

Patients Satisfaction towards Aravind Eye Care Hospital in Madurai City

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Abstract

Customers may decide to select the service or product based on the quality which has been considered as a strategic benefit for any business to gain and sustain in the market for a longer time. Products quality can be measured but the services qualities are not tangible to measure, it is depends upon the perceptions and exceptions of the customers. Perceptions and expectations of patients are considered to be the major indicator to assess the service quality of healthcare organization, because it is also highly competitive. In today's dynamic business environment from the firm's point of view it is about to build and sustain a strong relationship with their customers by understanding the ingredients of customer satisfaction and Hospitals sectors also need to do this. Hospitals are also classified on the basis of services provided. The various types of hospitals like Dental Hospitals, Eye Care Hospitals, Fertility Care Hospitals, Cancer Hospitals, Children Hospitals, Maternity Hospitals, Orthopedic Hospitals etc., among the various hospitals, eye care hospitals play a vital role. They provide treatments for various eye related problems. One of the big eye care hospital in Madurai is Aravind Eye Care Hospitals. The present generations are using technology in various forms to complete their task, which may lead to face some eye problems like Low Vision, Eye Irritation, Eye strain and many more. Need of Eye Care Hospital plays important role to overcome such problems. The present study focused on the patients' satisfaction and perception towards Aravind Eye Care Hospital.

Keywords: Aravind Eye Care Hospital, Customer satisfaction, Eye problem, Perceptions, Technology, Young generations

Introduction

In India, Aravind Eye Care Hospitals is a hospital chain. In the year of 1976, Dr. Dr.Govindappa Venkataswamy (popularly known as Dr. V) was established the Aravind Eye Care Hospital in Madurai, Tamil Nadu in 1976. It has had a great impact to eradicate the cataract eye problem related to blindness in India, grown into a network. By the year 2012, nearly 32 million patients had treatments and 4 million surgeries were done by Aravind Eye Care Hospitals. Across the world, Aravind Eye Care hospitals much-admired and become a focus for numerous cases studied. The founder of the hospital has a vision to eradicate the eye problems in India. The Hospital began performing surgeries on a large scale with treatment being free or heavily subsidized for the poor cross subsidized by the paying patients. Aravind Eye Care Hospital established an outreach program wherein Doctors reach out to remote villages to conduct Eye Camps, sometimes in association with various organizations.

Statement of the Problem

As the Eye Care industry shifts towards managed competition and a modern era of Eye Care, information for positioning an entire organization to meet patient requirements effectively will become growingly essential.

Hospital industry has started witnessing cut-throat competition in recent years. Quality of service has also been shown to be an important driver of patient satisfaction both from theoretical point of view and empirically substantiated in a variety of industries including service industries.

So the research has been carried out to find the factors influencing the patients to select the Hospital, to understand patients' dissatisfaction and to determine the problems wherein the hospitals need to focus and to strengthen their patient relationship management practices.

Scope of the Study

Now-a-days everyone using the Smart Phone and Laptop or Computer for a long time because of that Eye are much affected. So the researchers have chosen to study the perception and level of patients' satisfaction and loyalty towards services offered by Aravind Eye Care Hospital. The study has been undertaken from the point of view of the respondents of Aravind Eye Care Hospital in Madurai.

Objectives of the Study

- To determine the Patients' perception on the services of Aravind Eye Care Hospital
- To know the level of patient's satisfaction towards the Aravind Eye Care Hospital.
- To get suggestions from patients about the treatment and consultation process that they have undergone in Aravind Eye Care hospital.
- To focus on the expectations of the patient satisfaction on Aravind Eye Care Hospital.

Review of Literature

Alaloola and Albedaiwi (2008) conducted research survey to find patient satisfaction. Based on the analysis it was conclude that patients' had satisfaction with the room facilities and respectful staff. Patients were significantly dissatisfied with not explaining procedures and physicians not introducing themselves.

Alhashem, et al., (2011) in this article that the researcher measured the quality of patient satisfaction as one of the most important indicators. The objective of the study to find out the factors which are affect the patients satisfaction at primary health

care clinics. The questionnaires were distributed in primary healthcare clinics that represent all health care regions. A total of 400 completed questionnaires, out of 500, were returned resulting in a response rate of 85.2 percent. The 87% of the patients responded that the time for communication between physician and patient was not enough. 79% of the surveyed patients said they would go to the emergency room of the hospital in future if needed instead of going to the primary care clinic. Regarding the quality of the communication relationship between physician and patients most of the respondents responded negatively.

Arun Kumar, et al., (2012) in his study entitled "Service Quality at Hospital - A Study of Apollo Hospital in Mysore". The objective is to examine the service quality influence on patient loyalty towards Apollo hospital of Mysore. It can be measured based on some dimensions named as SERVQUAL, in which four dimensions like responsiveness, empathy, reliability and tangible were considered. Finally the study concluded that all such dimensions are optimistically related to patient's loyalty.

Methodology of the Study

Research Design: Descriptive and Analytical Research Design.

Determination of Sample Size

Sample Size: 100

Sampling Technique: Convenient sampling technique

Sources of Data

Primary Source: Structured questionnaire was used to collect the data. Simple Percentage Method, Garrett Ranking Method was adopted to measure the responses.

Secondary Data: Official website, Journals

Method of Data Collection: Google form

Framework of Analysis

Inferential Statistics: Chi-Square, Correlation, ANOVA and t-Test were adopted to measure the responses.

Hypothesis

H0 / H1	Description	Testing Methods
H0	There is no significant relationship between age group of the respondents and level of perception.	Chi-square
H1	There is significant relationship between age group of the respondents and level of perception.	
H0	There is no significant difference between monthly incomes with regard to convenient visit to Aravind Eye Care Hospital.	Correlation
H1	There is significant difference between monthly incomes with regard to visit to Aravind Eye Care Hospital.	
H0	There is no significant difference between visits with regard to hospital location.	One way ANOVA
H1	There is significant difference between visits with regard to c hospital location.	
H0	There is no significant difference between purchases of opticals with regard to price of opticals.	t-test
H1	There is significant difference between purchases of opticals with regard to price of opticals.	

Analysis

Percentage Analysis

Particulars	Class Intervals	%
Age	10 to 20	14
	20 to 40	79
	40 and above	7
Educational Qualification	PG	30
	UG	61
	Diploma	5
	Upto XII	4
Marital Status	Married	25
	Unmarried	75
Family Type	Nuclear Family	27
	Joint Family	73
Monthly Income	Below Rs 10000	11
	Rs 10000 - 20000	21
	Rs 20000 - 30000	24
	Rs 30000 - 40000	15
	Rs.40000 and above	29
Employment Status	Employed	2
	Housewives	3
	IT Professionals	3
	Professor in College	1
	Retired	3
	Self Employed	21
	Software Engineers	3
	Students	46
Unemployed	18	

Source: Primary Data

Limitations of the Study

- In the study area, there are other Eye Care hospitals, the study is focused only of Aravind Eye Care Hospital and it is not applicable for Universal Level.
- Patient satisfaction attitude behaviour will change anytime and cannot expect to be stable all the time.
- If we meet the same respondents again but cannot expect the same opinion from the respondents.

About Aravind Eye Care Hospital

Particulars	Class Intervals	%
Information about Aravind Eye Care Hospital	Advertisement	17
	Family And Friends	68
	Magazines	3
	Neighbours	12
Purpose of Visit	Eye Irritation	31
	Regular Check up	44
	Headache	1
	Others (surgery, eye problem, etc)	24
Frequency of Visit on Monthly And Year Basis	> 6 Months	29
	1 to 3 Years	26
	3 to 5 Years	17
	Above 5 Years	28

Navigate to Hospital Treatment	Difficult	6
	Easy	49
	Neutral	31
	Very Difficult	1
	Very Easy	13
Reason to Visit	Blurred or Double Vision	34
	Checkup	1
	Eye Disease	12
	Eye Pain	20
	Eye Strain or Headache	32
	Redness In Eyes	1

Source: Computed Data

Chi-Square Analysis

Age and Level of Perception

Aravind Eye Care Hospital	
Pearson Chi Square Value	0.011
Remarks	Rejected

Source: Computed Data

From table, it is inferred that the P value (0.011) is more than 0.010, the null hypothesis is rejected at 5% level of significance. So there is significant difference between Age and Level of Perception of different sectors in Aravind Eye Care Hospital.

In the below table monthly income and number of time visit to hospital were positively correlated at 0.019, and the P value is 0.854, so it is determined that “There is no significant relationship between

the monthly income of respondents and Level of Perception on convenient location of Aravind Eye Care Hospital” is Accepted.

Correlation

Monthly Income and Visit to Hospital

Particulars	Monthly Income and Visit to Hospital	
Pearson Correlation	1	0.019
Sig. (2-tailed)	-	0.854
N	100	

Source: Computed Data

One Way ANOVA

Monthly Visit to Hospital And Location of the Hospital

Particulars	Sum of Squares	d.f	Mean square	F	Sig.
Between groups	5.940	3	1.980	1.432	0.238
Within groups	132.700	96	1.382		
Total	138.640	99			

Source: Computed Data

It is inferred that P value (0.238) is less than 0.050, the null hypothesis is rejected. Thus, it is concluded that there is significant difference monthly visit to hospital with regard to hospital location.

t-TEST

Purchase of Opticals and Price of Opticals

Particulars	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% of Confidence Interval of the Difference				
				Lower	Upper			
Purchase of Opticals and Price of Opticals	0.4100	0.7667	0.0767	0.5621	0.2579	5.348	99	0.000

Source: computed data

P value (0.000) is less than 0.10, t is determined that there is highly significant difference between purchase of opticals with regard to price of opticals.

Likert Scaling

Preference in Hospital Facilities

Hospital Facilities	N	Minimum	Maximum	Mean	SD	Rank
Seating Arrangements	100	1.0	4.0	1.990	0.6889	IX
Cleanliness				1.970	0.8699	VIII
Toilet Facilities			5.0	2.230	0.8391	III
Drinking Water Facility			4.0	2.120	0.8794	VI
Sanitized Properly			5.0	2.110	0.9089	VII
Fans and Lighting			4.0	2.190	0.9067	V
Lunch Area Facility			5.0	2.290	0.8077	I
Comfort of Room includes Bed, Towels, and so on				2.240	0.7766	II
Optical Shop Facility				2.220	0.9490	IV

Source: computed data

Mean Factor 2.290 for Lunch Area Facility Rank and 2.230 for Toilet Facility is given as Third is given as First Rank, 2.240 for Comfort of room Rank depends upon the opinion includes bed, towels, and so on is given as Second

Preference in Food Area Facilities

Food Area Facilities	N	Minimum	Maximum	Mean	SD	Rank
Hospital food has been good	100	1.0	4.0	2.140	0.9089	IV
Dishes and utensils are chipped and stained				2.190	0.9067	III
Staff who deliver meal are neat and clean			5.0	2.230	0.7543	II
Hospital smells stop me from having meal				1.990	0.9789	VII
Cold drinks and hot drinks are just the right temperature			4.0	1.970	0.8856	VIII
Vegetables are cooked properly				2.260	0.8765	I
Meals tastes good			5.0	2.120	0.9876	V
Receive enough food				2.110	0.8077	VI

Source: Computed data

Mean Factor 2.260 for Vegetables are cooked Rank and 2.190 for Dishes and utensils are chipped properly is given as First Rank, 2.230 for Staff and stained is given as Third Rank depends upon the deliver meal are neat and clean is given as Second opinion.

Preference in Nurse and Doctor Facilities

Doctor And Nurse Facilities	N	Minimum	Maximum	Mean	SD	Rank
Friendliness and courtesy of the receptionist	100	1.0	4.0	2.260	0.8765	I
Caring concern of nurses/medical assistants				5.0	2.120	0.9876
Helpfulness of the attender who assist with billing			2.110		0.8077	IV
Are nurses being friendly and informative.			4.0	1.120	0.9809	VII
Doctors are available at the right time				1.110	0.9087	VIII
Doctors are good about explaining the reason for medical tests				1.190	0.7658	V
Time that the doctor spent with you			2.230	0.9870	II	
The doctor is very careful during treatment/checkups			5.0	1.130	0.7890	VI

Source: Computed Data

Mean factor 2.260 for The friendliness and courtesy of the receptionist is given as First Rank, for factor 2.230 time that the doctor spent with you is given as Second Rank and for factor 2.120 the caring concern of nurses/medical assistants is given as Third Rank depends upon the opinion.

Preference in Hospitality Services

Hospitality Services	N	Minimum	Maximum	Mean	SD	Rank
Ease to make appointment by phone	100	1.2	4.0	1.990	0.7889	VI
Appointment available within a reasonable amount of time				1.970	0.6699	VII
The efficiency of check-in-process			5.0	2.230	0.6791	II
Waiting time in the reception area			4.0	2.140	0.8794	V
Waiting time in the testing room			5.0	2.150	0.8989	IV
Ease of getting necessary information when you needed			4.0	2.190	0.9067	III
I feel comfort to discuss the problems with the doctors			5.0	2.290	0.8077	I

Source: Computed Data

Mean factor 2.290 for feel comfort to discuss the problems with the doctors. is given as First Rank, for factor 2.230. The efficiency of check-in-process is given as Second Rank and for factor 2.190. Ease of getting necessary information when you needed is given as Third Rank depends upon the opinion.

Findings

- 14% of respondents are at the age of 10 to 20, 79% of respondents are at the age of 20 to 40 and 7% of respondents are at the age group of 40 and above.
- 5% of respondents done Diploma, 30% of respondents has completed Post Graduation, 4% of respondents are from School Level and 61% of respondents has completed Under Graduation.
- 75% of respondents are Unmarried and 25% are Married.
- 27% of respondents are Joint Family and 72% of respondents are Nuclear Families.
- 11% of respondents Income Level are below Rs 10000, 21% of respondents Income Level are Rs 10000 to Rs 20000, 24% of respondents Income Level are Rs 20000 to Rs 30000, 29% of respondents Income Level are Rs 30000 to Rs 40000 and Rs 40000 and above.
- 46% of respondents are Student, 21% of respondents are Self Employed, 2% are Employed, 3% of respondents are Retired Person and 12% respondents belong to other category.

- 17% of respondents information about Aravind Eye Care Hospital from Advertisements, 68% of respondents hears from Family and Friends, 3% of respondents hears from Magazines and 32% of respondents hears from Neighbors are 32%.
- 31% of respondents' purpose of visit to hospital for Eye Irritation, 44% for Regular Checkup, 1% for Headache and 24% of respondents belongs to other category.
- 29% of respondents visit less than 6 months, 26% of respondents visit minimum 1 year less than 3 years, 17% of respondents visit minimum 3 years but less than 5 years and 28% are visiting for more than 5 years.
- 6% of respondents felt difficult to navigate, 49% of respondents say easy to navigate, 31% of respondents say neutral, 1% of respondent felt very difficult and 13% of respondents felt very easy to navigate.
- 34% of respondents first time reason is for Blurred, 1% of respondents for Checkup, 12% of respondents for Eye Disease, 32% of respondents for Eye Strain or Headache and 1% of respondents for Redness in eyes.
- 95% of respondents said No to problem faced during treatment/checkup and 5% of respondents said Yes.
- 86% of respondents have not done operations through Eye Campus conducted by Aravind Eye Care Hospital and 14% of respondents have done operations.

Suggestions

- The availability of Doctors in Retina ward should be increased because the patients have to wait for more than 2 hours for just 5 minutes checkup.
- In Aravind Eye Care Hospital, the least factor to influence the Patient in selecting the Hospital is Response like Reception, nurse and doctor responses should be quick in answering to the needs of the Patients.
- Overall Aravind Eye Care Hospital has a Satisfied Patients, Aravind, few are dissatisfied about Preference on Hospital Facilities and Services and Hospital Facilities. The Hospital should understand by knowing their Patients expectation in order to increase the Level of satisfaction.

Conclusion

Patient Satisfaction is an increasing important issue both in evaluation and shaping of Eye Care, it should be carried out routinely in all aspects of Eye Care to improve the quality of Services. Patient attending Aravind Eye Care Hospital are responsible for spreading the good image of the Hospital and equally important for hospital management to Satisfy Patients. The study concluded that the Aravind Eye Care Hospital should concentrate more on patients satisfaction in hospital facility services like drinking water facility, fans and lightning facility and so on should be satisfied more.

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