

Original Research Article

Effects of hospital service quality on patients satisfaction and behavioural intention of doctors and nurses

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Abstract: Service quality is a broad term and can be define as, critical differences among the patient's observation and belief of the facility and the actual act of the service received by the client providing by the organization at a certain period of time and it has effect on client or patients' satisfaction and behavioural intention. To investigate the effect of service quality on patient satisfaction and behavioural intention of doctors and nurses. Study design used in this study was descriptive cross sectional study design and 171 patients were selected for the study from indoor department of Lady Willingdon Hospital, Lahore through simple random method and all of the participants were female Result of the study reveal that hospital service quality greatly influences behavioural intention and patients. Finding show that most of the respondents were strongly agrees that service quality increase patient satisfaction and behavioural intention. While Regression analysis shows that service quality significantly positive effect on patient satisfaction and have negative effect on behavioural intention. Better Service quality is important for any organization especially in healthcare organization. They play important roles in customer/patient satisfaction and behavioural intention. Better Service quality has positive affect on patient satisfaction and behavioural intention. The results of this show that any hospital providing good service to their patients then will be satisfied and recommend their friends and neighbours for treatment to this hospital.

Keywords: Service quality, patient, practices, nurse, Pakistan

INTRODUCTION

In recent decades, concern has been increased in hospital service, as human standards of living have changed and therefore to improve lifestyles better medical care is required. To provide effective service to patients it is important to bring enhancement in the quality of giving medical care has become a main/primary concern for patients and it is also important for hospitals to enhance their service quality in respect of satisfying and retaining patients [1].

Service quality is a broad term and can be define as, critical differences among the patient's observation and belief of the facility and the actual act of the service received by the client providing by the organization at a certain period of time and it has effect on client or patients' satisfaction and behavioural intention [7]

In order to improve service quality of the health care system patient's evaluation of service quality will play a key role to enhance the present health care system consequences, therefore, the number

of patients who will satisfy increases and patients will continue to visit their hospitals [3].

Currently, different scholars have established service quality concepts through different states but in developing countries [6] found that hospital service quality consists of 7 dimensions (Infrastructure, Personnel quality, administrative process, process of clinical care, overall experience of medical care, safety, and social responsibility [12]. also developed public hospital service quality based on 5 dimensions which is used almost all over the world: discharge process, overall service, admission, medical service, and social responsibility.

Hospitals service quality can be measure by different dimension firstly admission criteria of the hospital like hospitals will give prompt discharge to their patients and hospitals should be willing to help the patients. It is also important of any hospital to have knowledgeable and experience doctors, nurses and other medical staff to improve their service quality. Hospitals should also have the ability to handle emergency situation well and give quick service to their patient.

Hospitals should also have to keep their environment clean and free of hazards to prevent hospital acquired infection. One of the most important things for any hospitals to improve their service quality is to focus on the patients problems and show interest to solve it.

Patient satisfaction is totally depending on service quality which conforms to the needs and requirements of the patient. Better the service conformance to the needs and requirements of the patients, the healthier is the service quality and therefore the more is the patient satisfaction and loyalty [11].

When the meets of the Patients are fulfilled and the service provided by the hospital is according to their expectation then patients are satisfied with the apparent act. Patients will be satisfied only when the hospital apparent performance according to patient's expectations of services. When the services provided are not according to patient's expectation, patients are dissatisfied [18]. Up-to-date health care method, effective indoor services, good technical facilities, concern for patient participation, satisfaction of patients from supporting staff and doctors and visiting hospital for all treatments [11]. So, in any hospital, patients' satisfaction shows a significant role in assessing the quality of care and continuing their services [10].

Patients will be satisfied only from the service quality of the hospital if the indoor service provided to the patients are satisfactory and health care members like doctors and nurses are honourable to their duties and response to the patients what they want and listen them carefully. Patients will be fully satisfied if the overall technical facilities like, blood bank, X-ray facilities provided to him and their expectation from the hospital meets in a good manner.

Behaviour of the patients is another factor which is also greatly affected by hospital service quality, patients continue their relationship with the hospital or not. Those patients who are satisfied from the hospital recommend their relatives to continue their treatment in the same hospital [13]. Noted in his study that satisfaction of patients meaningfully effect patients' purpose to return to a hospital. If a patient is happy with the overall process of the hospital like admissions, discharge, treatment etc. As a result patient will continue their visit to the same hospital and return to that hospital for further treatment [15].point out in his study that many people like family members, neighbours and peers have key effect on future clients when they making decisions to select a hospital, and suggestion from friends and family member are very important for patients to select any hospital for treatment [6].

Every action have a reaction, same like that if the hospitals provide better service quality to their patients and doctors and nurses are always present to support the patients then the patients behaviour will be change and give good response and come to the hospital for next time treatment. If the behaviour of the doctor and nurses are good then they will affect the patient's behaviour. Because behaviour of any person can depend how you will treat him.

In any medical services when patients are satisfied then it is a key factor of significant status in the process of upholding and building relationships [1]. Therefore, improving behavioural intention is very important force for any hospital in maintaining a long-term relationship with their patients.

- To identify the effect of hospital service quality on patients satisfaction.
- To investigate the effect of hospital service quality on patients behaviour intention of doctors and nurses.

What is the effect of hospital service quality on patient's satisfaction?

What is the effect of hospital service quality on patient's behaviour intention of doctors and nurses.

It is observed in many hospitals especially in public hospitals that there is no proper implantation of standard service quality of care and therefore the patients and their family are not satisfied with the care provided to him and also there is no behaviour intention in public hospitals to maintain or build a long-term relationship with the patients [10]. So, the current study goes to identify the effect of hospital service quality and its effects on patient satisfaction and behavioural intention.

Behaviour of nurses and doctors are very important to provide service quality to the patient for their satisfaction. Finding of this study would enable organization to enhance its good image and improve the service quality of the hospital by knowing the gaps in its service quality and behavioural intention of nurses and doctors towards their patients.

After conducting this research, data will be prepared with higher authority by arranging a meeting. This study will also helpful for patients as they will receive the quality care which has beneficial effects on their health

“Results of an assessment process where the clients compares his beliefs with the service he has received [16]. Patient's satisfaction is meeting the Patient's expectations of services by comparing with the perceived performance. If the perceived performance

matches patient's expectations of services, they are satisfied

Significant growth has been done in the literature concentrating on how to measure the Service quality, but there are variety of ways to assessed service quality at any hospital industry can be [3]. Responses from patients and data on satisfaction levels is one of the method to assess service quality while others measure service and clinical quality as well as proficiency of care [5]. Patient expectations and satisfaction is the most important, because both medical outcome and patient satisfaction and behavioural intention can be affected by various factors [7]. describe in his study that the patient's perception about the service quality positively effect hospital choice; it is not easy for patient to recognize the level of service quality given to him because hospital is a complex setting that is new in all its characteristics which may include various tools to assess or measure service. For example, due to lack of knowledge and skill patients do not properly judge quality of medical service for the practical aspects of services, such as surgeon's skills or practitioner's diagnostics. Patients are easily measure functional quality dimensions, such as lab cleanliness, than practical quality aspects. Furthermore, to make effective service quality in the hospital, institute is required to know the flora of service quality and how to apply and regulate it in the context of hospital culture [7, 17] clear in his study that quality of healthcare system can be improved through social acceptability, standards of efficiency and cost effectiveness. In the idea of social acceptability, the patient's insight is clearly highlighted. By assessing mortality and morbidity, a health system can only provide independent assessment of its capability [17].

Aagja *et al.* [14] emphasized in his study that scales are added to account for hospital-specific characteristics. Although gaining information about practical problems on patients/customer expectations, more studies continue to use the "gap model." This model allows the documentation of softness and powers in specific quality attributes. Henceforth, the "gap model" of service quality has been adopted for the present research [14].

A study conducted in Turkey on patient's satisfaction to identify the problems and areas that need improvement, to formulate quality improvement objectives, to occasionally measure the effect of changes and improvement activities, and to make monitoring tools that can be used by hospital administration and by other medical, nursing, logistics and operation staff. Though, because of these evaluations in recent decades have shown that patient's satisfaction remains at high levels in our hospital network. To confirm the better service quality, we

began to search for new patient's satisfaction assessing tools/methods [5].

Gill *et al.* [9] mention in his study that patients satisfaction are intellectual style, warmly influence, and verbal perception of the patients, moreover, they also highlighted that the interactive associations among the medical staff and patients is important cause of patients satisfaction . Similarly, the quality of the association among patients and care provider has a significant influence on the patient satisfaction measure [9].

Lehman *et al.* [22] mention in his study that patients are often unable to assess the practical quality of services especially medical services appropriately and as these services are main in self-assurance qualities useful value is usually the chief reason of patients' insights of quality. The growing symbol to offer that this apparent quality is the only important movable working clients perceptions of worth, and they, in turn, disturbs their aim to come back to the hospital or purchase products or services.

Singh Gaur *et al.* [8] conducted a study in which he found a significant association between behavioural intention and patient satisfaction. The finding suggests that when the confidence of the increase then it will enhance the satisfaction relationship with the doctors and ultimately patient's behaviour will be improve. Subsequently, the study also rolls out that if the patients are satisfied from the doctors then these patients will meaningfully return to the same hospital for treatment. So patients behaviour will be improve base on fast experience to the service provided by the hospital [8].

National Health Policy [23] stated that most of the health care organization is far from satisfaction and they do not care that patients are satisfied or not. In most of the health care organization the outdoor facilities is inadequate because of less number of medical staff is present than required by standards, budget is inadequate to meet the demand, instrument mostly old and out of work and the building are too old and were in run down state. Same situation is for indoor treatment facilities, essential drugs are not available or less in number, instruments used were too old, less number of beds in the wards, which leads to congestion, and therefore service quality care, are not provided to the patients. Outcome of such insufficient services patients' expectation are not meet and hence will not be satisfied from the hospital service quality which results in decline in their behavioural intention (National Health Policy).

Tam J.L., [19] show in his study that clients will be satisfied only when the hospitals use effective methods to solve their problems. This describes that

hospitals must be aware of the patient's problem and provides fast treatment to solve it. In this case, behavioural of the patients was based on interest to suggest the same hospital to others, and to inform other people about the benefits of the hospital and come back to the same hospital for future treatment [19].

MATERIAL & METHODS

Descriptive cross sectional study design was used to investigate the effect of hospital service quality on patient's satisfaction and behavioural intentions in public hospitals Lahore. The site of the study was Lady Willingdon Hospital, Lahore. Targeted population of the study was the patients of Lady Willingdon Hospital, Lahore. Simple size for this study was 171 patients calculated according Slovin's formula $n = \frac{N}{1 + (N)(E)^2}$ “

The study was done through convenient sampling method. All indoor admitted patients of Lady Willingdon Hospital, Lahore were including were including in this study. All other patients of Lady Willingdon Hospital, Lahore were excluding from the current study.

Self-administered questionnaire were used as a tool and were adopted from different articles. Questionnaire will be adopted from three different articles. The questionnaire to measure service quality in public hospital will be adopted from article published in International Journal of Pharmaceutical and Healthcare Marketing [12]. The questionnaire to measure patient satisfaction will be adopted from another article

published in Journal of Indian Business Research [11]. The questionnaire to measure behavioural intention will be adopted from article published in Journal of Applied Psychology [20]. A five likert scale questionnaire was used to investigate the effect of hospital service quality on patient's satisfaction and behavioural intentions in public hospitals Lahore.

Questionnaires were distributed among 171 participants for the purpose of collecting data through convenient sampling method. Complete instructions were given to the participants about the questionnaire to fill and return the questionnaire to best of their ability. After that the data were analysed through spss and different tables, charts were computed.

Sufficient information was given to the participants about the research with the help of consent form and this was accomplished through a letter attach to the questionnaire. Confidentiality of the participants was keep by providing information.

RESULTS AND DISCUSSION

Demographic data analysis & results

Data analysis chapter consist of three parts. Demographic analysis was analysed firstly. Three variables were used for descriptive analysis. One was independent variable (Service Quality) and two were dependent variables (Patient Satisfaction and Behavioural Intention). It tells us about the effect of hospital service quality on patient's satisfaction and behavioural intentions in public hospitals Lahore.

Table-1: Demographic characteristic of Patients (n=171)

		Frequency	Percentage
Gender	Male	0	0%
	Female	171	100%
	Total	171	100%
Age	20-25yrs	13	7.6%
	26-30yrs	66	38.6%
	31-35yrs	53	31%
	36-40yrs	39	22.8%
	Total	171	100%
Qualification	Illiterate	116	67.8%
	Literate	55	32.2%
	Total	171	100%
Marital Status	Married	171	100%
	Unmarried	00	00%
	Total	171	100%

Data was collected from female Patients only. Total no of 171, respondents from LadyWillingdon Hospital, Lahore was contributed in the research. According to table 1, all participants were female and contributing of 171 (100%).

The range of patients' age was between 20 to 40 years. According to data received from patients (Table 1) below analysis is found that the mostly selected sample was based on 26-30 years of students which were 66 (38.6%) and the 31-35 years 53 (31%), 36-40 years of age were 39 (22.8%) and some patients 20-25 years old age were 13 (7.6%).

Respondent qualification represents (Table and Fig 3) that all most of the respondents were illiterate 116 (67.85) and some the respondents were literate which

were 55 (32.2%) in numbers. Table no 1 shows that all of the respondents 171 (100%) participating in this study was married.

Table 1: Service Quality

Sr.no	<i>SERVICE QUALITY</i>	SD	DA	NEU	A	SA	Total
1	Hospitals will give prompt discharge to their patients.	11 (6.4%)	29 (17%)	22 (12.9%)	66 (38.6%)	43 (25.1%)	100%
2	The employees handling admission in hospitals should be polite.	11 (6.4%)	20 (11.7%)	34 (19.9%)	54 (31.6%)	52 (30.4%)	100%
3	Hospitals handled emergency situations well.	00 (00%)	45 (26.3%)	27 (15.8%)	56 (32.7%)	43 (25.1%)	100%
4	Hospitals have well-functioning ambulance service.	84 (41.9%)	10 (5.8%)	17 (9.9%)	41 (24%)	19 (11.1%)	100%
5	Hospitals have knowledgeable and experience doctors.	01 (0.6%)	54 (31.6%)	42 (24.6%)	50 (29.2%)	24 (14%)	100%
6	Hospitals have knowledgeable and experience nurses.	00 (0.0%)	23 (13.5%)	31 (18.1%)	73 (42.7%)	44 (25.1%)	100%
7	Hospitals have knowledgeable and experience staff members.	11 (6.4%)	22 (12.56%)	32 (18.7%)	74 (43.3%)	32 (18.7%)	100%
8	Hospitals take precautions to prevent hospital acquired infection to the patients.	68 (39.8%)	19 (11.1%)	14 (8.2%)	20 (11.7%)	50 (29.2%)	100%
9	Materials associated with services will be visually appealing in hospitals.	19 (11.1%)	14 (8.2%)	20 (11.7%)	88 (51.5%)	30 (17.5%)	100%
10	When patients have problems, excellent hospitals will show a sincere interest in solving it,	4 (2.3%)	36 (21.1%)	35 (20.5%)	51 (29.8%)	45 (26.3%)	100%
11	Hospitals have clean washroom, cleans room/wards without foul smell.	8 (4.7%)	47 (27.5%)	23 (13.5%)	53 (31.0%)	40 (23.4%)	100%
12	Hospitals will give prompt service to customers.	42 (24.6%)	24 (14%)	26 (15.2%)	52 (30.4%)	27 (15.8%)	100%
13	Hospitals will always willing to help patients.	14 (8.2%)	46 (26.9%)	38 (22.2%)	41 (24%)	32 (18.7%)	100%
14	Hospitals will never be too busy to respond to patient's request.	6 (3.5%)	24 (14%)	15 (8.8%)	63 (36.8%)	63 (36.8%)	100%
15	Hospitals have the best interest in hearts.	20 (11.7%)	35 (20.5%)	33 (19.3%)	58 (33.9%)	25 (14.6%)	100%
16	Patient of hospital will be given prompt discharge.	23 (13.5%)	27 (15.8%)	25 (14.6%)	63 (36.8%)	33 (19.3%)	100%
17	Employees of hospital will explain precaution to be taken by patients after discharge.	2 (1.2%)	16 (9.4%)	28 (16.4%)	74 (43.3%)	51 (29.8%)	100%
18	Hospitals should provide good service at reasonable cost, but not at the expense of quality.	4 (2.3%)	11 (6.4%)	22 (12.9%)	82 (48%)	52 (30.4%)	100%
19	Employees of hospitals should have a sense of responsibility,	00 (00 %)	45 (26.3%)	36 (21.1%)	38 (22.2%)	52 (30.4%)	100%

For the better exploration of effect of the service quality category is divided into 19 subthemes. In context of service quality, Table no. 1 reported a high

level of about 43 (25.1%) of participants were strongly agree and 66 (38.6%) are agree, 22 (12.9%) were neutral, 29 (17%) disagree and 11 (6.9%) were strongly

disagree that hospitals will give prompt discharge to their patients.

Table no.1 also reveal that most of the responded were agree 54 (30.4%) and 52 (31.6%) were strongly agree about the question. 34 (19.9%) were neutral about the above question. Some Female were disagree 20 (11.7%) and 11 (6.4%) were strongly disagree about the above 2nd question.

Response of the participants to the 3rd question in which most of the participants were strongly agree 43 (25.1%) and 56 (32.7%) were agree to the statement. 27 (15.8%) of the participants were neutral and 45 (26.3%) were disagree to the question that hospital handled emergency situation well.

Table 1 reveal that maost of the participants were agree. 41 (24%) and 19 (11.1) were strongly agree that hospitals have well functioning ambulance service. The neutral participants about the question were 17 (9.9%) , 10 (5.8%) were disagree and most of the responded were 84 (strongly disagree (9.3%) strongly disagree 84 (49.1%)out the statement.

Above the table also shows that most of the respondents 50 (29.2%) were response to agree and 24 (14%) were response to strongly agree which show positive response to this question. 42 (24.6%) respondents were neutral about this statement. And 54 (31.6%) respondents were response to disagree and only 1 (.6%) were strongly disagree to above statements.

Above given table describe the response of 6th question which 73 (42.7%) of the respondents were agree and 44 (25.7%) were strongly agree that hospitals have knowledgeable and experience nurses, 31 (18.1%) of the respondents were neutral, 23 (13.5%) were disagree about the question and response to question no 7th.

Show that much of the participants 74 (43.3%) were agreed and 32 (18.7%) were strongly agreed and show positive response. They say that hospitals have knowledgeable and experience staff members. 32 (18.7%) of participants were neutral, 22 (12.9%) of respondents disagree and 11 (6.4%) were strongly disagree agree to this statement, Response to question "Hospitals take precautions to prevent hospitals acquired infection to the patients". In which most 50 (29.2%) of respondents were respond strongly agree and 20 (11.1%) of the respondents were agreed to this statement. 14 (8.2%) of respondents are neither agree nor disagree to the statement. Only 19 (11.1%) of the respondents were disagree and 68 (39.8%) of the respondents were strongly disagree to the question.

In response to 88 (51.1%) of respondents respond to agree and 30 (17.1%) were strongly agree which show positive response that materials associated with services will be visually appealing in hospitals. 20 (11.7%) of respondents are neutral about this statement, 14 (8.2%) of respondents were disagree and only 19 (11.1%) were strongly disagree to the statement.

In question 10 mostly participants 51 (29.8) were agree and 45 (26.3%) of the participants were strongly agree to the above mention statement. And 35 (20.5%) were response to neutral and 36 (21.1%) of the participants were disagree and only 4 (2.3) were strongly disagree. To illustrate response to 11th question in which 53 (31%) were agree and 40 (23.4%) were strongly agree to the statement. Very little number of the students were neutral which was 23 (13.5%) and 47 (27.5%) were disagree and 8 (4.7%) were strongly disagree to the above mention statement. And responses to 12th the participants to the above question in which 41 (24%) of the participants respond to agree and 32 (18.7%) to strongly agree which show these participants believe that hospitals will always willing to help patients. 38 (22.2%) of the students remained neutral. 46 (26.9%) of students stayed disagree and 14 (8.2%) was strongly disagree to the statement. In question 12th Response to question 13 show that 41(24%) of participants the respond to agree and 32(18.7%) to strongly agree which show that these participants believe that hospital will always willing to help patients. 38(22.2%) of the patients remain neutral. 46 (26.9%) of patients stayed disagree and 14(8.2%) was strongly disagree to the statement. Question no 14 predicted response of respondents in which 63 (36.8%) were strongly agree and agree respectively 15 (8.8%) of respondents were neutral about this question. 24 (14%) of the respondent's response to disagree and 6 (3.5%) of the respondents were strongly disagree to this question its means that they show negative response. Table 1 show response to 15th above question in which 58 (33.9%) of the respondent's response to agrees and 25 (14.6%) were strongly agree to the question "Hospitals have the interest in hearts". 33 (19.3%) of the respondents were neutral about this question. And 35 (20.5%) of the respondents were disagree and 20 (11.7%) were strongly disagree. Response 16th question of this contrast "Patient of hospital will be given prompt". 63 (36.8%) of the respondent's response to agree and 33 (19.3%) were strongly agree to this question which were positive response. 25 (14.6%) of the respondents were neutral about this question, 27 (15.8%) were disagree and 23 (13.5) were strongly disagree to the question. response to the above question "Employee of hospitals will precaution to be taken by patients after discharge". 74 (43.3%) of the respondent's response to agree and 51 (29.8%) were strongly agree about this question. And 28 (16.4%) of the respondents were neutral, 16 (9.4%) were disagree

and 2 (1.2%) were strongly disagree to this question. response to question in which, 82 (48%) respondents were response to agree and 52 (30.4%) was response to strongly agree. And 22 (12.9%) of the respondents were neutral, 11 (6.4%) were disagreed and 4 (2.3%) were strongly disagree to the above mention statement. response to last question of this contrasts "Employee of hospitals should have a sense of responsibility". 52 (30%) respondents response to strongly agree and 38 (22.2%) were agree to the question. 36 (21.1%) of the respondents were neutral and 45 (26.3) were disagree, they think that employee of hospitals should not have a sense of responsibility.

IN question 18, 82(48%) respondent were response to agree 52(30.4%) was response to strongly agree. And 22(12.9%) of the respondent were neutral, (116.4%) were disagree to above mention statement. Response to last question of this contrast "Employ of this hospital s should have a sense of responsibility .52(30%) respondent response to strongly agree and 38 (22.2) were agree to question.36 (21.1%) of the respondent were neutral and 45(26.3) were disagree, they think that employee should not have sense of responsibility.

Table-2: Patient Satisfaction

Sr.no	PATIENT SATISFACTION	SD	DA	NEU	A	SA	Total
1	Indoor services are satisfactory.	7 (4.1%)	49 (28.7%)	31 (18.1%)	61 (35.1%)	23 (13.5%)	100%
2	Hospital is not fully conscious of your problems.	39 (22.9%)	29 (17.0%)	32 (18.7%)	46 (26.9%)	25 (14.6%)	100%
3	Hospitals never welcome your suggestion.	08 (4.7%)	42 (24.6%)	34 (19.9%)	45 (26.3%)	42 (24.6%)	100%
4	Doctors are available throughout their duty.	7 (4.1%)	26 (15.2%)	22 (12.9%)	73 (42.7%)	43 (25.1%)	100%
5	Up-to-date health care techniques are well maintained.	18 (10.5%)	31 (18.1%)	24 (14%)	45 (26.3%)	53 (31%)	100%
6	Overall supportive facilities are excellent.	43 (25.1%)	19 (11.1%)	33 (19.3%)	62 (36.3%)	14 (8.2%)	100%
7	The technical facilities blood bank, lab, etc. are good.	5 (2.9%)	17 (9.9%)	19 (11.1%)	69 (40.4%)	61 (35.7%)	100%
8	You always visit this hospital for all types of treatments.	7 (4.1%)	15 (11.1%)	13 (8.2%)	99 (57.9%)	37 (21.6%)	100%
9	Your expectations are fully meet with regard to doctors.	14 (7.6%)	48 (28.7%)	45 (26.3%)	25 (14.6%)	30 (22.8%)	100%
10	Your expectations are fully meet with regard to nurses.	37 (21.6%)	24 (14%)	46 (26.9%)	46 (26.9%)	18 (10.5%)	100%

Table 2 show response to patient satisfaction question, Response to question 1, 61 (35.7%) of the participants respond to agree and 23 (13.5%) to strongly agree which show that Indoor services are satisfactory. 31 (18.1%) of the participants remained neutral. 49 (528.1%) of participants stayed disagree and 7 (4.1%) was strongly disagree to the statement. Repones to 2nd question of this contrast "Hospital is not fully conscious of your problem". 46 (26.9%) of the respondent's response were agree and 25 (14.6%) were strongly agree to this question which were positive response. 32 (18.7%) of the respondents were neutral about this question. 29 (17%) of the respondents show disagree and 39 (22.8%) of the respondents were strongly disagree to this question.

In response to 3rd question 45 (26.3%) of the respondent's response to agrees and 42 (24.6%) were

strongly agree to the question "Hospitals never welcome your suggestion". 34 (19.9%) of the respondents were neutral of about this question. 42 (24.6%) of the respondents were disagree and 8 (4.7%) was strongly disagree to the question and they show negative response.

Response of the participants to question 4 in which most of the participants were agree 73 (42.7%) and 43 (25.1%) were strongly agree to the statement. 22 (12.9%) of the participants were neutral and 26 (15.2%) were disagree. The participants who were strongly disagreeing to the question were 7 (4.1%).Table no 1 reveal that maost of the participants were strongly agree 53 (31%) and 45 (26.3) were agree Up-to-date health care techniques are well maintained. The neutral participants about the question were 24 (14%) , 31

(18.1%) were disagree and 18 (10.5%) strongly disagree about the statement.

Response of the participants to the 6th question in which 62 (36.3%) of respondents were response to agree and 14 (8.2%) were response to strongly agree which show positive response to this question. 33 (19.3%) respondents were neutral about this statement. And 19 (11.1%) respondents were response to disagree and 43 (25.1%) were strongly disagree to above statements.

69 (40.4%) of the respondents were agree, 61 (35.7%) were strongly agree that technical facilities blood bank, lab, etc are good in question of this contract. 19 (11.1%) of the respondents were neutral, 17 (7.9%) were disagree and 5 (2.5%) were strongly disagree.

99 (57.9%) of the respondents were agreed and 37 (21.6 %) were strongly agreed and show positive

response in question 8. They say that you always visit this hospital for all types of treatment. 13 (7.6%) of participants were neutral, 15 (8.8%) of respondents disagree and 7 (4.1%) were strongly disagree to this statement.

Fig no 35 show response to the above question in which 39 (22.8%) of respondents were respond strongly agree and 25(14.6%) of the respondents were agreed to this statement. 45 (26.3%) of respondents are neither agree nor disagree to question 9. Only 49 (28.7%) of the respondents were disagree and only 13 (7.6%) of the respondents were strongly disagree which show negative response for this question.

The 46 (26.9%) and 18(10.5%) of the participants were strongly agree to the question 10 of this contrast .And only 46 (26.9%) were response to neutral and 24 (14%) of the participants were disagree and 37 (21.6%) were strongly disagree to the above given question.

Table 3: Behavioural intention

Sr.no	Patient Satisfaction	SD	DA	NEU	A	SA	Total
1	Doctors are honest to their profession.	00 (0%)	33 (18.3%)	14 (8.2%)	56 (32.7%)	68 (39.8%)	100%
2	Nurses are always helpful and supportive.	7 (4.1%)	21 (12.3%)	24 (14%)	95 (55.6%)	24 (14%)	100%
3	Nurses are always ready to listen to what you had to say	08 (4.7%)	16 (9.4%)	30 (17.5%)	49 (28.7%)	68 (39.8%)	100%
4	Technical support staff is very friendly and helpful.	7 (4.1%)	53 (31%)	30 (17.5%)	52 (30.4%)	29 (17.0%)	100%
5	Supportive staff is always present on their job during working hours.	5 (2.9%)	36 (21.1%)	19 (11.1%)	66 (38.8%)	49 (29.9%)	100%
6	Overall attitude and behaviour of doctors are good.	16 (9.4%)	30 (17.5%)	25 (11.6%)	44 (25.7%)	56 (32.7%)	100%

Table no. 3 describes the responses of the participants to behavioural intention question. Response to question no1 "Doctors are honest to their profession". In response to this question most of the participants were strongly agree 68 (39.8%) and 56 (32.7%) were agree. Very little number of the participants were neutral which was 14 (8.2%) and 33 (19.3%) were disagree to the above mention statement.

95 (55.6%) of respondents were strongly agreed and 24 (14 %) were agree to the statement and said that nurses are always helpful and supportive. 24 (14 %) of respondents remained undecided for this statement. 21 (12.3%) of respondents were disagree and 7 (4.1%) were strongly disagree and they reported that nurses are always helpful and supportive.

68 (39.8%) of the participants were respond to strongly agree and 49 (28.7%) to agree in question 2. 30 (17.5%) of the participants remained neutral. 16 (9.4%) of participants stayed disagree and 8 (4.7%) was strongly disagree to the statement response of the respondents to 4th question of this contrast in which most of the respondents 52 (30.4%) were agree 29 (17%) were response to strongly agree. 30 (17.7%) of respondents were neutral about this question. 53 (31%) of the respondent's response to disagree and 7 (4.1%) of the respondents were strongly disagree to this question its means that they show negative response.

Response to above question in which 66 (38.6%) of the respondent's response to agrees and 45 (26.3%) were strongly agree to the question. 19 (11.1%) of the respondents were neutral of about this question.

And 36 (21.1%) of the respondents were disagree and only 5 (2.9%) were strongly disagree.

Response to 6th question of this contrast "Overall attitude and behaviour of doctors are good". 56 (32.7%) of the respondent's response to strongly agree and 44 (25.7%) were agree to this question which were positive response. 25 (14.6 %) of the respondents were neutral, 30 (17.5%) were disagree and 16 (9.4) were strongly disagree to the above given question.

REGRESSION ANALYSIS

Regression analysis was used to test the relationship between variables. To test the relation of the three variables of this study regression was used to test the relationship. In regression analysis value of r

square is mostly used to explain the amount of variance and same thing is explained by the adjusted r square but in more accurate way.

The purpose of testing the stated hypothesis, inferential statistics of Regression analysis was used.

Hypothesis 1:

H1a: There is a positive relationship between service quality and patient satisfaction.

H1o: There is a negative relationship between service quality and patient satisfaction.

Regression analysis of Service Quality with patient satisfaction:

Table-4: Model Summary of patient satisfaction

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.498 ^a	.248	.243	.359	.248	55.612	1	169	.000
a. Predictors: (Constant), Service quality									
Model		Unstandardized Coefficients		Standardized Coefficients		T		Sig.	
		B	Std. Error	Beta					
	(Constant)	1.035	.285			3.636		.000	
	Service quality	.663	.089	.498		7.457		.000	

Table no 4 shows the result of the regression analysis. Finding shows that service quality positively influence satisfaction of the patient. In the given table the value of beta .498 ($p=.000$) showing positive association between service quality and patient satisfaction. The value of adjusted R^2 predict that 24 % ($p < .001$) of change cause by service quality in patient satisfaction. So alternative hypothesis which states that there is positive relationship between service quality and patient satisfaction was accepted and null hypothesis was rejected.

Hypothesis 2

H2a: There is a positive relationship between service quality and behavioural intention.

H2o: There is a negative relationship between service quality and behavioural intention of doctors and nurses.

Regression analysis of service quality with behavioural intention

Table-5: Model Summary of behavioural intention

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.100	.010 ^a	.04	.274	.010	1.701	1	169	.194
b. Predictors: (Constant), Service quality									
Model		Unstandardized Coefficients		Standardized Coefficients		T		Sig.	
		B	Std. Error	Beta					
	(Constant)	3.540	.217			16.308		.000	
	Service quality	.088	.068	.100		1.304		.194	

Table no 5 shows the result of the regression analysis. Finding shows that service quality positively influence behavioural intention. In the given table the value of beta .100 ($p=.000$) showing positive association between service quality and behavioural intention. The value of adjusted R^2 predict that 4 % ($p < .001$) of change cause by service quality in behavioural intention. So alternative hypothesis which states that there is positive relationship between service quality and behavioural intention was accepted and null hypothesis was rejected

DISCUSSION

This cross sectional study investigates the effect of hospital service quality on patient's satisfaction and behavioural intentions among 171 patients in Lady Willingdon Hospitals Lahore. Finding of this study indicated that hospital service quality greatly affect the patients satisfaction and their behavioural intention. Finding also show that most of the respondents 66 (38.6%) were agree and 43 (25.1) were strongly agree that hospital will give prompt discharge to their patients and 73 (42.7%) were agree and 44 (25.7) were strongly agree that hospital have knowledgeable and experience nurses. Response of the participants also show that most of the participants 88(51.5%) were agree and 30 (17.5) were strongly agree that materials associated with services will be visually appealing to hospitals. Responses from the participants that hospitals must be always willing to help the patients were mostly agreeing and strongly agree. The patients who take part in the study also agree that hospital should always be focus on patient's problems and concentrate to solve it and should never be too busy.

So finding of the current study show positive response toward service quality question in which almost respondent's response to agree and strongly agree that if the service quality of the hospital is better than the patients will be satisfied

According to [7], Service quality of any hospitals like hygienic condition of the hospital, good internal atmosphere for patients, arrangement for natural light, quiet environment of the ward wards, clean wards and proper placement of beds are important ambient items. If these things are arrange properly they will affect 60% of the patients to come back to this hospital for treatment. Other things like availability pure drinking water, oxygen services, availability of telephone service for patients, well-equipped operating theatres and good technical services affect the 70% of the patients to be satisfied from the hospitals. Availability of these things leads to best service quality provided by the hospital to their patients. Finding of the study also indicate that proficiency or expertise of staff is comparatively more important in terms of degree of

service quality followed by attitude and behaviour and process quality [7].

Patient satisfaction is greatly affected by the hospital service. In the current study almost participants 61 (35.7%) were agree and 49 (28.7%) were strongly agree that they are satisfied from the indoor service of the hospital. Likewise, response to another question of patient satisfaction 53 (31%) of the responded were strongly agree and 45 (26.3%) were agree that Up-to-date health care techniques are well maintained. Finding of the current study shows that most of the patients were satisfied from the service provided by the hospitals to them because the doctors and nurses were helpful and supportive and always available for the patients. Through regression analysis it is also proved that if the service quality provided to the hospital is good then patients will be satisfied more its means that there is positive relationship between service quality and patient satisfaction

Finding of the current study is supported by [7] discusses the finding of his study that better service quality lead to patient satisfaction. The purpose is to satisfy the patients through present good health care technique, concern for patient participation, good practical facilities, effective indoor services, satisfaction with supporting staff and doctors and visiting hospital for all treatments. Study findings indicate that building effective trust, giving value, and known doctors are important components of patient satisfaction. The satisfaction, when examine individually, direct that service providers need to look concretely into the service quality dimensions to improve service quality. Minimum waiting time in the hospital is also important factor [7]

Results of the study shows that when service quality is better than behavioural intention is ultimately good and patient will be satisfied. The current study reveals that most of the patients respond to strongly agree 68 (39.8%) and 49 (28.7%) were agree and show positive response that nurses are always ready to listen what you had to say. Responses to another question that technical support staff is very friendly and helpful 52 (30.4%) were agree and 29 (17%) were strongly agree. The result of the study reveals the overall responses from the participants about behavioural intention was not good and show negative response to behavioural question. Same like that regression analysis also clarify that there is negative relationship between service quality and behavioural intention which means that null hypothesis was accepted and alternative hypothesis was rejected.

Tam J.L., [19] show in his study that clients will be satisfied only when the hospitals use effective methods to solve their problems. This describes that

hospitals must be aware of the patient's problem and provides fast treatment to solve it. In this case, behavioural of the patients was based on interest to suggest the same hospital to others, and to inform other people about the benefits of the hospital and come back to the same hospital for future treatment [19].

CONCLUSION, RECOMMENDATION AND LIMITATION

From the finding of the current study it is concluded that service quality of any hospital affect patient satisfaction positively. Results also revealed that if the hospital service quality like admission criteria, discharge criteria, environment of the hospital, and behaviour of the staff with patients is good then patient will be satisfied. Better Service quality is important for any organization especially in healthcare organization. They play important roles in customer/patient satisfaction and behavioural intention. It is also concluded that, service quality positively affect behavioural intention. The results of this show that any hospital providing good service to their patients then patients will be satisfied and recommend their friends and neighbours for treatment to this hospital, so the patient ratio also increase due to good service quality

The advice for the Healthcare organization or hospitals that currently lack service quality would be that better service quality did provide to the patients in govt hospitals to satisfied patients, so they should focus on their service quality they provide. It is recommended that further research be done on effect of service quality on patient satisfaction. It is also recommended that doctors, nurses and patients perceptions also be examined to further validate the role of better service quality. Continued research of service quality in their role on patient satisfaction and behavioural intention. We must strive to learn more about how service quality promotes a healthy environment. Doctors, nurses and officials need to continue to learn how to better their service quality at any level.

This study suggests that service quality play a major role in image of the healthcare organization or hospital. Through continued research in the areas and participation of all staffs, we can continue to obtain knowledge for the betterment of the system

The main limitation of this study was shortage of time and too much less sample size 200 due to which we cannot generalize this study on whole population. The study was also restricted to one hospital. The cross-sectional design of the research was another limitation, as the data were collected at a single point of time; longitudinal studies are required to confirm the scale validation in indoor healthcare services. Further, since the study had collected data from hospitalized patients,

outdoor patients need also to be contracted in future studies to examine the suitability.

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