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# Service Quality of Polyclinic in Public Health Center

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## ABSTRACT

The service quality of polyclinic in public health center is considered to be as one of the important factors to keep people safe and health from diseases.In this study identified the most impact SERVQUAL dimension on patient satisfaction and their relationship. The study was conducted in the selected polyclinic in Tiruchirappalli region Tamilnadu. The research design adapted for this study is Descriptive and the sources of data are primary data.The sampling technique used is convenience sampling method and the sample size is 86. The collected data was analyzed and interpreted by using percentage analysis and Regression. The findings indicated that service quality had a significant relationship with patient's satisfaction except empathy while Responsiveness was shown to have the highest impact on the patient's satisfaction.

**KEYWORDS:**Public health center, Quality, Service, Variables, Polyclinic

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## INTRODUCTION

The service quality of polyclinic in public health center is considered to be as one of the important factors to keep people safe and health from diseases. One of the efforts in health development among the people is the improvement of service quality of public health centers. To analyze the service quality of polyclinics for the improvement of their services to their patient to keep people safe and healthy from diseases. To improve the health status of the population we have to provide a good quality of treatments to the people. In this study identify the most impact SERVQUAL dimension on patient satisfaction and their relationship and it paves the way to improve the health status of the population. After the proclamation of national health mission schemes, people use the services of a polyclinic in the public health center. These schemes increase the service utilization of the polyclinic in all levels of the people who live in a society. Service quality is affected by two main factors are expected service and perceived service of the patient from the polyclinic.[1] Expected service and perceived service of the patients will decide their satisfaction levels. Timely perceived service will increases the satisfaction level of patients otherwise they dissatisfied with polyclinic services. In health care services patients as a user, they expect prompt services from polyclinic personnel at the correct time and appropriate standards. Physical facilities in polyclinic supports personnel today do their services more effectively and efficiently. Some times friendly services also increase customer satisfaction levels. The quality of polyclinic services can be identified from the five dimensions of quality namely tangible, reliability, responsiveness, assurance, and empathy.[1] Tangible indicates the physical facilities and neat appearance of personnel in the polyclinic. Reliability related to the provide a promised service dependably and personnel should be sympathetic and reassuring when handling a patients problems. Responsiveness is indicated the prompt services to patients and willing to help their patients in the polyclinic. Assurance related to personnel in polyclinic constantly courteous to patients and knowledge to answer the patient's questions. Empathy related to understand the specific needs of their patients and provide individual attention.[2] The objective of the study is to identify the relationship between service quality and outpatients satisfaction and to determine which dimension of quality has the highest impact on outpatients satisfaction.

## LITERATURE REVIEW

Surg Lt Cdr Athar Mohd ,Brig Abhijit Chakravarty (2014) defines that Patients' satisfaction is a useful measure to provide an indicator of quality in healthcare and thus needs to be measured frequently.[3] Roush, S. E., &Sonstroem, R. J. (1999) states that patient satisfaction has become an increasingly important issue in health care. Patient satisfaction has been conceptualized in recent

years as a multidimensional construct. The multi-dimensional nature means that a person may be extremely satisfied with one or more aspects of a health care encounter and concurrently dissatisfied with other aspects.[4] Boyer, L Francois., Weil, G., &Labarere, J (2006). Patients' perception of public health center has gained increasing attention over the past 20 years. It is presently admitted that patients view should enhancement the usual indicators of quality in the health center. The patient expression is a significant source of information in screening for problems and emerging an effective plan of action for quality improvement in public health care organizations.[5] P Fannya, D Sulastri, R Rasyid( 2018 ). One of the efforts in health development among the people is the improvement of service quality in Public Health Center. The two principle factors influencing service quality are patients expected service and perceived service from the health center. Muhammad Saloma, E. (2015). The level of customers satisfaction is an effective pointer for a service quality measurement as it is based on the respondent's judgment toward the services rendered and experienced by them. Empathy has an important relationship with patients satisfaction while Assurance was exposed to have the highest impact on the patient's satisfaction.

## METHODOLOGY

The research design adapted for this study is Descriptive and the sources of data is primary data. Primary data was collected through employing questionnaire by designing 22 items on a five-point Likert scale. A pilot study was conducted prior to the main study. It was conducted to check the reliability of the questionnaire and the validity was checked by Cronbach Alpha test, through which a structured questionnaire was framed. The sampling technique used is convenience sampling method and the sample size of the study is 86 respondents who visited the polyclinic, Tiruchirappalli region.Reliability check was done to check the reliability of the questionnaire.

## RESULT AND DISCUSSION

For pilot study Cronbach's alpha value is 0.824 which means the questionnaire is highly reliable. Using SPSS version 25 the analysis was done.

From the table 1, it is inferred that, tangibles cranbach's A value is 0.729, reliability cranbach's A value is 0.690, responsiveness cranbach's A value is 0.721, assurance cranbach's A value is 0.710, empathy cranbach'A value is 0.717, patient satisfaction cranbach's value is 0.791. Mean value of each dimension is calculated the values are tangible (4.331), reliability (4.154), responsiveness (4.120), assurance (4.113), empathy (4.155), patient satisfaction (4.433).

Cranbach's A value of each dimension is calculated in which the highest value is 0.791 and 0.729 that is the value of patient satisfaction and tangible. Mean value of each dimension is calculated in which the highest value is patient satisfaction (4.433) and tangible (4.331).

**Table 1. Resulting Dimension and Their Reliability Coefficients**

| Service Quality Dimensions | Mean | Variance | Cranbach's A |
|---|---|---|---|
| **Tangibles** | 4.331 | 0.486 | 0.729 |
| Polyclinic have updated equipment's | | | |
| Physical facilities should be visually appealing | | | |
| Staffs are well dressed and appear neat | | | |
| Appearance of physical facilities is in keeping with the type of services provided | | | |
| **Reliability** | 4.154 | 0.699 | 0.690 |
| Do their services at the time they do so | | | |
| When patients have problems, they are sympathetic and reassuring | | | |
| Polyclinic personnel do their services at the time they promise | | | |
| Polyclinic keep accurate records | | | |
| **Responsiveness** | 4.120 | 0.623 | 0.721 |
| polyclinic offering prompt services to patients | | | |
| Personnel in polyclinic will never be too busy to respond to patients requests | | | |
| Personnel in polyclinic will always be willing to help patients | | | |
| **Assurance** | 4.113 | 0.760 | 0.710 |
| Personnel in polyclinic will be consistently courteous to patients | | | |
| Personnel are able to instill confidence in patient | | | |
| Personnel in polyclinic will have the knowledge to answer patients questions | | | |
| Personnel in polyclinic will have ability to handle patients problems | | | |
| **Empathy** | 4.155 | 0.769 | 0.717 |
| Personnel will give patients individual attention | | | |
| Polyclinic will have consultation hours convenient to all their patients | | | |
| The personnel of polyclinic will understand the specific needs of their patients | | | |
| **Patient Satisfaction** | 4.433 | 0.492 | 0.791 |
| Do you say positive opinion about the polyclinic to other people | | | |
| Do you encourage friends and relatives to use the service of this polyclinic | | | |
| Do you have intend to continue using the services of this polyclinic | | | |
| Do you have strong preference in this polyclinic | | | |

## *Hypothesis*

a) $H_0$: Tangible has no significant influence on patient satisfaction.

$H_1$: Tangible has a significant influence on patient satisfaction.

b) $H_0$: Reliability has no significant influence on patient satisfaction.

$H_1$: Reliability has a significant influence on patient satisfaction.

c) $H_0$: Responsiveness has no significant influence on patient satisfaction.

$H_1$: Responsiveness has a significant influence on patient satisfaction.

d) $H_0$: Assurance has no significant influence on patient satisfaction.

$H_1$: Assurance has a significant influence on patient satisfaction.

e) $H_0$: Empathy has no significant influence on patient satisfaction.

$H_1$: Empathy has a significant influence on patient satisfaction.

**Table 2. Model Summary**

| Model Summary[b] | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .590[a] | .348 | .307 | .83260410 |
| a. Predictors: (Constant), tangible, reliability, responsiveness, assurance, empathy | | | | |
| b. Dependent Variable: Patient Satisfaction | | | | |

Using SPSS version 25 a regression coefficients analysis was done and finally we got adjusted R square value is 0.348 and their related coefficients.

**Table 3. Regression Coefficient Analysis**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.798E-16 | .090 | | .000 | 1.000 |
| | Tangible | .078 | .093 | .078 | .834 | .407 |
| | Reliability | .081 | .094 | .081 | .860 | .392 |
| | **Responsiveness** | **.522** | **.097** | **.522** | **5.391** | **.000** |
| | Assurance | .102 | .102 | .102 | 1.004 | .318 |
| | Empathy | -.027 | .103 | -.027 | -.258 | .797 |

Dependent Variable: Patient Satisfaction

From the table 3, it is inferred that significant value 0.000 is less than critical value 0.05. Responsiveness = 0.522 i.e.100% change in responsiveness leads to 52.2% change in customer satisfaction level. Hence responsiveness is most significant factor among other five factors of SERVQUAL model.

In this analysis has five hypothesis all five hypothesis except empathy were found to be true, all the finding of hypothesis are as follows:

a) $H_0$ is rejected and $H_1$ is accepted. Therefore, tangible has a significant influence on patient satisfaction.

b) $H_0$ is rejected and $H_1$ is accepted. Therefore, reliability has a significant influence on patient satisfaction.

c) $H_0$ is rejected and $H_1$ is accepted. Therefore, responsiveness has a significant influence on patient satisfaction.

d) $H_0$ is rejected and $H_1$ is accepted. Therefore, assurance has a significant influence on patient satisfaction.

e) $H_0$ is accepted and $H_1$ is rejected. Therefore, empathy has a no significant influence on patient satisfaction.

Majority 52.2% change in responsiveness leads to 52.2% change in customer satisfaction level. Responsiveness is most significant factor among other five factors of SERVQUAL model.

## CONCLUSION AND FUTURE WORK

The success of any country depends upon its people if they all are safe and healthy then they will be more active and can do better for their country growth by participating actively in their work but if they were not safe and healthy from diseases they cannot participate actively in their work. So, it is very essential to improve the service quality of the polyclinic in the public health center to treat various diseases. This study identifies the service quality of the polyclinic in the public health center to improve the health status of the population in our country. The aim of this study was to identify the most dominant factors which affect the service quality of polyclinic and find out their relationships. This study finds out that the most important factor that impacts on the service quality is responsiveness. Tangible and responsiveness has a significant relationship with patient's satisfaction. It is important to protect our people from various diseases and it paves the way to improve the health status of the population. Further study can be done in more than two polyclinic, it would have been more effective.

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