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Customer Satisfaction on Services Rendered by Dharan Hospital, Salem

Mr. E.RATHINAVEL.,

PhD Research Scholar

Department of commerce in co operation,

Government Arts College

Trichy-22, Tamilnadu, India

Dr.A.VANATHAMMAL

Assistant Professor

Head of the Department Co- Operation

Government Arts College

Trichy-22, Tamilnadu, India

ABSTRACT

This article is carried out the Customer Satisfaction on Services Rendered by Dharan Hospital, Salem and it is a function of perceived performance and expectation. Feeling of satisfaction arise when customers compare their perception of the performance of a product or service to their desired and expectations. If the perceived performance of equals or exceeds a



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consumer's expectations then the consumer is satisfied. But is perceived performance falls short of his or her expectations then the consumers is dissatisfied decisions to defect or to patronize the products of a firm and products of a firm and dependent on a number of factors. Such as service, quality, relationship quality and over all service satisfaction. Human resources are the most precious endow net in a country. The success of a plan or development of the natural economy rests on the extent to which human resources are developed specially in terms of education, health, skills and well-being. This diverts our attention on the health services. The development of health care facilities is influenced on not only by the opening of hospitals but more so by this administrate and management. If hospitals are well managed, the expansion in the health care facilities can't be questioned. Hence the behavioral study insists on making possible an attitudinal change in the minds of the users which directly or indirectly depends on the delivery system practiced by the providers.

Key words: Customer Satisfaction, performance, expectations, dependent, behavioral study

I- Introduction

Customer Satisfaction on Hospital Services:

Customer satisfaction is a function of perceived performance and expectation. Feeling of satisfaction arise when customers compare their perception of the performance of a product or service to their desired and expectations. If the perceived performance of equals or exceeds a consumer's expectations then the consumer is satisfied. But is perceived performance falls short



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of his or her expectations then the consumers is dissatisfied decisions to defect or to patronize the products of a firm and products of a firm and dependent on a number of factors. Such as service, quality, relationship quality and over all service satisfaction.

The word “Satisfaction” comes from the Latin words satis (enough) and factors (to do or make). These words suggest the true meaning of satisfaction which is fulfillment. Managerially, fulfillment usually translates to solving problems and satisfying the customers is not enough. To produce high levels of customer loyalty, business need to move beyond were satisfaction, to customer delight. Satisfaction has been considered as a process, emphasizing the perceptual, evaluative and psychological processes that contribute to satisfaction.

Satisfaction Process

In particular, the higher the expectation, the higher the perceived quality. Perceived quality is then compared to expectations, resulting in a disconfirmation, either positive or negative. Perceived quality also updates the expectations to produce new expectations, which are either raised or lowered. At the same times, satisfaction results primarily from disconfirmation, but also expectations. That is also a direct effect of expectations on satisfaction the higher the expectations the higher the satisfaction.

Hospital Services

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Human resources are the most precious endowment in a country. The success of a plan or development of the natural economy rests on the extent to which human resources are developed specially in terms of education, health, skills and well-being. This diverts our attention on the health services. The development of health care facilities is influenced not only by the opening of hospitals but more so by this administrative and management. If hospitals are well managed, the expansion in the health care facilities can't be questioned.

Through we oppose the development of hospitals in the private sector, yet it is obvious that private hospitals have been successful, an offering quality services to the patients. The research and development facilities made available by these hospitals have been helpful in achieving the world class excellence.

The medical services made available by the All India Medical Institute, New Delhi confirm public sector hospitals are advised to align the services with the marketing principle. In an over populated country, the government finds it difficult to offer free medical services to all the deserving sections in the society. This necessitates privatization even in the hospital services.

The user's expects world class services and the providers and the providers naturally want a reasonable return. The defined principles of social marketing make it essential that even the private hospitals assign due weightage to the social considerations and offer subsidized services to the weaker sections of the society.



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The privatization can't be opposed but here the government should have freedom of regulative the services of privately managed hospitals. As for example free services to the patients below the poverty line, subsidize services to the medium earning group, cost based services to the medium earning group and subsidy compensating services to the high earning group.

Such a pricing strategy paves way for channel sing the hospitals services even to the weaker sections of the society. The marketing practices in the field of medical services would also help in framing the product mix by including the world be helpful in increasing the awareness of the general masses. The makes it clear that alignment of marketing principles with the hospital services would only not offer to the patients the world class services but would also reserve elbow rooms for the development of a hospital.

II- Hospitals Marketing

The first and foremost function of a hospital is to give proper care to sick and injured without having social, economic and racial discrimination. Further hospitals must prompt positive health attitude and support to medical research and assistance to all activities carried out by public health and voluntary agencies to prevent diseases.

In a world health organization (WHO) document, it is stated that the hospital is an integral part of a social and medium organization, the function of which is to provide for the population complete health care both of curative and preventive nature.



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The development of health care facilities is influenced not only by opening of hospitals or health care centres but more so by their administrative and management. If hospital or health care centres are managed properly, there would be expansion in the medical facilities albeit with the least possible investment. Contrary to it, if we find cases of managerial deficiency even the big hospitals in delivering goods.

The medical services made available by the All Indian Medical Institute, New Delhi. Raw Manohar Lohia Hospitals, New Delhi: Tata cancer Institute, Bombay and others confirm the significance of the management practices in improving the quality of services.

III- Main Product in the Hospital Services

Hospital Product

- Medical Services
- Medical Training
- Medical Education
- Medical Research

Line Services

- Emergency

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- Out-patient
- In-patient
- Intensive care
- Operation

Supportive Services

- Central sterile supply
- Laboratory
- Radiology
- Nursing
- Catering
- Laundry

Auxiliary Services

- Registration
- Indoor care, Records
- Stores and Issues
- Transport
- Mortuary
- Dietary
- Engineering, Security.



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The product or the services in a hospital differ from one hospital to another.

IV- Conclusion

Customer Satisfaction and Services: Microscopic study of the users' behavior is found essential to apply the marketing principles in the hospital organizations. It is important to mention that attendants are also termed to be the users of the allied services made available by the hospitals. A number of hospitals fail in assigning due weight age to the attendant' interests. The Indian social system makes an advocacy in favor of development of suitable facilities for the attendants so that the job of supporting staff is simplified. The attendants if entertained softly would publicise the treatment, behavior and other facilities made available to them by the hospitals. In the field of medical care, patient satisfaction has been defined as a generalized positive attitude on the part of the patients towards the medical care delivery system. Hence the behavioral study insists on making possible an attitudinal change in the minds of the users which directly or indirectly depends on the delivery system practiced by the providers.

The doctors attending a patient, the window staff behaving with the patients and attendants, the nurses making available medical aids to the patients and other staff directly or indirectly dealing with the patients and attendants throw a telling impact on the behavior of the users. If they behave well; they treat well. The hospitals are required to work with this motto. To be more specific the doctors play a meaningful role in the very context. If doctors appear sympathetic to the patients is already done which is found helpful in extending to them the

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medical aids. It is against this background that in the hospital services, the behavior of doctors with the patients assumes a place of significance. To be more behavior aspects and so fail in satisfying the users, attendants; though the medical services made available by them are found satisfactory. Here it is essential that behavioral management is supposed to be an integral part of hospital management.

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