



# Patient Satisfaction And Perceived Quality Of Services In Private Hospitals In Pune City: A Comprehensive Survey Analysis

Rakesh Pathak<sup>1\*</sup>, Prof. (Dr.) Bhawna Sharma Padroo<sup>2</sup>

<sup>1\*</sup>Research Scholar, Amity Business School, Amity University, Maharashtra.

<sup>2</sup>Professor and Off. HOI, Amity Business School, Amity University Maharashtra.

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## ARTICLE INFO

## ABSTRACT

This research paper investigates the delivery of service quality and patient satisfaction in private hospitals located in Pune City. Employing a cross-sectional survey design, data was collected from 112 respondents across 15 private hospitals using a structured questionnaire covering various domains such as overall service quality, cleanliness, staff responsiveness, communication clarity, treatment information, waiting times, hospital preferences, recommendation likelihood, perceived trustworthiness, and the impact of corporate image. The findings reveal that the majority of respondents rated the overall quality of services positively, with a significant proportion expressing satisfaction with cleanliness, staff responsiveness, and communication clarity. However, areas for improvement were identified, particularly in providing adequate information about treatment options and optimizing waiting times. The preferred choice of hospitals varied among respondents, with Ruby Hall Clinic emerging as the most preferred. Despite high levels of recommendation likelihood and perceived trustworthiness, a notable proportion of respondents expressed concerns about the negative impact of the hospital's corporate image on their satisfaction. Based on these findings, recommendations are provided to enhance service quality, improve cleanliness, increase staff responsiveness, enhance communication clarity, provide comprehensive treatment information, optimize waiting times, strengthen corporate image, and monitor patient satisfaction continuously. Addressing these areas can contribute to a better overall patient experience, increased trust, loyalty, and the maintenance of a positive reputation for private hospitals in Pune City.

**Keywords:** Patient satisfaction, Service quality, Private hospitals, Pune City, Survey analysis.

## Introduction:

In the bustling city of Pune, where the healthcare landscape is as diverse as its population, understanding the dynamics of patient satisfaction and service quality in private hospitals is crucial for ensuring effective healthcare delivery. This research endeavors to delve into the intricacies of service provision and patient experiences within the private hospital sector in Pune. Specifically, our focus lies on evaluating the delivery of service quality and assessing patient satisfaction levels within these healthcare institutions. To achieve our objectives, we employed a robust research methodology designed to capture a comprehensive understanding of patient perceptions and experiences. A cross-sectional survey approach was adopted, allowing us to gather data at a specific point in time from a sample of patients who recently availed themselves of hospital services. This methodology is ideal for assessing current patient satisfaction levels and identifying areas for improvement within the private hospital sector.

Our sample comprised patients who visited private hospitals in Pune within the past six months, ensuring relevance and timeliness of data collection. Utilizing a stratified random sampling technique, we ensured representation across various hospitals and demographic segments. The survey instrument, a structured questionnaire, consisted of closed-ended questions covering domains such as overall service quality, cleanliness, staff responsiveness, communication clarity, and more.

Data collection was carried out offline through paper-based surveys distributed at selected hospitals, with strict adherence to ethical guidelines ensuring participant confidentiality and voluntary participation. Quantitative analysis was performed using descriptive statistics to summarize responses, providing insights into prevailing perceptions and experiences.

The findings of our study reveal a generally positive perception of private hospital services in Pune, with high ratings for overall service quality, cleanliness, staff responsiveness, and communication clarity. However, areas for improvement were identified, particularly in providing adequate information about treatment options, optimizing waiting times, and addressing negative perceptions about corporate image.

Based on our findings, we propose several recommendations to enhance service quality and patient satisfaction within private hospitals in Pune. These include measures to improve cleanliness standards, staff responsiveness, communication clarity, and corporate image, alongside initiatives to optimize waiting times and provide comprehensive treatment information.

In conclusion, our research sheds light on the intricacies of service quality and patient satisfaction within the private hospital sector in Pune. By implementing the recommendations outlined herein, hospitals can further elevate patient experiences, foster trust, and strengthen their position as providers of quality healthcare in the community.

### Review of Literature:

Patient satisfaction and perceived quality of services within healthcare settings have garnered significant attention in research literature, reflecting the importance of understanding and improving patient experiences for enhancing overall healthcare delivery. This review aims to provide a comprehensive overview of key studies and findings related to patient satisfaction and service quality within private hospitals, particularly in urban contexts like Pune City.

**1. Service Quality in Private Hospitals:** Studies by Parasuraman et al. (1985) and subsequent researchers have established the importance of service quality dimensions, such as tangibles, reliability, responsiveness, assurance, and empathy, in shaping patient perceptions of healthcare services. In the context of private hospitals, these dimensions play a critical role in influencing patient satisfaction levels (Zeithaml et al., 1990). For instance, Zeithaml et al. (1996) found that perceptions of service quality significantly impact patient loyalty and recommendation behaviors, underscoring the need for hospitals to prioritize service excellence.

**2. Patient Satisfaction and Healthcare Outcomes:** Research by Pascoe (1983) and Ware et al. (1993) has demonstrated the link between patient satisfaction and healthcare outcomes, including adherence to treatment regimens, health-related quality of life, and clinical outcomes. High levels of patient satisfaction have been associated with better treatment adherence and improved health outcomes (Hall and Dornan, 1990; Rubin et al., 1993), highlighting the role of patient-centered care in achieving positive healthcare outcomes.

**3. Factors Influencing Patient Satisfaction:** Several factors have been identified as determinants of patient satisfaction within hospital settings. These include communication between patients and healthcare providers (Beckman et al., 1994), perceived quality of medical care (Hall and Dornan, 1990), cleanliness and physical environment (Weinstein et al., 1986), waiting times (Boudreaux et al., 2000), and staff responsiveness (Taylor and Boulding, 2017). Understanding these factors and their impact on patient satisfaction is crucial for hospitals to tailor their services to meet patient expectations effectively.

**4. Urban Healthcare Settings:** In urban contexts like Pune City, private hospitals face unique challenges and opportunities in delivering healthcare services. Rapid urbanization, population growth, and socio-economic diversity present complex healthcare needs that private hospitals must navigate (Rao, 2016). Studies focusing on urban healthcare settings emphasize the importance of accessibility, affordability, and quality of care in shaping patient experiences and satisfaction levels (Prinja et al., 2012; Thaddeus, 1994).

### Conclusion:

The review of literature highlights the multidimensional nature of patient satisfaction and perceived service quality within private hospitals, underscoring the need for comprehensive assessment and continuous improvement efforts. By integrating insights from existing research, this study seeks to contribute to the understanding of patient experiences in the context of Pune City's private hospital sector, ultimately informing strategies for enhancing service delivery and patient satisfaction.

### Research Methodology:

#### (a) Objective of the Study

To study the delivery of services quality and patient satisfaction provided by the private Hospitals in Pune City.

## **Research Methodology:**

### **1. Research Design**

This study employed a cross-sectional survey design to evaluate patient satisfaction and perceived quality of services in private hospitals in Pune city. The design allows for the collection of data at a single point in time from a sample of patients who have recently utilized hospital services. This approach is appropriate for assessing the current state of patient satisfaction and identifying areas for improvement.

### **2. Population and Sample**

#### **2.1 Population**

The target population for this study comprises patients who have visited private hospitals in Pune within the past six months.

#### **2.2 Sample**

A stratified random sampling technique was used to ensure representation across various hospitals and demographic segments. The sample size was determined based on the estimated patient population of private hospitals in Pune, aiming for a confidence level of 95% and a margin of error of 5%. 112 respondents were surveyed from 15 different private hospitals, ensuring a diverse and comprehensive sample.

## **3. Data Collection**

### **3.1 Survey Instrument**

A structured questionnaire was developed, consisting of closed-ended questions. The questionnaire covers the following domains:

- Overall Quality of Services: Rated on a Likert scale from "Excellent" to "Poor."
- Cleanliness and Hygiene: Rated on a Likert scale from "Very satisfied" to "Very dissatisfied."
- Responsiveness of Hospital Staff: Rated on a Likert scale from "Very responsive" to "Very unresponsive."
- Clarity of Communication: Rated on a Likert scale from "Very clear" to "Very unclear."
- Information about Treatment Options: Dichotomous responses ("Yes," "No," "Not sure").
- Waiting Time Satisfaction: Rated on a Likert scale from "Very satisfied" to "Very dissatisfied."
- Preferred Hospital for Consultation: Multiple choice with an option to specify others.
- Likelihood of Recommendation: Rated on a Likert scale from "Definitely yes" to "Definitely not."
- Perceived Trustworthiness: Rated on a Likert scale from "Very trustworthy" to "Very untrustworthy."
- Impact of Corporate Image: Rated on the influence on overall satisfaction (positive, negative, no effect).

### **3.2 Data Collection Procedure**

Data was collected through offline method only. paper-based surveys were distributed at selected hospitals to capture responses from patients. Informed consent was obtained from all participants, ensuring confidentiality and voluntary participation.

## **4. Data Analysis**

### **4.1 Quantitative Analysis**

Descriptive statistics summarized the responses, including frequencies, percentages.

### **4.2. Ethical Considerations**

Participants were informed about the study's purpose, their right to withdraw, and the measures taken to ensure data confidentiality. No personal identifiers were collected to maintain anonymity.

### **4.3. Limitations**

The study has limitations such as response bias, limited generalizability due to the specific geographic focus on Pune, and potential non-response from certain demographic groups. Efforts were made to mitigate these limitations through careful sampling and data collection procedures.

By employing this comprehensive research methodology, the study aimed to provide actionable insights into patient satisfaction and perceived quality of services in private hospitals in Pune, ultimately contributing to the enhancement of healthcare delivery in the region.

## 5. Data Analysis and Interpretation

### 1. How would you rate the overall quality of services provided by the private hospital you visited in Pune?

Items	Excellent	Good	Fair	Poor
How would you rate the overall quality of services provided by the private hospital you visited in Pune?	56	42	10	4

Based on the survey responses provided, it appears that the overall quality of services provided by the private hospital in Pune is perceived relatively positively. The majority of respondents (56%) rated the services as "Excellent," indicating a high level of satisfaction with their experience. This suggests that the hospital is meeting or exceeding the expectations of a significant portion of its patients.

Additionally, 42% of respondents rated the services as "Good," further supporting the notion that the hospital is generally performing well in terms of service delivery. While not as high as the "Excellent" rating, a "Good" rating still reflects a satisfactory level of service quality.

However, it is important to note that a smaller proportion of respondents rated the services as "Fair" (10%) or "Poor" (4%). These ratings suggest that there may be areas where the hospital could improve its services to better meet the needs and expectations of certain patients.

In interpreting these results, it is essential to consider factors such as the specific criteria used by respondents to evaluate service quality, their individual experiences, and any potential biases or limitations in the survey methodology. Additionally, further investigation, such as qualitative feedback or follow-up surveys, may be warranted to gain a more comprehensive understanding of patients' perceptions and identify areas for improvement within the hospital.

### 2. How satisfied are you with the cleanliness and hygiene maintained in the hospital premises?

Statement	Very satisfied	Satisfied	Neutral	dissatisfied	Very dissatisfied
How satisfied are you with the cleanliness and hygiene maintained in the hospital premises?	52	40	4	6	10

Based on the responses provided, it is evident that opinions regarding the cleanliness and hygiene maintained in the hospital premises are somewhat mixed, with a range of satisfaction levels expressed.

A majority of respondents (52%) indicated that they were "Very satisfied" with the cleanliness and hygiene, suggesting that a significant portion of patients had positive perceptions of the hospital's efforts in maintaining cleanliness standards. This indicates that the hospital is likely implementing effective measures to uphold cleanliness, contributing to a satisfactory environment for patients and visitors.

Additionally, 40% of respondents stated that they were "Satisfied" with the cleanliness and hygiene. While not as high as the "Very satisfied" rating, a "Satisfied" rating still reflects a generally positive perception of cleanliness standards within the hospital premises.

However, it is notable that a minority of respondents expressed less favorable views. A combined 20% of respondents indicated varying degrees of dissatisfaction, with 6% being "Dissatisfied" and 10% being "Very dissatisfied" with the cleanliness and hygiene. These responses highlight areas where improvements may be necessary to address concerns and enhance overall patient satisfaction.

To gain a deeper understanding of the factors contributing to these satisfaction levels, it would be beneficial to explore specific aspects of cleanliness and hygiene that respondents found satisfactory or unsatisfactory. This could involve further qualitative research or feedback mechanisms to identify areas for improvement and implement targeted interventions to address any shortcomings. Additionally, regular monitoring and evaluation of cleanliness standards can help ensure ongoing improvement and maintenance of a hygienic environment within the hospital premises.

3. Please rate the responsiveness of hospital staff to your needs and concerns.	Responses
Very responsive	48
Responsive	50
Neutral	4
Unresponsive	6
Very unresponsive	4

The responses to this question provide insights into the perceived responsiveness of hospital staff to patients' needs and concerns.

A majority of respondents (48%) rated the responsiveness of hospital staff as "Very responsive," indicating that they felt their needs and concerns were promptly addressed by the staff. This suggests that a significant portion of patients had positive interactions with hospital staff, who were attentive and proactive in attending to their needs. Such high responsiveness is likely to contribute to a positive patient experience and overall satisfaction with the quality of care received.

Similarly, an almost equal percentage of respondents (50%) rated the responsiveness of hospital staff as "Responsive," indicating that they perceived the staff to be generally attentive and accommodating to their needs and concerns. While not as high as the "Very responsive" rating, the "Responsive" rating still reflects a positive perception of the staff's efforts in addressing patient needs.

However, it is noteworthy that a small percentage of respondents expressed less favorable views. A combined 10% of respondents indicated varying degrees of unresponsiveness, with 6% being "Unresponsive" and 4% being "Very unresponsive" to their needs and concerns. These responses suggest areas where improvements may be necessary to ensure that all patients receive timely and adequate support from hospital staff.

<b>4. How would you rate the clarity of communication provided by hospital staff regarding your treatment and care?</b>	<b>Responses</b>
Very clear	40
Clear	50
Neutral	4
Unclear	6
Very unclear	12

The responses to this question offer insights into the perceived clarity of communication provided by hospital staff regarding patients' treatment and care.

A significant portion of respondents (40%) rated the clarity of communication as "Very clear," indicating that they felt well-informed and understood the details of their treatment and care. This suggests that the hospital staff effectively communicated information in a transparent and comprehensible manner, which likely contributed to patients' confidence in their care plans and overall satisfaction with the treatment process.

Similarly, a majority of respondents (50%) rated the clarity of communication as "Clear," signifying that they perceived the information provided by hospital staff to be understandable and informative. While not as high as the "Very clear" rating, the "Clear" rating still reflects a positive perception of the staff's communication skills and their ability to convey important information effectively.

However, a notable percentage of respondents expressed less favorable views regarding the clarity of communication. A combined 18% of respondents rated the communication as "Unclear" (6%) or "Very unclear" (12%), indicating that they struggled to understand the information provided by hospital staff regarding their treatment and care. These responses highlight potential gaps in communication that may lead to patient confusion or misunderstanding, which could impact treatment adherence and overall patient satisfaction.

<b>5. Did the hospital provide adequate information about the treatment options available to you?</b>	<b>Responses</b>
Yes	80
No	30
Not sure	2

The responses to this question provide insights into patients' perceptions regarding the adequacy of information provided by the hospital about treatment options.

A substantial majority of respondents (80%) indicated that the hospital did provide adequate information about the treatment options available to them. This suggests that these patients felt well-informed and empowered to make decisions about their healthcare, indicating a positive experience with the hospital's communication practices. Adequate information about treatment options is essential for patient autonomy and involvement in shared decision-making, which can contribute to better treatment outcomes and patient satisfaction.

However, it is notable that a significant minority of respondents (30%) answered "No," indicating that they did not feel adequately informed about treatment options by the hospital. This suggests potential gaps in the hospital's communication practices, where some patients may not have received sufficient information to make informed decisions about their care. This lack of information could lead to patient uncertainty, anxiety, or dissatisfaction with their treatment experience.

The small percentage of respondents (2%) who answered "Not sure" indicates some uncertainty or ambiguity about the information provided by the hospital regarding treatment options. While this group is relatively small, it still represents individuals who may have felt unsure or uninformed about their treatment choices, highlighting the importance of clear and comprehensive communication from healthcare providers.

<b>6. How satisfied are you with the waiting time for appointments, tests, and procedures at the hospital?</b>	<b>Responses</b>
Very satisfied	60
Satisfied	38
Neutral	4
Dissatisfied	4
Very dissatisfied	6

The responses to this question provide valuable insights into patients' satisfaction with the waiting time for appointments, tests, and procedures at the hospital.

A majority of respondents (60%) reported being "Very satisfied" with the waiting time, indicating a positive experience in terms of the timeliness of appointments, tests, and procedures. This suggests that these patients did not experience significant delays or inconvenience while waiting for their appointments or undergoing tests and procedures, contributing to overall satisfaction with the hospital's efficiency and service delivery.

Additionally, a significant portion of respondents (38%) indicated being "Satisfied" with the waiting time, further underscoring a generally positive perception of the hospital's timeliness in scheduling appointments and conducting tests and procedures. While not as emphatic as those who were "Very satisfied," these patients still expressed overall contentment with their waiting experience, indicating that any delays may have been minor or well-managed by the hospital staff.

It is worth noting that a small percentage of respondents (4%) reported feeling "Dissatisfied" with the waiting time, while an even smaller percentage (6%) indicated being "Very dissatisfied." These responses suggest that some patients experienced longer-than-desired wait times for appointments, tests, or procedures, leading to feelings of frustration or dissatisfaction. Addressing concerns related to waiting times could be important for enhancing patient experience and satisfaction with hospital services.

<b>7. Which Hospital Do You Prefer To Go For Medical Consultation</b>	<b>Responses</b>
· Aditya Birla Memorial Hospital	13
· Apollo Spectra Hospitals, Sadashiv Peth, Pune	7
· Deccan Multispeciality Hardikar Hospital	2
· Deenanath Mangeshkar Hospital	4
· Inamdar Multispecialty Hospital, Fathima Nagar	2
· Inlaks Budhrani Hospital, Koregaon Parks	4
· Jehangir Hospital, Sasoon Road	6
· Kalsekar Hospital	2
· KEM Hospital, Rasta Peth	4
· Manipal Hospital, Kharadi Bypass	4
· Noble Hospital, Hadapsar	9
· Ruby Hall Clinic, Sasoon Road	20
· Sahyadri Hospital, Deccan	10
· Sparsh Hospital	4
· Others	21

The responses to this question provide insight into the preferred choice of hospital for medical consultation among the respondents.

Among the specified hospitals, Ruby Hall Clinic, Sasoon Road, emerged as the most preferred choice, with 20 respondents indicating a preference for this hospital. This suggests that Ruby Hall Clinic is highly regarded by patients in terms of medical consultation, possibly due to factors such as reputation, quality of care, and availability of specialized services.

Following closely behind is Sahyadri Hospital, Deccan, with 10 respondents expressing a preference for this facility. Sahyadri Hospital's popularity may stem from its reputation as a leading healthcare provider in the region, offering a wide range of medical services and specialized treatments.

Aditya Birla Memorial Hospital received 13 preferences, indicating a significant level of trust and confidence among respondents in this hospital's ability to deliver quality medical consultation and care.

Noble Hospital, Hadapsar, also garnered 9 preferences, suggesting that it is a preferred choice for medical consultation among some respondents, likely due to its location convenience or positive past experiences.

Jehangir Hospital, Sasoon Road, and Sahyadri Hospital, Deccan, both received 6 preferences, indicating a moderate level of preference among respondents for these hospitals.

Other hospitals collectively received 21 preferences, indicating that respondents have diverse preferences when it comes to medical consultation, and there is no single dominant choice beyond those specified in the list.

It is important to note that preferences for hospitals can be influenced by various factors such as location, reputation, doctor-patient relationships, quality of care, and availability of specialized services. Overall, the responses highlight the importance of hospitals maintaining high standards of care and service delivery to attract and retain patients for medical consultation.

<b>8. Would you recommend this hospital to friends and family based on your experience?</b>	<b>Responses</b>
Definitely yes	80
Probably yes	12
Neutral	4
Probably not	10
Definitely not	6

The responses to this question provide valuable insight into the likelihood of respondents recommending the hospital to friends and family based on their personal experience.

A significant majority of respondents, 80%, indicated that they would "Definitely yes" recommend the hospital to friends and family. This suggests a high level of satisfaction and confidence in the quality of care and services provided by the hospital. Such a positive endorsement indicates that these respondents have had a highly satisfactory experience and are likely to advocate for the hospital to others seeking medical care.

Additionally, 12% of respondents stated that they would "Probably yes" recommend the hospital. While this group may have some reservations or minor concerns, they still hold a favorable view of the hospital and are inclined to recommend it to their social circle. This suggests a generally positive impression of the hospital's performance and services.

On the other hand, a small percentage of respondents, 10%, indicated that they would "Probably not" recommend the hospital, while 6% stated that they would "Definitely not" recommend it. These responses suggest varying degrees of dissatisfaction or negative experiences among these respondents. Factors such as subpar service quality, inadequate communication, or unsatisfactory treatment outcomes may have influenced their decision not to recommend the hospital to others.

The 4% of respondents who chose the "Neutral" option may indicate that they neither strongly endorse nor oppose recommending the hospital to others. Their responses could stem from a lack of a clear positive or negative experience during their interaction with the hospital.

Overall, the majority of respondents expressing a high likelihood of recommending the hospital to friends and family reflects positively on the hospital's reputation and patient satisfaction levels. However, it is essential for the hospital to address any areas of concern raised by the minority of respondents who indicated a lower likelihood of recommending the hospital to ensure continued patient trust and loyalty.

<b>9. How would you rate the perceived trustworthiness of the hospital based on its corporate image?</b>	<b>Responses</b>
Very trustworthy	60
Trustworthy	30
Neutral	4
Untrustworthy	12
Very untrustworthy	6

The responses to this question provide insights into the perceived trustworthiness of the hospital based on its corporate image as perceived by the respondents.

A majority of respondents, comprising 60%, rated the hospital as "Very trustworthy." This indicates a high level of confidence and faith in the hospital's corporate image among this group of respondents. Such a perception suggests that these individuals view the hospital as reliable, credible, and worthy of trust, which can positively influence their decision-making regarding seeking medical care at the facility.

Additionally, 30% of respondents rated the hospital as "Trustworthy." While slightly lower than the "Very trustworthy" category, this group still holds a positive perception of the hospital's corporate image. They likely perceive the hospital as dependable and credible, although perhaps not to the same extent as those in the "Very trustworthy" category.

On the other hand, 12% of respondents rated the hospital as "Untrustworthy," while 6% rated it as "Very untrustworthy." These responses indicate a significant proportion of respondents who have reservations or concerns about the hospital's corporate image. Factors such as negative publicity, perceived unethical practices, or past experiences may have influenced their perception of the hospital as untrustworthy or very untrustworthy.

The 4% of respondents who selected the "Neutral" option may indicate a lack of strong positive or negative feelings regarding the hospital's trustworthiness. They may be undecided or indifferent about forming an opinion on this aspect of the hospital's corporate image.

<b>10. Did the corporate image of the hospital affect your overall satisfaction with the services received?</b>	<b>Responses</b>
<b>Yes, positively</b>	85
Yes, negatively	15
No effect	12

The responses to this question provide insights into how the corporate image of the hospital affects the overall satisfaction of respondents with the services received.

Among the respondents, 85% indicated that the corporate image of the hospital had a positive effect on their overall satisfaction with the services received. This suggests that for the majority of respondents, the hospital's corporate image played a significant role in enhancing their satisfaction levels. Positive perceptions of the hospital's reputation, credibility, and trustworthiness likely contributed to this positive impact on satisfaction.

Patients may feel more confident and comfortable receiving care from a hospital with a favorable corporate image, leading to higher satisfaction levels.

On the other hand, 15% of respondents stated that the corporate image of the hospital had a negative effect on their overall satisfaction with the services received. This indicates that a notable proportion of respondents had their satisfaction levels influenced negatively by their perceptions of the hospital's corporate image. Factors such as negative publicity, past experiences, or concerns about the hospital's reputation may have contributed to this negative impact on satisfaction.

Additionally, 12% of respondents reported that the corporate image of the hospital had no effect on their overall satisfaction with the services received. These respondents may have formed their opinions based solely on their direct experiences with the quality of care and services provided, rather than considering the hospital's broader reputation or corporate image.

### **Key Findings:**

#### **1. Overall Quality of Services:**

- 56% of respondents rated the hospital services as "Excellent."
- 42% rated the services as "Good."
- A minority rated the services as "Fair" (10%) and "Poor" (4%).

#### **2. Cleanliness and Hygiene:**

- 52% were "Very satisfied" with cleanliness and hygiene.
- 40% were "Satisfied."
- 6% were "Dissatisfied" and 10% were "Very dissatisfied."

#### **3. Responsiveness of Hospital Staff:**

- 48% rated the staff as "Very responsive."
- 50% rated the staff as "Responsive."
- 6% felt the staff was "Unresponsive" and 4% felt they were "Very unresponsive."

#### **4. Clarity of Communication:**

- 40% found the communication "Very clear."
- 50% found it "Clear."
- 6% rated it as "Unclear" and 12% as "Very unclear."

#### **5. Information about Treatment Options:**

- 80% felt they received adequate information.
- 30% did not feel adequately informed.
- 2% were "Not sure."

#### **6. Waiting Time Satisfaction:**

- 60% were "Very satisfied."
- 38% were "Satisfied."
- 4% were "Dissatisfied" and 6% were "Very dissatisfied."

#### **7. Preferred Hospitals for Consultation:**

- Ruby Hall Clinic was the most preferred with 20 responses.
- Other hospitals had varied preferences, with Aditya Birla Memorial Hospital (13) and Sahyadri Hospital, Deccan (10) being notable mentions.

#### **8. Recommendation to Others:**

- 80% would "Definitely yes" recommend the hospital.
- 12% would "Probably yes" recommend it.
- 10% would "Probably not" and 6% would "Definitely not" recommend it.
- 4% were "Neutral."

#### **9. Perceived Trustworthiness:**

- 60% rated the hospital as "Very trustworthy."
- 30% rated it as "Trustworthy."
- 12% rated it as "Untrustworthy" and 6% as "Very untrustworthy."
- 4% were "Neutral."

#### **10. Impact of Corporate Image on Satisfaction:**

- 85% felt the corporate image positively affected their satisfaction.
- 15% felt it had a negative effect.
- 12% felt it had no effect.

### **Suggestions and Recommendations:**

#### **1. Enhance Service Quality:**

- Focus on improving the areas identified as "Fair" and "Poor" to elevate the overall service quality. Conduct targeted training and development programs for staff.

#### **2. Improve Cleanliness and Hygiene:**

- Address the concerns of the 16% of respondents who were dissatisfied. Regularly audit cleanliness standards and involve patients in providing real-time feedback.

### **3. Increase Staff Responsiveness:**

- Provide additional training to hospital staff on patient interaction and responsiveness. Implement a patient feedback system to monitor and improve responsiveness.

### **4. Enhance Communication Clarity:**

- Train staff on effective communication strategies, including using plain language and visual aids. Encourage a culture where patients feel comfortable asking questions.

### **5. Provide Comprehensive Treatment Information:**

- Ensure all patients receive thorough information about their treatment options. Use multiple formats (verbal, written, digital) to cater to different patient needs.

### **6. Optimize Waiting Times:**

- Analyze and streamline appointment scheduling and test/procedure workflows to minimize waiting times. Implement systems that keep patients informed about delays.

### **7. Strengthen Corporate Image:**

- Continue building a positive corporate image through transparent practices, community engagement, and consistent high-quality care. Address any negative perceptions proactively.

### **8. Monitor and Address Patient Satisfaction:**

- Regularly survey patients to gauge satisfaction levels and identify areas for improvement. Use this data to make continuous improvements.

**JEL Classification:** I11, I18, M31, Q56

### **Conclusion:**

The survey results indicate a generally positive perception of the private hospital's services in Pune, with high ratings for overall service quality, cleanliness, staff responsiveness, and communication clarity. However, there are areas for improvement, particularly regarding the adequacy of information provided about treatment options, waiting times, and addressing negative perceptions about the hospital's corporate image. By focusing on these areas, the hospital can further enhance patient satisfaction, trust, and loyalty, ensuring a better overall patient experience and maintaining its positive reputation in the community.

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