

A Study of Factors Affecting the Quality of Health Care Services and Concerns for Patient Satisfaction in Private Hospitals in Uttar Pradesh

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ABSTRACT

The health care industry is the world's biggest industry and is going through a fast change to meet the consistently expanding requirements and requests of the patient populace. Hospitals that are dynamic, developing situated, and which endure are the ones that give need the nature of administrations given. Corporate hospitals are attempting to draw in clients by offering esteem-added administrations. Then again, increasingly corporate and trust hospitals are entering the market, further expanding the opposition. Hospitals need to plan and once again plan their promoting techniques for giving a quality health care and guaranteeing their endurance. Researchers have focused on patient-centric aspects of the quality of healthcare in Private hospitals. Patient satisfaction, Safety, Effectiveness Efficiency, Equitable, and Timeline Ness are the aspects that were studied in the present research. The results show that despite different negative news on media, people feel that private hospitals are providing quality health care services. People seem satisfied with the services of private hospitals.

KEYWORDS

Hospital service quality, Patient satisfaction, Safety, Effectiveness Efficiency, Equitable.

1. INTRODUCTION

Measuring service quality is always very difficult. Something that cannot be seen cannot be standardized. Those who understand the process of standardization can understand the issue. To maintain the quality and standardization process dimensions need to be fixed. The quality dimensions for the services have been established by several researchers. The most accepted and apricated model of service quality is the SERVQUAL model.

5 Dimensions of Service Quality-SERVQUAL Model. SERVQUAL Model of Service Quality, additionally RATER Model. The Five Dimensions of Service Quality are Reliability, Assurance, Tangibles, Empathy, additionally Responsiveness.

Five Dimensions of Service Quality

The 5 Dimensions of Service Quality alludes to the SERVQUAL Model of 5 key service aspects, like Reliability, Assurance, Tangibles, Empathy, and Responsiveness. The Servqual model or five service quality aspects is otherwise called the Service Quality Model. SERVQUAL Model is a complex research process planned to quantify the hole scores among expected and impression of service quality of the clients given five aspects. The three American promoting researchers A Parsu Parasuraman, Valarie A. Zeithaml, and Leonard L Berry delivered and executed this model. Consequently, the five-service quality aspect model otherwise called the SERVQUAL Model or RATER model presented somewhere in the range between 1983 and 1988. But measuring

service quality is a bit different for hospitals. Researchers have also tried to conduct patient-centric studies to know what makes the quality of services.

Sower, V., Duffy, J., Kilbourne, W., Kohers, G., & Jones, P. (1998) has conducted a study titled 'The dimensions of service quality for hospitals: development and use of the KQCAH scale'. They have used appropriate statistical analysis (factor analysis) to develop a questionnaire for patients to measure service quality from the perspective of patient satisfaction. Here it has to be notice that a customer may get satisfied with health care services that are not appropriate for them. This is how nonregistered medical professionals and fake doctors run their businesses in India. The cure the patients, keep their people to create word of mouth publicity for them. Thus, they survive as a doctor and run their unregistered private clinic. So, relying on the patient for the service quality of a hospital may not be proper judgment with the efforts of any hospital, as satisfaction with services are an individual concern. Sower, V used a questionnaire with 75 items, 60 addressing key quality characteristics (KQCs) for the hospital whereas 15 questions were addressing Global questions. They named their tool as Key Quality Characteristics Assessment for Hospitals (KQCAH). Sklar, D. P. (1996) the joint commission on accreditation of Hospitals (JCAHO) identified 09 quality dimensions for hospitals efficacy, appropriateness, efficiency, respect and caring, safety, continuity, effectiveness, timeliness, and availability. Sower, V., et al developed their tool on the same parameters.

Market Size of Health Care Industry

A developing working class, combined with the rising weight of new infections, is supporting the interest for health protection inclusion. With expanding interest for reasonable and quality healthcare, the entrance of health protection is ready to extend before long. In FY21, gross direct expense pay guaranteed by the health insurance agency became 13.3% YoY to Rs. 58,572.46 crores (US\$ 7.9 billion). The health fragment has a 29.5% offer in the all-out gross composed charges procured in the country. Ongoing turns of events. The Indian clinical travel industry market was esteemed at US\$ 2.89 billion in 2020 and is supposed to arrive at US\$ 13.42 billion by 2026.

The healthcare market can increment three-overlay to Rs. 8.6 trillion (US\$ 133.44 billion) by 2022. In Budget 2021, India's public consumption of healthcare remained at 1.2% as a level of the GDP. The researcher felt a need for patient-centric research to know the quality dimensions of the private hospitals. The problem statement for the present research has been considered as 'A study of factors affecting the quality of health care services and concerns for patient satisfaction in private hospitals in Uttar Pradesh'

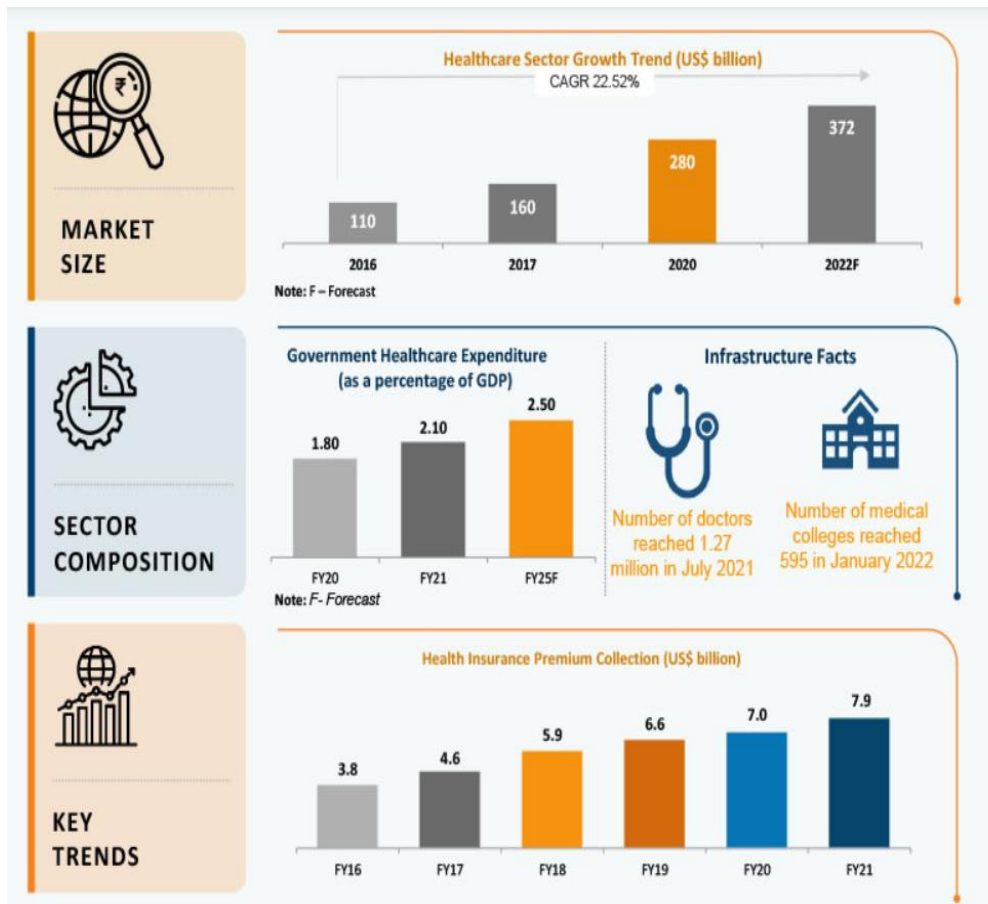


Figure 1: Market size of the healthcare industry

2. LITERATURE REVIEW

The literature review is an integral part of any research for a better understanding of the research problem and related issues, the researcher has studied several studies [4]. Few noteworthy contributions are mentioned here.

Fotso, J. C., & Mukiira, C. (2012) [3] used data from a maternal health study carried out in 2006 in two slums of Nairobi, Kenya, to describe perceptions of access to and quality of care among women living in informal settlements of Nairobi, Kenya; quantify the effects of women's perceived quality of, and access to, care on the utilization of delivery services; and draw policy implications regarding the delivery of maternal health services to the urban poor. Pai, Y. P., & Chary, S. T. (2013)[13] surveyed the service quality dimensions established in various studies directed across the world specifically applied to medical care. Studies led on quality of care selected from writing databases - Ebsco, Emerald Insight, ABI/Inform - was subjected to a comprehensive inside and out happy analysis.

Kalepu, R. N. P. (2014),[8] measures service quality in select hospitals in the Krishna District of Andhra Pradesh, and endeavors to analyze service quality gaps. The consequences of the review affirmed that demographic factors and socioeconomic status assume a fundamental part in patients' satisfaction with service quality. Quality alludes to the closeness of a real result to the normal result by the spectator. Considering the changing situation of client needs, ways of life, and mechanical developments, the market has become significantly more quality-cognizant. Hence, in-service conveyance, and quality have turned into a fundamental essential even in the medical services area. The SERVQUAL model spearheaded by Parasuraman et al. (1988) measures service quality and recognizes the likely gaps inside the service associations.

Kondasani, R. K. R., & Panda, R. K. (2015) [9] tried to examine how seen service quality and customer satisfaction lead to faithfulness toward medical care service suppliers. Altogether, 475 hospital patients took part in a poll overview in five Indian private hospitals. Elucidating insights, factor investigation, relapse, and connection measurements were utilized to break down customer-saw service quality and how it prompts faithfulness toward service suppliers. Results show that the service searcher service supplier relationship, quality of offices, and the collaboration with supporting staff emphatically affect customer insight. Discoveries help medical care chiefs to plan successful methodologies to guarantee superior quality of services to the customers. This study helps medical care administrators to construct customers toward medical care services, subsequently drawing in and acquiring customers. Their paper will help medical care administrators and service suppliers to break down customer discernments and their steadfastness toward Indian private medical care services. Talib attempted to foster a broad and orderly writing search on healthcare quality, SQ, improvement, and use of SERVQUAL and to figure out the connection between SQ and patient fulfillment. The paper further distinguishes the healthcare quality aspects and models for this. At long last, it was presumed that further research is important to foster calculated supporting and logical models given quantitative studies. The result of this study will help Indian healthcare specialists and quality specialists to step up to the plate in executing hospital SQ aspects in their associations as well as may propose a system/model for improved execution. Kwateng, K. O., Lumor, R., and Acheampong, [10] looked to attract divisions on the quality of healthcare arrangements in public and private healthcare offices about the degree of care, consideration, and fulfillment got by patients at healthcare offices. Likewise, the limitations of healthcare suppliers and the exceptional put on client

support in their activities were analyzed in the study. A blended methodology was taken on to get reactions from 400 patients from 30 hospitals utilizing a survey. The study embraced the SERVQUAL instrument to gauge the five elements of service quality. Cross organization, Gap investigation, and autonomous t-test were utilized to examine and decipher the information. The discoveries of the study show that there is a more significant level of care and consideration at private healthcare offices than in the public. It is suggested that there ought to be serious areas of strength between significant accomplices to improve service quality in the arrangement of healthcare in Ghana. Meesala, A., and Paul, J. (2018)[12] directed utilizing the information from the consumers who got services from 40 distinct private hospitals in Hyderabad, India. Substance, dependability, responsiveness, affirmation, sympathy (Service Quality aspects), patient fulfillment, and steadfastness to the hospital were the factors considered for this study. A way investigation was finished on AMOS V20 to figure out way coefficients, and immediate and backhanded impacts of the factors on persistent fulfilment and reliability to the hospital. We tracked down that unwavering quality and responsiveness (not sympathy, substance, and affirmation) influence patients' fulfilment. Patient fulfilment is straightforwardly connected with patients' reliability to the hospital. Conjugal status and age do affect the relapse loads of the factors examined; in any case, it was found that somewhat orientation does. Lover, S. attempted to think about the apparent service quality of public/government and private clinical school hospitals. This study embraces an illustrative, cross-sectional, and research plan. The research sample incorporates 340 patients from six clinical school hospitals situated in the territory of Odisha, India. Essential information is gathered through an organized shut finished survey containing 66 things on a 1-7 point Likert scale. Measurable devices like component investigation and ANOVA are performed with the assistance of SPSS-17 programming to examine the gathered information. Endeshaw, B. (2020)[2] attempted to survey existing healthcare service and quality-measurement models. A survey of the writing was led using the watchwords "healthcare", "service quality", "measurement models", "SERVQUAL", "SERVPERF", "HEALTHQUAL", and "PubHosQual" and "HospitalQual". These examinations were chosen from the "Emerald", "ABI/Inform", "ScienceDirect", and "EBSCOhost" data sets. The scope of studies utilized in the cosmetics of the healthcare quality-measurement model for a very long time (1979 to 2015) was analyzed in a comprehensive overview of the writing. Of 137 studies inspected, 74 studies were chosen for examination. Suhail, P., and Srinivasulu, Y. (2021) [18] endeavor to comprehend the perception contrasts of healthcare consumers in Ayurveda, by dissecting the relationship between service quality, fulfilment, and conduct aims in Ayurveda. Utilizing the helpful examining strategy, 404 samples were gathered through a direct meeting, with an organized poll from the in-patients of 20 certified Ayurveda hospitals from the northern piece of Kerala, a southern territory of India. Respondents of the study comprised general ladies who were matured over 40. ANOVA and t-test were utilized to assess the distinctions in the view of healthcare consumers, and various relapse examinations and primary condition displaying were applied to propose two relationship models from the study. Considering different studies researchers find a need for a customer-centric survey to know the service quality of the private hospitals.

3. RESEARCH METHODOLOGY

Objective:

To study is to know the patient's opinion about the service quality of the hospital for patient-centric aspects.

Population: Private hospitals Patients capable and willing to be part of the research

Sampling method: Researchers have used non-parametric sampling for the present research. Convenience sampling has been used for the present research.

Sample Location: Regency Hospital (Govind Nagar) Kanpur, Regency Healthcare (Swaroop Nagar) Kanpur, Regency Super Speciality Hospital, Lucknow

Sample size: 180 (Pilot survey), 441 (Final responses)

Questionnaire: Researchers have used a valid questionnaire with 38 questions. The tool has been tested for its reliability with the help of Cronbach's Alpha. A reliable measuring instrument is one, which gives you the same measurements when you repeatedly measure the same unchanged objects or events. The theory underlying this discussion is the one which is sometimes called "classical measurement theory." The foundations for this theory were developed by Charles Spearman (1904, "General Intelligence," objectively determined and measures. American Journal of Psychology, 15, 201-293).

The most commonly used measurement tool for reliability is Cronbach's Alpha. A value above 0.600 is considered to predict a reliable tool (Jaiswal 2019). The tool shows Cronbach's Alpha 0.711 that is predicting that our tool is reliable and repeats the research results.

Table 1: Case Processing

		N	%
Cases	Valid	180	100.0
	Excluded	0	.0
	Total	180	100.0
a. List wise deletion based on all variables in the procedure.			

Table 2: Case Processing Summary

Reliability Statistics	
Cronbach's Alpha	N of Items
.711	38

Table 3: Reliability Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v1	120.1667	163.916	.180	.707
v2	119.8778	165.091	.204	.705
v3	120.0333	164.524	.190	.706
v4	120.1167	164.763	.178	.707
v5	119.7278	163.473	.230	.704
v6	119.9000	158.996	.365	.696
v7	119.6167	162.863	.295	.701
v8	120.6444	152.744	.542	.683
v9	120.4944	151.782	.566	.681
v10	120.7778	154.610	.424	.690
v11	120.4889	157.614	.452	.691
v12	120.3833	167.690	.092	.712
v13	120.4556	166.562	.115	.711
v14	120.6111	168.686	.047	.715
v15	120.5722	165.978	.121	.711
v16	120.6722	169.808	-.017	.723
v17	120.0056	159.201	.355	.696
v18	119.8667	164.384	.205	.705
v19	119.7111	159.212	.344	.697
v20	119.9222	164.117	.204	.705
v21	119.7056	160.444	.308	.699
v22	120.1278	155.565	.443	.690
v23	120.9389	169.253	.038	.715
v24	120.4611	166.038	.157	.708
v25	120.4056	173.349	-.103	.720
v26	119.8333	162.698	.311	.700
v27	119.8500	162.665	.310	.700
v28	119.8500	161.044	.363	.697
v29	119.9444	164.299	.245	.703
v30	121.3889	163.367	.226	.704
v31	121.3778	164.884	.164	.708
v32	121.3667	163.641	.198	.706
v33	121.6278	177.051	-.231	.727
v34	121.8000	166.407	.125	.710
v35	121.7556	169.571	.027	.715
v36	122.1944	164.448	.248	.703
v37	121.9111	168.305	.065	.713
v38	120.1667	173.704	-.115	.721

Item-Total Statistics

Item- Total Statistics shows that if we delete any of 38 items how much it will increase the reliability of the tool. The study of the 'Cronbach's Alpha if Item deleted' column shows that deleting an item is not making any significant change in reliability(Jaiswal 2020). So, all 38 items are considered for the tool.

Hypothesis

- H01- There is no significant difference in the opinion of patients about Patient satisfaction at the private hospital
- H02- There is no significant difference in the opinion of patients about Safety at the private hospital
- H03- There is no significant difference in the opinion of patients about Effectiveness at the private hospital
- H04- There is no significant difference in the opinion of patients about Efficiency at the private hospital
- H05- There is no significant difference in the opinion of patients about Equitable service at the private hospital
- H06- There is no significant difference in the opinion of patients about Timeline Ness at the private hospital

4. ANALYSIS AND FINDINGS

There is no significant difference in the opinion of patients about patient satisfaction at the private hospital

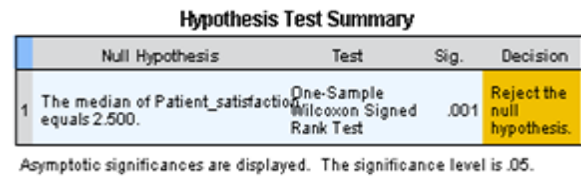


Figure 2: Test Summary

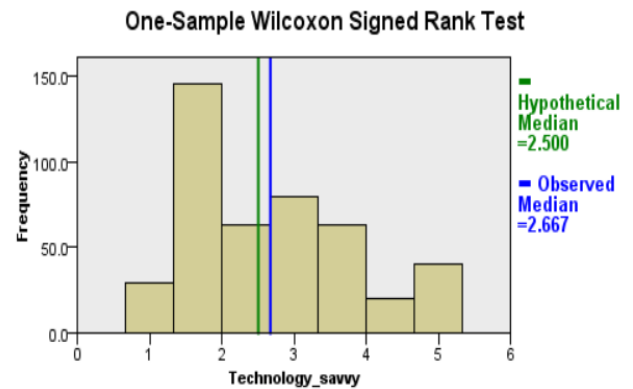


Figure 3: Technology Survey

Total N	441
Test Statistic	57,509.000
Standard Error	2,651.696
Standardized Test Statistic	3.311
Asymptotic Sig. (2-sided test)	.001

Figure 4: Summary of results

One sample Wilcoxon test shows that the observed median is greater than the hypothetical mean. Standard test statistics are positive. That supports the hypothesis testing. The sig value (p) is 0.000 (less than 0.05) so the null hypothesis will be rejected and it can be said that 'There is a significant difference in the opinion of patients about Patient satisfaction at the private hospital' and patients feel that they are satisfied with the hospital services.

2- There is no significant difference in the opinion of patients about Safety at the private hospital.

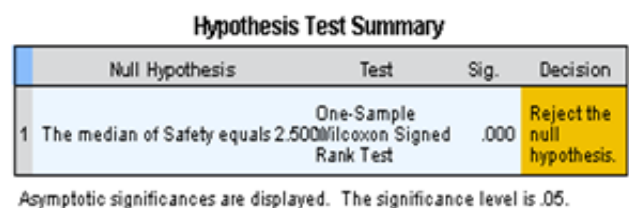


Figure 5: Test Summary

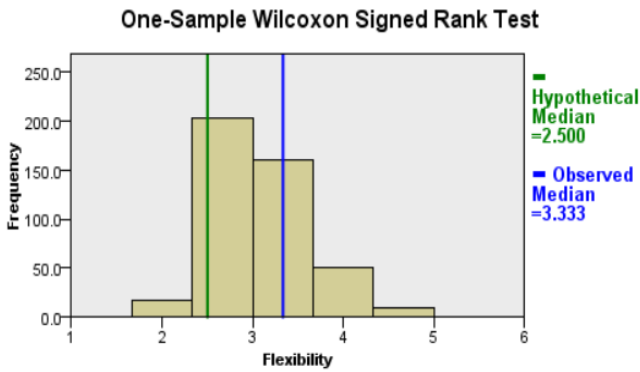


Figure 6: Flexibility

Total N	441
Test Statistic	92,231.000
Standard Error	2,660.667
Standardized Test Statistic	16.349
Asymptotic Sig. (2-sided test)	.000

Figure 7: Summary of results 1

One sample Wilcoxon test shows that the observed median is greater than the hypothetical mean. Standard test statistics are positive. That supports the hypothesis testing. The sig value (p) is 0.000 (less than 0.05) so the null hypothesis will be rejected and it can be said that 'There is a significant difference in the opinion of patients about Safety at the private hospital' and patients feel that they are safe with the hospital services.

3- There is no significant difference in the opinion of patients about Effectiveness at the private hospital

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of Effectiveness equals 2.500.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Figure 8: Test Summary

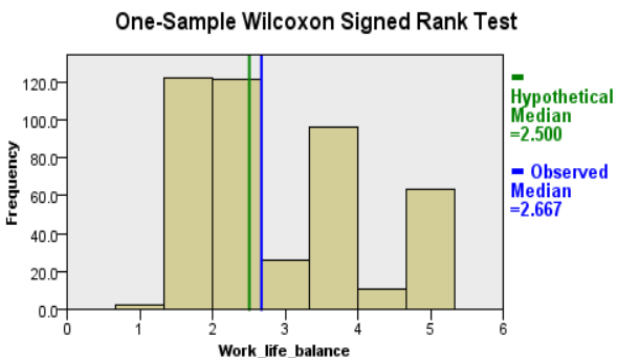


Figure 9: Test Rank

Total N	441
Test Statistic	66,700.000
Standard Error	2,662.711
Standardized Test Statistic	6.749
Asymptotic Sig. (2-sided test)	.000

Figure 10: Summary of results 2

One sample Wilcoxon test shows that the observed median is greater than the hypothetical mean. Standard test statistics are positive. That supports the hypothesis testing. The sig value (p) is 0.000 (less than 0.05) so the null hypothesis will be rejected and it can be said that 'There is a significant difference in the opinion of patients about effectiveness at the private hospital' and patients feel that the medical services are effectiveness at their private hospital.

4- There is no significant difference in the opinion of patients about Efficiency at the private hospital

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of Efficiency equals 2.500.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Figure 11: Test Summary

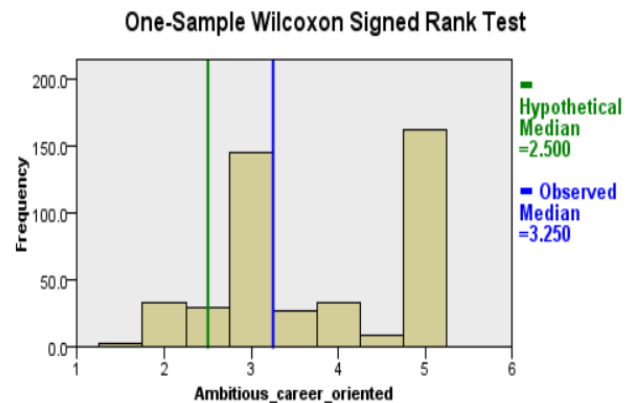


Figure 12: Test Rank

Total N	441
Test Statistic	91,080.500
Standard Error	2,604.587
Standardized Test Statistic	16.597
Asymptotic Sig. (2-sided test)	.000

Figure 13: Summary of results 3

One sample Wilcoxon test shows that the observed median is greater than the hypothetical mean. Standard test statistics are positive. That supports the hypothesis testing. The sig value (p) is 0.000 (less than 0.05) so the null hypothesis will be rejected and it can be said that 'There is a significant difference in the opinion of patients about efficiency at the private hospital' and patients feel that the medical services are efficient at their private hospital.
5- There is no significant difference in the opinion of patients about Equitable service at the private hospital

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of Equitable equal 2.500.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Figure 14: Test Summary

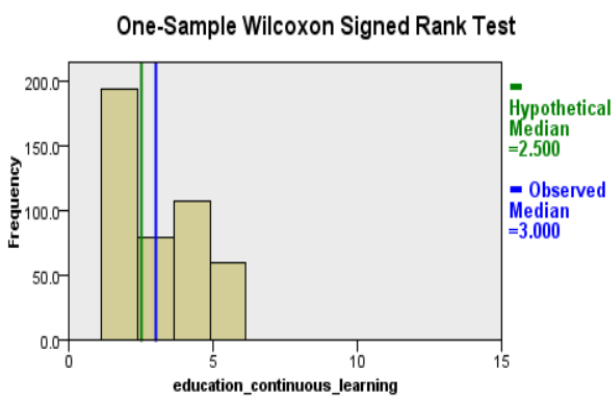


Figure 15: Test Rank

Total N	441
Test Statistic	70,344.000
Standard Error	2,535.589
Standardized Test Statistic	9.724
Asymptotic Sig. (2-sided test)	.000

Figure 16: Summary of results 4

One sample Wilcoxon test shows that the observed median is greater than the hypothetical mean. Standard test statistics are positive. That supports the hypothesis testing. The sig value (p) is 0.000 (less than 0.05) so the null hypothesis will be rejected and it can be said that 'There is a significant difference in the opinion of patients about equitable services at the private hospital' and patients feel that the medical services are equitable their private hospital.
6- There is no significant difference in the opinion of patients about Timeline Ness at the private hospital

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of Timeline equal 2.500.	One-Sample Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Figure 17: Test Summary

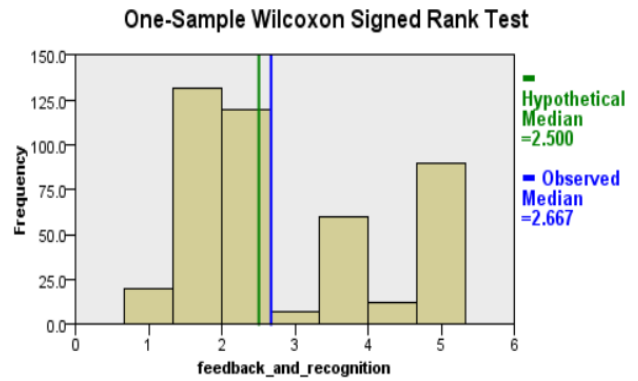


Figure 18: Test Rank

Total N	441
Test Statistic	62,115.000
Standard Error	2,663.346
Standardized Test Statistic	5.025
Asymptotic Sig. (2-sided test)	.000

Figure 19: Summary of results 5

One sample Wilcoxon test shows that the observed median is greater than the hypothetical mean. Standard test statistics are positive. That supports the hypothesis testing. The sig value (p) is 0.000 (less than 0.05) so the null hypothesis will be rejected and it can be said that 'There is a significant difference in the opinion of patients about timeliness at the private hospital' and patients feel that the medical services are punctual at their private hospital.

5. CONCLUSION

India has a tremendous health care framework, however, there stay numerous distinctions in quality among provincial and metropolitan regions as well as among public and private health care. Regardless of this, India is a famous objective for medical tourism, given the moderately low expenses and great of its private hospitals. Every day people in India hope to depend on private hospitals for cutting-edge clinical care. India offers various health challenges that individuals might be unused to, so it is vital to know how the health care framework in India works on the occasion you want it. Health care in India is a tremendous framework and can be similar to the remainder of the nation: loaded with intricacy and oddities. The present research suggests that the regency hospital patients are very much satisfied with their hospital services. Regency Healthcare has been able to establish a distinct identity by delivering super-specialty medical services in Kanpur and surrounding areas. In 27+ years, Dr. Atul Kapoor has been able to put up a team of experts to fill the wide gap between the demand for high-quality medical services and available services on the ground. These eminent doctors are mostly pioneers in their respective fields who have revolutionized the healthcare arena across the globe. Regency has grown from strength to strength but the values it has been built on remain the same. The staff and doctors were very friendly and helpful. They can be appreciated for a great job. Regency is one of the best hospitals in Kanpur. The research result suggests that patients feel satisfied with the healthcare services of the private hospital in Uttar Pradesh. In the present research, researchers have selected different sample areas for a single service provider. For future research similar study can be conducted on multiple service providers (different hospitals) to bring contrast among them.

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