



An Empirical Study on Service Quality and Patient Satisfaction: A case of Private Sector Hospital in Delhi

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ABSTRACT

Health care has become one of the largest growing and developing sectors in India, which focuses on both providing jobs (employment) and revenue generation. When we talk about service industry and service quality; healthcare comes on top priority. The quality of service both technical and functional- is a key ingredient in the success of service organizations. Technical quality in healthcare is defined primarily on the basis of technical accuracy of the diagnosis and procedures. While, Functional quality in contrast relates to the manner of delivery of healthcare services. The nature of medical care provisioning is majorly based on social-economical factors of the society and as per governmental policies and regulations. Health care industry in India is an emerging market which majorly constitutes of private equity and foreign investments. Such investments are creating new infrastructure, foreign investments are expected to boost innovation and better service quality and care. The public health system under funds i.e. only 1.1% of GDP spent on healthcare. In this paper we bring the notice that there has been a substantial improvement in financial and geographical access to healthcare. It is important to bring policy makers, research organizations and advocacy organizations on one platform, instead on looking for a short term gain, they can create a conducive environment for growth and development. In this paper we analysed that there is no significant difference between gender and patient satisfaction and there is no significant difference between age group and patient satisfaction.

Keywords:- Health care, equity, advocacy, patient, sector.