

A COMPARATIVE STUDY OF EMPLOYEE SATISFACTION AND CUSTOMER SATISFACTION IN SELECTED HOSPITALS OF AHMEDABAD

Dr. Sameer Sudhakar Pingle¹

Ana Joshi²

Abstract

This study compares the quality of healthcare services by different types of hospitals, i.e. public and private hospitals, from the perspective of patients to identify the relevant areas for development. This study takes the perceptions of both doctors (employees) as well as patients (customers) of hospitals in Ahmedabad and tries to explore extent of satisfaction level. A survey was conducted among patients who were in-patients in public or private hospitals in Ahmedabad city within the last three months. Exit-interviews as well as a structured questionnaire were also used that addressed the probable factors of the quality of healthcare services in seven-point interval scale. The quality of service in private hospitals scored higher than that in public hospitals for nursing care, tangible hospital matters, i.e. cleanliness, supply of utilities, and availability of drugs. The overall quality of service was better in the private hospitals compared to that in the public hospitals. This research provides insights into the specific factors of the quality of hospital services that need to be addressed to meet the needs of patients. At the micro level, the lack of management commitment to service quality in both hospital settings leads doctors and nurses to expend less effort increasing or improving inpatient satisfaction. Gap analysis showed that private hospitals have smaller gaps than public hospitals in all the relevant service quality dimensions. Findings are important both for public and private hospital managers and for policy makers.

Keywords: Customer Satisfaction, Employee Satisfaction, Hospital Industry.