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## **Types of Health Services and Factors Affecting the Patients Satisfaction in Primary Health Centers at Kanchipuram District**

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### **1. Introduction of \the Study**

Primary health care is very important to the human beings because of people can live in the world for a long time for achieving desired objects. In India the primary health centers offering number of health services for the benefit of the people. Health care of the people is practical, scientifically sound, socially acceptable methods, technology made universally accessible to individuals and families in the community through their participation at a cost that the community and country can afford to maintain at every stage of their development in the spirit of self-reliance and self-determination. Health system is very important to the country then only the country can make energetic people for the benefit of the country. It's played a vital role and its significant function for the overall social and economic development of the community. It is the first level of contact of individuals, the family and community with the national health system bringing health care as close as possible to where people live and work and constitutes the first element of a continuing health care system.

Healthcare management is one of the modern disciplines which have a long history. A healthcare services a crucial organization and stands unique and incomparable to any other organization. It is unique and special because it deals with life and death. Patients are not just attracted by high-tech hospitals, they are attracted by devoted doctors, prompt and accurate and diagnostic facilities, quality nursing and good supporting services like pharmacy, laboratories, and blood bank etc., Decades ago, the total body of literature on hospital administration was

managed by a single doctor. Today, it is well recognized that the system requires a multipronged approach and total professionalization to achieve quality and cost effectiveness.

## 2. Statement of Problems

A health care service is one of the India's largest and significant sectors, in terms of revenue and employment; one can very well witness the sector to expand rapidly. With the fast growing purchasing power, Indian patients are willing to pay more to avail best health care services which are of international standard. In the era of globalization and stiff competition, there are many factors affecting the patient satisfaction on health services like doctors, nursing and staff services, treatment, dietary and PHC environment. Hence, it is essential to be aware of how the factors affecting the patients satisfaction on health services provided by primary health centers.

## 3. Need of the Study

This study can help to show the factors affecting the patients' satisfaction on health services in primary health centers at Kanchipuram District. Information drawn from this research can serve as guidelines to institute/improve existing Health centers policies, patients satisfaction level and expectations.

## 4. Review of Literature

**Halil Zaim (2010)** studied to find out the important criteria for measuring service quality and customer satisfaction in the health care industry in Turkey. The relationship between customer satisfaction and several measures were investigated for the study. Data for this study were gathered using a questionnaire that was distributed to 265 patients in 12 hospitals in Turkey. The techniques such as factor analysis and regression models were used to investigate the relationships. The results of the study confirmed that while tangibility, reliability, courtesy and empathy were significant for customer satisfaction, responsiveness and assurance were not significant for customer satisfaction.

**Rajinder Singh (2010)** investigated to examine patients' perception towards healthcare services of government hospitals in Haryana. 200 samples from 10 hospitals of various districts in Haryana were collected and study is designed by using stratified random sampling and exploratory research design. Frequency and percentage method were used for the analysis of data. It was found out that patients were dissatisfied with the doctors' visit to the hospital. Majority of the patients were satisfied with various diagnostic services provided by hospitals.

**Kenneth N. Wanjau (2012)** explored the factors affecting provision of service quality in public health sector in Kenya, focusing on employee capability, technology, communication and financial resources. Questionnaires were served among 1031 staff working in Kenyatta National Hospital. This is the largest referral hospital in Eastern and Central Africa. Regression Analysis and ANOVA were used and found out that public health sectors had to improve the level of technology in order to facilitate service assessment, improve process and communication.

**Zahida Abro (2012)** examined the overall satisfaction of patients of civil hospital in Karachi. Data were collected form 135 patients and analysis was done through F-test, Standard Deviation, correlation and ANOVA and it was found out that the patients were satisfied but the satisfaction

level was not very high. Female patients satisfied more than males and they were dissatisfied from physical facilities.

## **5. Objectives of The Study**

1. To identify the factors of satisfaction on health services provided by primary health centers in Kanchipuram District.
2. To find the satisfaction level of the patients on various health services provided primary health centers in Kanchipuram District.
3. To conclude the study with major findings and to give some suggestions for further improvement.

## **6. Research Design**

### **6.1 Sources of Data**

This study is based on both primary as well as secondary data used for this study to have a better focus on the objectives framed. Primary data was collected from the patients of PHC in Kanchipuram District, through a structured questionnaire. It incorporates the six dimensions on factors of health services regarding satisfaction of the patients i.e., Dietary service, Doctors services, Nursing and Staff services, Treatment, PHC Environment and Awareness programs etc., were also gathered. In order to focus on the theoretical background on Health Services and Patients satisfaction, secondary sources of information were collected from Journals, Newspapers, Magazines, Articles, Books and various Websites.

### **6.2 Data Collection Procedure**

A total of 300 questionnaires were issued through personal contacts, after obtaining official permission from the Primary Health Centers and through the assistance obtained from many employees and patients in PHC at Kanchipuram District. Completed questionnaires received were 288 which represent 96% of response rate but only 258 questionnaires were used, remaining questionnaire discarding partially filled and defective responses.

### **6.3 Questionnaire Design**

The questionnaire used for data collection has two sections.

#### **A. Section-I. Personal Profile**

It deals with the identification of personal data of patient's to understand the demographic characteristics of respondents. It elicits the personal related information from the patients.

#### **B. Patient Satisfaction on Health Services**

Six major dimensions regarding factors of health services and satisfaction like, Dietary service, Doctors services, Nursing and Staff services, Treatment, PHC Environment and Awareness programs etc., were used in this study to measure the factors of patients satisfaction on various health services provided by primary health centers at Kanchipuram District. (Statement 1 to 40). All the statements are presented on a five point scale using 'Likert' format.

## 6.4 Scoring Pattern

### 6.4.1 Patients Satisfaction on Health Services

The patients' satisfaction on health services – in five point Likert type scale starting from highly satisfied to highly dissatisfy. Following weights are assigned to calculate the global score on each variable.

#### Score Points

Highly satisfied	5
Satisfied	4
Undecided/Neutral	3
dissatisfied	2
Highly dissatisfied	1

Average mean score is calculated on the basis of dividing the total score on each variable, by the number of statements represented in each variable.

## 6.5 Limitations of The Study

The research work has been undertaken with the following limitations.

1. The study is restricted to factors affecting patients' satisfaction on health services provided by PHC.
2. The study is restricted only to primary health centers and not private and public hospitals.
3. The study sample size is 258 respondents.

## 7. Data Analysis

This study presents the empirical analysis that highlights the factors affecting the satisfaction of patients on health services provided by PHC in Kanchipuram District. Dietary service, Doctors services, Nursing and Staff services, Treatment, PHC Environment and Awareness programs etc., are analyzed with reference satisfaction of patients. Based on the empirical data, an attempt is made to determine the factors affecting the patients' satisfaction on health services of Primary Health Center in Kanchipuram District. The patients are requested to express the opinion on forty variables in likerts five point scale.

### 7.1 Factor Analysis

The two extracted factors are perfect representation of all the forty variables. These two predominant factors and their variable loadings are presented below. The rotated component matrix indicates that the first factor comprises of thirty six variables.

**Table No. 1.1**

**Types of Health Services**

Variables	Factors	
	Health Care Service	Primary Health Care Environment
Doctors care me at primary health centre, Doctors listen to my illness, Doctors probe more about my illness and Doctors follow government rules and regulation	0.849	
I am referred to other government hospitals to carry further treatment, Doctors have follow up record on my illness, Doctors care on women delivery services and Doctors care on child medical services	0.834	
Kindness in services, Attention on first aid services, Periodical checkups and Ambulance services	0.775	
Counselling, Availability of prescribed medical aid, Availability of prescribed medicines and Hospital maintains the confidentiality	0.741	
Laboratory facilities for basic tests, Laboratory reports provided on time, Availability of other treatment (ayurveda, sidda, &etc) and Availability of cot (mattress, bed cover & pillow)	0.656	
Basic amenities (bed pan, wheel chair, stretcher, & etc.), Availability of drinking water, Availability of warm water and Availability of Toilets	0.651	
Availability of Bathroom, Parking facilities, Cleanliness of hospital and Uninterrupted electricity	0.648	
Dormitory for Caretaker, Visitors timing, Availability of paid canteen for caretakers and Adequate information provided at reception	0.645	
Information regarding insurance facilities, Advise for Insurance claim, Health awareness and education and discharge procedure	0.634	
Quality of diet served		0.867
Awareness programs		0.756
Seasonal outbreak awareness		0.641
AIDS awareness		0.597

It is understood from the factor analysis that the two types of health services have identified and these services have played vital role in the selection of PHC and satisfaction of the patients.

This factor is named as healthcare service factor and it's based on various health services provided by the health centres. Therefore this factor is explained as Health care service.

The rotated component matrix indicates that the second factor comprises of 4 variables.

These variables explain the factor II relates to quality of diet served, awareness programs, seasonal outbreak awareness and AIDS awareness. This factor is named as Health care Environment.

## **7.2 Types of Health Services**

Types of health services are affected by two important factors; Health care service and health care environment. These services are played vital role in the health issues. There are many services are offered by the primary health centers for the purpose creating good health based atmosphere in the society. The various types health service as follows based on factor analysis.

### **7.3 Health care Service**

Health care is very important in the health services and patient satisfaction. There is various awareness programs are offered by the primary health center to the people for ignoring more death rate in the society. The life of the human being fully depends with the invention in the health industry. At the same time many facilities offered by the primary health center with reference to patient satisfaction.

### **7.4 Health care Environment**

Health care environment is very important to the health industry point of view. The development of one nation is fully depending with health care environment. The primary duty of the government is to inculcating about health care in the mind of people. Then only the government will create more energetic human beings in our country. Health care environment is one of the part in the India's development.

Two predominant factors viz., health care service and health care environment have been identified in this chapter. These factors played a vital role to construct health services and it acts as basis to segment the sample unit into heterogeneous groups. This would give the information regarding heterogeneity in the satisfaction on health services of the patients. The cluster analysis is used to typify the patients based on the health services.

### **7.5 Satisfaction On Doctors Services**

In Primary health centre Doctors services is very important and its played vital role in the satisfaction of the Patients'. The reputation of the health centre is entirely based on the performance of the doctors. The various health services are provided by the health centers to the patients in connection with the satisfaction. Factors analysis principle component method is applied to identify the predominant factors of doctors' services. These factors value are shown in the following communality table. The one extracted factor is perfect representation of all the six

variables. This one predominant factor and its variable loadings are presented below. The rotated component matrix indicates that the factor comprises of six variables.

**Table No 1.2**  
**Satisfaction on Doctors services**

Variables	Component
	Maintaining Factor
Satisfaction regarding doctors' services	.788
Satisfaction regarding nursing services and staff services	.731
Satisfaction regarding treatment	.811
Satisfaction regarding environment services	.844
Satisfaction regarding dietary service	.884
Satisfaction regarding awareness programme services	.785

It is understood that from the factor analysis the one type of Doctors services have identified and these services have played vital role in the selection of PHC and satisfaction of the patients. This factor is named as maintaining factor and it's based on various health services provided by the Doctors.

### **7.6 Maintaining Factor**

Maintaining factor is very important in the Doctors services point of view. The development of health industry is based on maintaining factor. The main duty of the primary health centers is to retain the patients by giving good service. Service is very important in the patients' point of view. Maintaining factor includes various services provided by doctors in connection with the patients' satisfaction. One predominant factor viz., Maintaining Factor has been identified in the factor analysis. This factor played in significant role in the doctors' services.

### **8. Conclusion**

From the factor analysis tests there are three factors have identified namely Health care service, Healthcare Environment and Maintaining factor. It is concluded that from the above results, quality of health services are very important to the people then only the people can live in the world for a long time. All these health services played vital role in the primary health centers point of view. These factors are influencing the satisfaction of the patients' in primary health centers. The majority of the patients are satisfied with the health services of primary health centers. In India, people need the quality health services and more inventions in the health industry for avoiding the death rate in our country. The main object of the health services are creation of healthy Indians for our nation's development.



## 9. Recommendations

1. The Primary Health Centers will provide nutritious food to all types Indoor patients' especially pregnant women for reducing the percentage of low birth weight babies.
2. The PHC may extend bed facilities to all types of patient in sub centers for fulfilling their all health related problems.
3. The Govt. will conduct conference / seminar / workshops to doctors and nurses with in periodical intervals for increasing their quality of health service.
4. The Govt. may provide free health insurance facilities to all categories of people for making healthy Indians.

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