# REFLECTION ON QUALITY OF HEALTH SERVICES;

## A CASE FROM PUBLIC TEACHING HOSPITALS OF LAHORE PAKISTAN

**Raheel Yasin[1], Dr. Ghulam Abbas Anjum[2]**

1. Institute of Business Management
   UET, Lahore, Pakistan
2. Faculty of Architecture & Planning
   UET, Lahore, Pakistan

**Correspondence Address:**
Raheel Yasin
Institute of Business Management
UET, Lahore, Pakistan
raheelyasin@yahoo.com

**ABSTRACT...** Health care is the crucial and fundamental right of every human being. Quality health care is the strong desire of every human being. Quality is considered as one of the prime pillar of differentiation in services. Service quality is lifeline of organizational success. This paper throws a public eye on patient's expectations and the satisfaction level pertaining to quality of service provided by public hospitals. **Objectives:** (1) To dig out the quality of service in public teaching hospitals of Lahore, Pakistan by using SERVQUAL model. **Study Design:** Quantitative Study. **Period:** Sep 2014 to Oct 2014. **Setting:** Five Teaching Hospital, Jinnah Hospital, Mayo Hospital, Services Hospital, General Hospital, Sir Ganga Ram Hospital, Lahore which are the Medical Giants of Pakistan. **Material & Methods:** The research is carried out on primary data, recording 250 responses from target audience by using structure questionnaire. Regression and correlation analysis were performed to confirm a relationship between Service Quality dimensions and patient satisfaction. **Results:** Study shows that empathy is the most important factor that brings happiness and satisfaction to the patients. **Conclusions:** Research findings are fruitful for health department and hospital administration to plan strategies in order to improve service quality and become benchmark for others in industry.

**Key words:** Service Quality, Organizational Success, SERVQUAL, Benchmark

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## INTRODUCTION

Service quality becomes a key figure in today's business environment. Now a day's competition is based on the umbrella of service delivered by the organization to their customers. Service sector is the rapidly growing sector of world economy and health services organization play pivotal role in increasing growth.

Quality is one of the essential competitive weapon based upon which organizations develop their strategies for survival in this globalized market. Service Quality is very significant arm in today's business environment, especially a sector in which customers are directly involved and health care is one of them. It could be considered as a vital arm that helps a company to build a cut-throat that brings customer dependability and long term success. Service quality is a crucial direction for enhancing business performance, which underlies the widespread adoption of quality improvement initiatives in many service

industries.[1] Patients have strong desire for quality services when they visit hospitals .In today's global market providing high quality level services to the patients brings differentiation and gives a strong edge over other market players.[2] Organizations lead the industry based on the quality of their services and products. Excellent service quality brings a passionate life in the employees of the organization to meet the challenges and brings revenue for the company.

## OBJECTIVE

To measure the quality of service delivered by the public teaching hospitals of Lahore by using SERVQUAL model to their patients.

## LITERATURE REVIEW

Service quality can be defined as an on the whole customer pleasure.[3,4] According to Parasuraman et al (1988)[3] a skill which meet or exceed the customer expectation can be defined as service quality. The difference between what the type of

service customer is expected and the service he actually receive (Zeithaml et al.,1990)[5]. Service Quality is difference between customer perception and the service he received., service quality can defined as upto which level service meets the customers needs and desire.6 Service quality can also be explained as consumers on the whole idea of the virtual or superiority of the services.[4]

Consumer evaluations about quality of service judge by the patients if the patients received up to mark or more than his expectations than it's brings a positive image in his mind. Expectations that are not up to the standard or mark of the patient lead toward negative image.

SERVQUAL model shows that clients judge the quality of a service on five different features: reliability, responsiveness, assurance, empathy and tangibles. SERVQUAL tool consist of 22 questions for the judgment of consumer hope about the quality of service .perceived service quality results from comparisons by consumers of expectations with their perceptions of service delivered by the service providers.[5] It can be consider that the factor which are the base of the delivering of good perceived service quality is actually meeting the expectations of the customers. That's the reason if service quality exceed the customer's expectations than it is consider as excellent service quality. Zeithaml and Bitner(2000)[7] elaborate that service is based upon the customer expectations and that serve as stand mark on which the service performance is judged.

Parasuraman et al.(1988)[4] suggested that customer expectations are what the customers think a service should offer rather than what might be on offer Zeithaml et al.(1990)[5] Zeithaml et al (1990)[5] recognized four pillars that effect customer's expectations: word of mouth communications; individual needs; previous experience and outside experience.

Parasurman et al (1988)[4] identified five dimensions of service quality (reliability, responsiveness,

assurances, empathy and tangibles) that link specific service characteristics to consumers expectations.
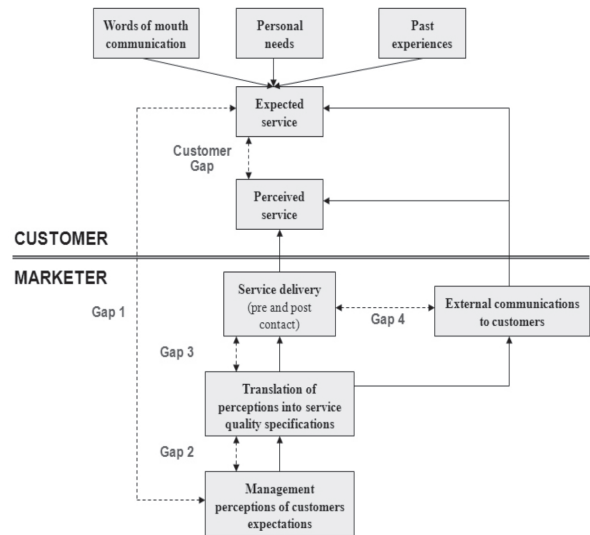


**Gap Model of Service Quality**

a) Tangibles-Physical facilities offered to the customers.
b) Empathy – Attention given to individual person.
c) Assurance-Faith and command on work by the employees.
d) Reliability-Give error free service to the customers.
e) Responsiveness–Ready to help customers and give on time service to them.

## RESEARCH METHODOLOGY

Service quality of the patients was measured by using SERVQUAL models was used to measure the quality of service received by the patients because it clear identifies the differences between the customer's expectations and perceptions. Measures of the service quality constructs were determined by using the study of (Youssef et al. and Lim and Tang).[8] We select a sample size of 250. Our survey instrument consist of 20 question. We select a likert scale of five point ask respondent for scoring (items) ranging from 1=strongly disagree to 5=strongly agree.

Data was collected from 5 teaching hospitals i.e Jinnah hospital, services Hospital ,Mayo Hospital, General Hospital,Sir Ganga Ram Hospital. These

are the medical Giants of the Lahore as patients referred there from all across the Punjab .

Based on literature Review we develop following hypothesis.

Hypothesis 1:  Tangibility is linked with patient Pleasure.

Hypothesis 2:  Reliability is allied with patient pleasure

Hypothesis 3:  Responsiveness is linked with patient pleasure.

Hypothesis 4:  Assurance is allied with patient pleasure.

Hypothesis 5:  Empathy is allied with patient pleasure.

## 1. STATISTICAL ANALYSIS

The SERVQUAL scale was used to evaluate hospital service. The obtained data was pull out from questionnaires and analyzed with SPSS 21 version. The valid responses are 250 and there is no value missing in them .In masculinity variable out of 250, 85 are females whereas 165 are males. That result in 34% females and 66% males. Data were tested by using statistical inference, the correlation and regression analysis was conducted to find out relationship among the variables and the factors that affect most in satisfying the patients.

## CORRELATIONS BETWEEN DIFFERENT PARAMETERS

The correlation between different parameters were create and realistic to find out what are the significant factors in hospital service quality that affect patient pleasure. For this reason dissimilar correlations were instigated. In first correlation, it has been experiential that empathy is the most significant factor for customer satisfaction. Correlation table 1, different parameters have been observed and result showed that the most significant parameter is empathy.

| | Patients Satisfaction | Tangibles | Reliability | Responsiveness | Assurance | Empathy |
|---|---|---|---|---|---|---|
| Patients Satisfaction | 1 | | | | | |
| Tangibles | .097 | 1 | | | | |
| Reliability | .074 | .212** | 1 | | | |
| Responsiveness | .247** | .024 | -.117 | 1 | | |
| Assurance | .014 | .086 | -.021 | -.070 | 1 | |
| Empathy | .271** | .072 | .000 | .329** | .085 | 1 |

**Table-II. **. Correlation is significant at the 0.01 level (2-tailed).**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | Regression | 77.159 | 5 | 15.432 | 8.398 | .000[b] |
| | Residual | 448.345 | 244 | 1.837 | | |
| | Total | 525.504 | 249 | | | |

a. Dependent Variable: satisfaction
b. Predictors: (Constant), empathy, reliability, assurance, responsiveness, tangibility

**Table-III-I. ANOVA[a]**

## FINDINGS AND DISCUSSION

The result has following main outcomes:

- The facilities provided by the public teaching hospitals influence customer satisfaction hence hypothesis 1 is evidenced.
- Reliability influence customer satisfaction this verified our hypothesis 2 .
- Responsiveness control customer satisfaction.

Hypothesis 3 is evidenced.

- Assurance convinces customer satisfaction. This results proves hypothesis 4.
- Customers are very conscious about Behaviour of paramedical staff and doctors hence our hypothesis 5 is corroborated.

| Model | | Un standardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| | (Constant) | .690 | .577 | | 1.195 | .233 |
| | tangibility | .083 | .086 | .060 | .960 | .338 |
| | reliability | .117 | .087 | .084 | 1.350 | .178 |
| | responsiveness | .205 | .070 | .189 | 2.914 | .004 |
| | assurance | .010 | .085 | .007 | .115 | .909 |
| | empathy | .241 | .076 | .204 | 3.169 | .002 |
| a. Dependent Variable: Patient satisfaction | | | | | | |
| **Table-III-II. Coefficients** | | | | | | |

## CONCLUSION

Service is the global result related to overall power of service The five dimensions had a positive correlation with the level of overall satisfaction with the empathy (0.271) and responsiveness (0.247) having observing the highest correlation to overall satisfaction. Kara et al, (2005)[9], found that the tangible elements tend to be less influential that the intangible elements. Youssef (1996)[8], Anderson, (1995)[10] also found the tangible dimension become least important aspect of service quality. The B-values represents the most important feature of regression analysis, they demonstrate the power of relationship between the dependent variable and the independent variables.

Table-II-I shows the impact of different independent variables on the outcome variable which is customer satisfaction in our study. Among them empathy shows a great influence on the customers satisfaction. In Health care study patient are considered as "customer", and their care is the most important part for the progress of our health condition. And our results show that empathy is most crux factor in the patient service, which brings satisfaction to the patients. Mostly patients in public hospitals complain & strife that doctors and paramedical staff adopt a blunt attitude with them during the treatment process. They not talk to the patients and attendants in the polite way. So there is a dire need that Management ponder about improvement of service, design trainings programs for the staff to develop a positive patient staff relationship. Management needs to give a vaccination to professionalism and implement modern techniques of customer relationship management.

## LIMITATIONS OF STUDY

There are few shortcomings in this study. For that study we conduct interviews in not all the public teaching hospitals .For that matter, generalization of outcomes is not warranted.
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"Height of imagination;
lot of dreams ensure progress."

Shuja Tahir