

PRIVATE HEALTH INSURANCE PATIENTS' SATISFACTION TOWARDS SERVICE QUALITY IN MULTISPECIALTY HOSPITALS, CHENNAI

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Abstract

The study determines the impact of clinical, non-clinical factors, the satisfaction of patients towards patient loyalty with the hospital. 'Patient loyalty' in the study is referred to as the willingness of patients to refer the services of the hospital to another patient, colleagues, friends, etc. The Health Insurance Patients' experience and satisfaction are subject to the amount approved by the Insurance Companies. When discrepancies arise between the final bill of the hospital and the amount approved by the Insurance companies, it leads to dissatisfaction. Hence, the study on patient satisfaction and loyalty is a critical criterion for evaluating the quality of care and the performance of healthcare facilities. A descriptive survey design was used on the sample of 98 inpatients using a structured close-ended questionnaire. The study found that service quality of non-clinical factors had a significant positive influence on patient loyalty towards the hospital. It is definite that all hospitals will provide appropriate clinical services to the patients as required. Clinical services are experienced by the patients, but non-clinical services are experienced by the patients and their attendees as well. The findings reveal that non-clinical factors had a more significant impact on patient loyalty to the hospital. Therefore, hospital management should focus on non-clinical factors which could increase the patient experience and loyalty towards the hospital. This study is one among the very few to consider clinical and non-clinical factors influencing patient satisfaction.

Keywords: Healthcare organizations, Patient satisfaction, Clinical, Non-clinical