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## **A Study on Quality Dimensions in SVIMS Hospital at Tirupati (A.P.)**

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### **Abstract:**

*In every aspect the Quality work generates the desired result. At present people consuming the products and services with little quality. But quality service improves the firm standards. Where as in health service organisations must have to maintain the good quality in their services. It may in terms of maintaining the adequate resources, qualitative laboratories and good approach in both medical and non-medical services. The present study emphasizes the SVIMS hospital medical practitioners towards the patients. The main objective of this study is to examine the service quality and how it will influence on patient loyalty in SVIMS hospital of Tirupati., service quality measures are based on some of the dimensions of the Service Quality, and in these studies two dimensions namely responsiveness and reliability were considered. The research is purely based on primary data, the data has been collected by 180 respondents by using structures questionnaire. The data has been analyzed by using one sample t test analysis. The results revealed that the two were positively related to patient's loyalty.*

**Key words:** SVIMS hospital, Responsiveness, Commitment, Work Dedication and Quality Service

### **1. Introduction**

During the last few decades, the number of private centers providing health care services in Andhra Pradesh has been growing, and the private sector health care services market has turned out to be a competitive environment Quality is such an important aspect that it is considered a really major concept in our real life. It is considered as a strategic weapon. And the vital need of increasing service organizations and advancing their services necessitates the measuring of service quality. The peer competitions have made the hospitals to provide superior services in order to retain in the competitive environment. Hospitals provide the various types of services but with different quality if the therefore quality can be considered as one of the important as one of the important strategy to create the competitive advantage.

### **2. Literature Review**

Crosby defined Quality as constancy with fixed stipulation and this agrees with Karim's definition, who defined Quality as everything that accords with the features of the product to convene the external customer's needs. Service is also defined in a different way by The American Society for Marketing, defines service as activities or benefits that are offered for sale or that are offered for being related to a particular product Juran elaborates the definition of customer led quality as "features of products which meet customers' needs and thereby provide customer satisfaction." As service quality relates to meeting customers' needs, we will be looking at "perceived service quality" in order to understand consumers. Grönroos (1984) and Parasuraman (1985) look at perceived quality of service as the difference between customers' expectation and their perceptions of the actual service received. Other researchers look at perceived service quality as an approach. Service quality as "an attitude" is consistent with the views of Parasuraman, & Sureshchandar, (2002). Basis of the view is elaborated by the latter: Competitiveness of a firm in the post-liberalized era is determined by the way it delivers customer service. Service quality is a concept that has aroused considerable attention and discuss in the research literature because of the difficulty in both defining it and measuring it with no overall agreement emerging on either. Firms with high service quality pose a challenge to other firms. Many scholars have explored consumers' cognitive and affective responses to the insight of service attributes in order to benefit by providing what consumers need in an effective and efficient manner. Organizations can business superiority through quality control in services. Again service quality considered as the difference between customer expectations and preciseness of service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs. There is general conformity that the aforementioned constructs are important aspects of service quality, but scholars have been cynical about whether these dimensions are valid when evaluating service quality in other service industries Cronin & Taylor, (1992).

However, the SERVQUAL model, developed by Parasuraman, is one of the best and most used models for evaluating customer expectations and perceptions of the service quality. SERVQUAL is based on the idea that the quality is a slanted evaluation of the customer, as the service is an experience. SERVQUAL is useful in showing the dissimilarity between the patients' preferences and his actual experience and specify the areas that require improvement. The analysis of service quality helps hospital to allocating the resources for improving performance in the areas that have more important on the customers' perception of service quality.

### 3. Objectives of the Study

- To examine the service quality and its impact on patient loyalty.
- To the responsiveness and reliability in service quality.

### 4. Methodology

For studying the above objectives the data has been collected from both primary and secondary sources. Primary data was collected through a structured questionnaire by using five point likert scales with the random sampling technique with the size of 180. Whereas, secondary data has been collected from published journals, company annual reports and official website. The data was analyzed by using one sample t test analysis.

### 5. Analysis And Interpretation

The following are the considering parameters to analyse and fulfill the above cited objectives.

RELIABILITY	N	Mean	Std. Deviation	Median
Sincere interest of personnel in solving patients' problems	180	36	23.7	35
Carrying out of the services right at the first time	180	36	16.2	40
Prompt performance of medical and non-medical service	180	36	23.3	35
Telling when services will be performed	180	36	16.7	35

Table 1: One-Sample Statistics

One-Sample Test					
RELIABILITY	Test Value				
	t	df	Sig. (2-tailed)	95% Confidence Interval of the Difference	
				Lower	Upper
Sincere interest of personnel in solving patients' problems	-13.60065	4	0.05	9	70
Carrying out of the services right at the first time	-19.91185	4	0.05	18	56
Prompt performance of medical and non-medical service	-13.84359	4	0.05	13	68
Telling when services will be performed	-19.27726	4	0.05	17	59

From Table No -1, it is inferred that in all the four variables, the patients' of SVIMS viewed on adopted quality management is reliable. In other words patients are more satisfied with the reliability. The T-test shows the results with respect to four variables are:

- The T-value is -13.600651. The P-Value is 0.000169. The result is significant at  $p < 0.05$ .
- The T-value is -19.911852. The P-Value is 3.8E-05. The result is significant at  $p < 0.05$ .
- The T-value is -13.843594. The P-Value is 0.000158. The result is significant at  $p < 0.05$ .
- The T-value is -19.277264. The P-Value is 4.3E-05. The result is significant at  $p < 0.05$ .

From t-test table value is 2.776 with degree of freedom 4 at the level of significance 0.05. Hence the t-table value (2.776) is greater than the t-calculated values (-13.600651, -19.911852, -13.843594 and -19.277264). With this we identified there is a significant relation between the patients' loyalty and reliability.

<b>RESPONSIVENESS</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Median</b>
Providing services at appointed time	180	36	18.7	35
Error-free and fast retrieval of documents	180	36	12.9	29
Willingness of personnel to help patients	180	36	15.7	30
Feeling safety and security in interaction with personnel	180	36	23.9	45

Table 2: One-Sample Statistics

<b>One-Sample Test</b>					
<b>RESPONSIVENESS</b>	<b>Test Value</b>				
	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>95% Confidence Interval of the Difference</b>	
				<b>Lower</b>	<b>Upper</b>
Providing services at appointed time	-17.26068	4	0.05	15	65
Error-free and fast retrieval of documents	-25.02929	4	0.05	24	54
Willingness of personnel to help patients	-20.46727	4	0.05	24	63
Feeling safety and security in interaction with personnel	-13.49868	4	0.05	9	59

From Table No -2, it is inferred that in all the four variables, the patients' of SVIMS viewed on management response is significant. In other words patients are more satisfied with the SVIMS Management responsiveness. The T-test shows the results with respect to four variables are:

- The T-value is -17.260679. The P-Value is 6.6E-05. The result is significant at  $p < 0.05$ .
- The T-value is -25.029288. The P-Value is 1.5E-05. The result is significant at  $p < 0.05$ .
- The T-value is -20.467269. The P-Value is 3.4E-05. The result is significant at  $p < 0.05$ .
- The T-value is -13.498682. The P-Value is 0.000174. The result is significant at  $p < 0.05$ .

From t-test table value is 2.776 with degree of freedom 4 at the level of significance 0.05. Hence the t-table value (2.776) is greater than the t-calculated values (-17.26068, -25.02929, -20.46727 and -13.49868). With this we identified there is a significant relation between the patients' loyalty and responsiveness.

## 6. Conclusion

Service is the global judgment related to overall superiority of service. The SVIMS hospital has maintained the best services with the patients and therefore it has lead to customer loyalty. The hospital has considered the two dimensions as important in making the customer loyal and retaining the customers with them it. Hence it will be profitable to both the customer and the hospital.

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