

**"Gap analysis between perception and expectation towards service quality of hospitals with special reference to selected major private sector hospitals (multi-speciality) in Coimbatore city"**

The examines the difference between patient expectations and their perceptions of service quality in multi-speciality private hospitals in Coimbatore. The literature reviewed in the study covers several important themes, including service quality, the gap between expectations and perceptions, and patient satisfaction in healthcare.

**"Improving Patient Care at a Multi-Speciality Hospital Using Lean Six Sigma"** The literature underscores that optimizing patient care is necessary to boost patient satisfaction, improve health outcomes, and maintain the hospital's competitive edge. Quality care is also key to strengthening a hospital's reputation and fostering patient loyalty.

**Faisal, M., and Chandramohan, S. (2018)**

**"Factors Affecting Patient Satisfaction in Multi-Speciality Hospitals"**

Patient satisfaction is a crucial measure of healthcare quality and plays a significant role in a hospital's success and reputation. Research indicates that satisfied patients are more likely to return to the hospital for future care and recommend it to others, which helps to build the hospital's positive image.

**Mishra, A. K., and Ahmed****"Analyzing the Factors Influencing Quality Management Practices in Indian Multi-Specialty Hospitals"**

Studies show that hospitals that implement effective quality management practices tend to see improvements in multiple areas, including patient care, financial performance, and operational efficiency. Hospitals with strong QM systems generally have better patient satisfaction scores, fewer medical errors, and reduced operational costs.

**Venkatesh, P., Dhayalan, V., Ilakkiya, T., Jhansi, V., & Selvakumar, V. (2022)****"An Empirical Study Towards Outpatients' Perception Towards Service Quality of Multi-Specialty Hospitals: Scenario of Vellore District, Tamil Nadu"**

The Patient satisfaction is often influenced by the gap between their expectations and the perceived quality of services. Patients have expectations about their care, shaped by factors like the hospital's reputation, recommendations, and previous experiences.

**III.RESEARCH METHODOLOGY****Research Design:**

This study will adopt a descriptive research design, aiming to systematically describe the relationship between service quality dimensions and patient satisfaction levels.

**Sampling Method:**

Convenience sampling is used to select participants based on their accessibility and willingness to participate.

**Sampling Size:**

The total sample size of the study is 147.

**Data collection Method:**

Primary data was collected directly from employees using structured questionnaires for this study.

**Data Analysis Tools:**

ANOVA and Correlation analysis conducted using SPSS Software.

**Variables:**

- Independent Variable: Gender (e.g., Male, Female, Others)
- Dependent Variable: Wait Time After Scheduled Appointment (measured as a score, likely on a scale from 1 to 5)

**Ethical Consideration**

Participation was voluntary, with informed consent obtained. Strict confidentiality and anonymity were maintained throughout the research process.

**Limitations of the Study**

1. **Sample Size:** A small sample size may reduce the statistical reliability of the results and limit the ability to generalize findings to the entire patient population.
2. **Geographical** **Scope:**  
This narrow focus may not accurately reflect patient satisfaction trends in other hospitals, regions, or healthcare systems.
3. **Technological Barriers:**  
Some patients may have faced difficulties in accessing or completing the survey due to a lack of familiarity with digital platforms or limited access to technology.
4. **External Factors:**

Patient satisfaction can be influenced by factors outside the hospital's service quality, such as personal health outcomes, insurance issues, socio-economic background, or individual expectations.

**IV.DATA ANALYSIS****ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.967	2	.984	1.071	.345
Within Groups	132.210	144	.918		
Total	134.177	146			

## Result:

p-value of  $0.345 > 0.05$

The One-Way ANOVA was conducted to compare the average waiting time after a scheduled appointment among three gender groups: Male, Female, and Other. The ANOVA result shows a p-value of 0.345, which is greater than 0.05, indicating that the differences in mean waiting time across gender groups are not statistically significant. Therefore, we fail to reject the null hypothesis.

## Correlations

		22. How satisfied were you with the hospital's efforts to manage your pain or discomfort (if applicable)?	23. Did you receive adequate post-visit follow-up or communication regarding your treatment or condition?	25. How satisfied were you with the cost of services compared to the quality of care provided?
22. How satisfied were you with the hospital's efforts to manage your pain or discomfort (if applicable)?	Pearson Correlation	1	.505**	.691**
	Sig. (2-tailed)		.000	.000
	N	147	147	147
23. Did you receive adequate post-visit follow-up or communication regarding your treatment or condition?	Pearson Correlation	.505**	1	.480**
	Sig. (2-tailed)	.000		.000
	N	147	147	147
25. How satisfied were you with the cost of services compared to the quality of care provided?	Pearson Correlation	.691**	.480**	1
	Sig. (2-tailed)	.000	.000	
	N	147	147	147

## Result

$r = .691$

## Interpretation:

The correlation analysis reveals significant positive relationships among patient satisfaction variables. There is a strong positive correlation ( $r = 0.691$ ,  $p < 0.001$ ) between satisfaction with the hospital's efforts to manage pain and satisfaction with the cost of services compared to the quality, indicating that patients who felt their pain was well-managed also tended to perceive good value in the services received. Additionally, satisfaction with pain management is moderately correlated ( $r = 0.505$ ,  $p < 0.001$ ) with receiving adequate post-visit follow-up, suggesting that better follow-up is linked to higher satisfaction with care. Similarly, a moderate positive correlation ( $r = 0.480$ ,  $p < 0.001$ ) exists between follow-up communication and cost-quality satisfaction. These results highlight that different aspects of patient care are interrelated—improvement in one area is likely to enhance overall patient satisfaction.

## V.DISCUSSIONS

- Service quality directly influences patient satisfaction, particularly in areas like empathy, responsiveness, and reliability.
- Patients value clear communication, respectful treatment, and being informed throughout their care journey.
- Waiting times and appointment efficiency significantly impact how patients perceive the hospital's overall service.
- Clean and well-maintained facilities contribute positively to the patient's overall experience.
- Staff behaviour and professionalism were among the most mentioned factors affecting satisfaction in open-ended feedback.

- Patients expect personalized care, which increases satisfaction and trust in the hospital system.
- There is a gap between patient expectations and actual experiences, especially in responsiveness and timeliness of service.
- Continuous monitoring and staff training can help bridge these gaps and maintain high service standards.
- Implementing patient feedback mechanisms will help the hospital identify issues early and respond proactively.

## **VI.CONCLUSION**

This study confirms that service quality plays a critical role in shaping patient satisfaction at Medway Hospital. Using the SERVQUAL model, key dimensions such as empathy, responsiveness, and reliability were identified as the most influential factors. Patients highly value timely care, clear communication, and respectful treatment, all of which significantly enhance their overall experience. The findings indicate a need for continuous staff training, efficient scheduling, and improved patient engagement to bridge the gap between expectations and service delivery. By addressing these areas, Medway Hospital can strengthen patient trust, improve healthcare outcomes, and maintain a high standard of service excellence.

## **REFERENCES**

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