

A Study on the Determinants of Patient Satisfaction with Special Reference to Kauvery Hospital, Chennai

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ABSTRACT

The healthcare sector serves as a fundamental pillar of the service industry, directly impacting the quality of life and well-being of individuals in society. In the contemporary medical landscape, patient expectations have evolved significantly due to increased access to information, technological advancements, and a growing emphasis on transparency. Patients today evaluate healthcare institutions not merely on clinical success but on the holistic experience, which encompasses medical excellence, environmental hygiene, and administrative efficiency. Consequently, patient satisfaction has emerged as a vital performance indicator that determines the reputation, trust, and long-term success of modern healthcare organizations. Utilizing a structured questionnaire for primary data collection, the research explores how communication clarity, waiting times, and billing transparency influence the overall patient perception. The findings highlight that while physical facilities and clinical outcomes are important, interpersonal factors like empathy and responsiveness from medical professionals play a decisive role in shaping the patient experience.

Keywords: Healthcare Sector, Patient Satisfaction, Service Quality, Staff Behavior, Clinical Excellence, Kauvery Hospital.

I.INTRODUCTION

The healthcare sector is a critical service industry that directly impacts the health and quality of life of individuals. In recent years, patient expectations have surged due to increased awareness, access to information, and medical advancements. Modern patients are concerned not only with clinical treatment but with their overall experience during interactions with healthcare providers. Consequently, hospitals must balance clinical excellence with high service quality.

Patient satisfaction has become a primary indicator of the effectiveness and success of healthcare organizations. It is a multidimensional concept encompassing the quality of treatment, communication with professionals, emotional support, and administrative efficiency. Satisfaction depends on how well a hospital fulfills diverse patient expectations, ranging from timely diagnosis and effective treatment to non-medical factors like cleanliness, facilities, and cost.

The interaction between patients and hospital staff is a major determinant of satisfaction. Doctors, nurses, and employees are the primary points of contact, and their empathy, respect, and communication skills build essential trust. From a Human Resource perspective, motivated and engaged employees are the backbone of the organization, directly influencing the patient experience.

STATEMENT OF THE PROBLEM

Healthcare organizations operate in sensitive environments where satisfaction dictates reputation and success. While efficient services and compassionate care build confidence, inconsistent delivery leads to dissatisfaction. Hospitals face numerous challenges, including long waiting times, inadequate communication, and lack of coordination among departments. Even with effective medical treatment, issues like poor infrastructure or inefficient billing can negatively skew patient perceptions.

Patient expectations are continuously evolving, with modern demands for transparency, personalized care, and a supportive environment. At Kauvery Hospital, Chennai, maintaining high standards is a primary objective, yet the hospital must navigate continuous patient inflow and the need for consistent service quality. This study identifies several key problem areas affecting satisfaction:

II.OBJECTIVES OF THE STUDY

The primary objectives established for this research include:

- To measure the level of patient satisfaction at Kauvery Hospital in Chennai.
- To identify key determinants influencing satisfaction, such as service quality, staff behavior, and facilities.
- To understand the relationship between healthcare service quality and overall patient satisfaction.
- To study the effectiveness of administrative processes and infrastructure in enhancing the patient experience.

III.REVIEW OF LITERATURE

- Anitha S and Ravi Kumar (2024) investigated patient satisfaction in multi-specialty hospitals within urban India and concluded that staff behavior, communication, and cleanliness were the primary factors influencing patient perceptions.
- Priya Menon (2023) focused on the dimensions of service quality and found that while timely delivery and effective communication enhance satisfaction, long waiting times serve as a major deterrent.
- Arun Prakash and Suresh Babu (2023) analyzed hospital infrastructure and discovered that modern facilities and hygiene positively impact perceptions, though human interaction remains the dominant factor.
- Divya Nair (2022) emphasized the critical role of doctor-patient communication, finding that clear explanations regarding diagnosis and treatment significantly improve trust and satisfaction levels.
- Rahul Sharma (2022) explored the impact of treatment costs and concluded that affordability and transparency in billing procedures are vital for shaping patient opinions in private hospitals.
- Karthik R and Meena V (2021) conducted research on employee behavior and determined that patient satisfaction is heavily influenced by the attitude, empathy, and responsiveness of healthcare staff.
- Lakshmi Narayanan (2021) highlighted the necessity of reducing waiting times, as delays lead to significant dissatisfaction and negatively affect a hospital's overall reputation.
- Sanjay Gupta (2020) studied patient expectations and service quality, suggesting that hospitals must align their clinical and non-clinical services with evolving patient needs to achieve higher satisfaction.
- Neha Verma and Amit Singh (2020) examined the hospital environment and demonstrated that a clean and hygienic facility significantly improves the satisfaction levels of patients.
- Pooja Iyer (2019) analyzed private healthcare settings and identified that service quality dimensions such as reliability, responsiveness, and assurance are the key determinants of a positive experience.

IV.RESEARCH METHODOLOGY

This research utilizes a descriptive research design to investigate the determinants of patient satisfaction at Kauvery Hospital, Chennai. Primary data was gathered from 150 respondents using a structured questionnaire covering clinical care, staff behavior, and hospital infrastructure. The study employed a diverse sampling approach, including participants across various age groups, genders, and occupations. Data analysis was conducted using systematic statistical techniques, including percentage analysis, Pearson correlation, Chi-square tests, and Anova. These tools were specifically applied to test hypotheses regarding the relationship between service quality variables and overall patient satisfaction.

RESEARCH DESIGN

The study employs a descriptive research design to systematically identify and analyze the specific service dimensions that influence patient perceptions at Kauvery Hospital. This approach allows for the quantitative measurement of variables such as staff behavior, clinical quality, and administrative efficiency through a structured survey. By observing these factors in a real-world healthcare setting, the design facilitates the identification of critical gaps between patient expectations and actual service delivery.

Hypothesis of the study

- **Null Hypothesis (H₀):** There is no significant relationship between the quality of a doctor's communication and the overall level of patient satisfaction.
- **Alternative Hypothesis (H₁):** There is a significant positive relationship between the quality of a doctor's communication and the overall level of patient satisfaction.

SOURCES OF DATA

The study utilizes two primary categories of data to ensure a comprehensive analysis of the factors influencing patient satisfaction.

PRIMARY DATA:

The core of this research is based on primary data collected directly from 150 patients at Kauvery Hospital, Chennai. This information was gathered through a structured questionnaire designed to capture patient perceptions regarding medical care, staff behavior, cleanliness, and administrative processes.

SECONDARY DATA:

To provide a theoretical framework and contextual background, secondary data was retrieved from various academic and industry sources. This includes:

- Existing hospital records and company profiles.
- Recent academic journals and published research papers related to healthcare service quality.
- Books, healthcare industry reports, and the hospital's official website.
- Previous literature reviews that identified key variables such as waiting time, communication, and infrastructure.

SAMPLE SIZE

The study was conducted with a total sample size of 150 respondents. This group of participants was selected from patients utilizing various departments at Kauvery Hospital, Chennai, to ensure a representative cross-section of the patient population.

Sampling Technique

The study utilized convenience sampling, a non-probability sampling technique, to select participants for the research. This method was chosen because it allowed the researcher to collect data from patients who were available and willing to participate during the study period at Kauvery Hospital, Chennai.

Tools Used for Analysis

The following statistical tools were used for analyzing the data:

- Percentage Analysis
- Correlation Analysis
- Chi-Square Test
- ANOVA (Analysis of Variance)

DATA ANALYTICS

Data analysis and interpretation play an important role in converting raw information into meaningful conclusions. The collected data from respondents were classified, tabulated, analyzed, and interpreted using statistical tools.

Age Category

Age Group	No. of Respondents	Percentage
Below 20	32	21%
21–30	37	25%
31–40	26	17%
41–50	22	15%
Above 50	33	22%
Total	150	100%

Interpretation: The largest segment of respondents falls within the 21–30 age group (25%), followed by those above 50 (22%). This indicates a diverse range of participants, with a slight concentration of younger adults.

GENDER CATEGORY

Gender	No. of Respondents	Percentage
Male	86	57%
Female	64	43%
Prefer not say	0	0
Total	150	100%

Interpretation: The majority of the survey participants are male, comprising 57% of the total population. Female participants make up the remaining 43%.

EDUCATIONAL QUALIFICATION

Education Level	No. of Respondents	Percentage
School Level	46	31%
Undergraduate	33	22%
Postgraduate	27	18%
Professional	19	13%
Illiterate	25	16%
Total	150	100%

Interpretation: The data reveals that the largest group of respondents possesses a school-level education at 31%, though the overall sample is highly literate with over 70% having completed at least some form of formal schooling or higher education.

OCCUPATION OF RESPONDENTS

Occupation	No. of Respondents	Percentage
Student	52	35%
Employed	17	11%
Self-employed	39	26%
Homemaker	19	13%
Others	23	15%
Total	150	100%

Interpretation: The occupational profile of the 150 respondents is heavily weighted toward the student demographic at 35%, while the employed category represents the smallest segment of the diverse economic backgrounds surveyed.

TYPE OF SERVICE AVAILED

Service Type	No. of Respondents	Percentage
Outpatient	53	35%
Inpatient	50	34%
Emergency	47	31%
Total	150	100%

Interpretation: The data shows a highly balanced distribution across the three primary service categories, with Outpatient services being slightly more frequent at 35%, followed closely by Inpatient and Emergency care.

OVERALL SATISFACTION

Rating	No. of. Respondents	Percentage
Very Dissatisfied	9	6%
Dissatisfied	15	10%
Neutral	33	22%
Satisfied	61	41%
Very Satisfied	32	21%
Total	150	100%

Interpretation: The findings demonstrate a high success rate in meeting patient expectations, as the vast majority of respondents (62%) reported being either satisfied or very satisfied with their overall experience.

V.FINDINGS AND SUGGESTIONS

FINDINGS

- The study reveals that a significant majority of patients (62%) are pleased with their experience, indicating a high success rate in meeting medical and service expectations.
- Administrative efficiency is a core strength of the hospital, with 69% of respondents reporting that their waiting times for consultation were either short or very short.
- Staff behavior and interpersonal support significantly contribute to patient perception, as 65% of participants rated their interactions with hospital employees as good or excellent.
- Hospital hygiene is well-maintained, with 64% of respondents rating the cleanliness of the facility favorably, though a neutral segment suggests room for consistent refinement.

SUGGESTIONS

- Hospital management should implement advanced communication training for medical staff to further bridge the gap between patient expectations and interpersonal clinical clarity.
- The administration should continue to streamline patient flow to maintain high satisfaction levels regarding waiting times, ensuring that service delivery remains prompt and consistent.
- Targeted improvements in cleanliness and facility maintenance should be prioritized to convert "average" ratings into positive ones, thereby enhancing the overall perception of quality.

VI.CONCLUSION

The healthcare industry has undergone a significant transformation, with patient satisfaction emerging as a definitive metric for institutional success and service quality. This study at Kauvery Hospital, Chennai, confirms that while clinical excellence remains a foundational requirement, the holistic patient experience is heavily shaped by interpersonal dynamics, administrative efficiency, and the physical environment. The research successfully met its objectives by identifying that a majority of patients (62%) are satisfied with the care provided, anchored primarily by high standards of hospital cleanliness and the compassionate behavior of the staff.

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