

Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. International Journal of Multidisciplinary Research & Reviews. 5(5).196-203.



INTERNATIONAL JOURNAL OF
MULTIDISCIPLINARY RESEARCH & REVIEWS

journal homepage: www.ijmrr.online/index.php/home

EVALUATING SERVICE QUALITY IN INDIAN GOVERNMENT
HOSPITALS: A STUDY OF PATIENT SATISFACTION AND
HEALTHCARE EXPERIENCE

Shakti Prasad Nanda¹ & Prabhuram Tripathy²

¹FMS, Sri Sri University, Cuttack - 754006, Odisha, India.

²FMS, Sri Sri University, Cuttack - 754006, Odisha, India.

How to Cite the Article: Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. International Journal of Multidisciplinary Research & Reviews, 5(5),196-203.



<https://doi.org/10.56815/ijmrr.v5i5.2026.196-203>

Keywords	Abstract
<i>Service Quality, Patient Satisfaction, Empathy, SERVQUAL, Public Healthcare, Odisha.</i>	The assessment of patients' satisfaction levels, and the knowledge of what factors influence satisfaction are very important for healthcare sector. This study investigates how perceived quality of services affects patient satisfaction and what dimension is the most significant among: tangibility, reliability, responsiveness, assurance and empathy. A cross sectional research design was used, and data were collected from 150 eligible patients in three districts of Odisha: Khurda, Jajpur and Cuttack, from December 2025 to March 2026, with the help of an adapted Assessment of Service Quality questionnaire. Multiple regression analysis and ANOVA were used to test the study hypothesis. Findings showed that there was a statistically significant effect of health service quality on patient satisfaction. Empathy, tangibility and responsiveness had the greatest impact of the five dimensions. The results indicate that interpersonal care and emotional understanding play a more critical role than physical aspects of service delivery in shaping patient satisfaction. The study concludes that enhancing



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*. 5(5).196-203.

empathy in healthcare services should be a priority for government hospitals, particularly through training doctors in interpersonal and communication skills to strengthen the doctor–patient relationship and improve overall healthcare outcomes.
--

Introduction

Service providers are progressively facing a wide range of challenges. These challenges are social, financial, political, regulatory, and cultural in nature. At the same time, they are under increasing pressure to achieve greater efficiency, deliver better quality services, and reduce costs. Health care institutions have to go beyond a medical view and replace it with a holistic social approach to healthcare. Precise diagnosis and treatment are not enough. Patients evaluate healthcare services based on how well those services perform and meet their expectations. It is widely argued that a patient-centered approach is the foremost among the five key attributes of healthcare quality. Sofaer, S., & Firminger, K. (2005).. Several studies in India have examined how service quality influences patient satisfaction in healthcare settings. However, to the best of our knowledge, no similar study has been carried out in the districts of Khurda, Jajpur, and Cuttack. Service quality in healthcare has gained significant attention in India due to increasing patient awareness, competition between public and private hospitals, and the need to improve patient satisfaction. Murti, A., Deshpande, A., & Srivastava, N. (2013). Researchers have extensively examined hospital service quality in government hospitals using models such as SERVQUAL, focusing on dimensions like tangibles, reliability, responsiveness, assurance, and empathy. Setiono, B. A., & Hidayat, S. (2022)

Literature review

The quality of healthcare has become one of the most significant concerns in the health services sector today. One of the challenges for healthcare administrators is always to enhance – if not maintain – care quality and to keep costs under control. Therefore, identifying, quantitating and improving the quality of health care has become an important priority. Competitive institutions work to provide more care, at lower costs, while maintaining the quality of care to patients when healthcare organizations are increasingly being put under pressure to provide more care at lower expenses. Parasuraman et al., (1985) pointed out that delivering excellent service is not only beneficial for customers but also highly profitable for organizations. High-quality service helps attract new customers, encourages repeat business from existing customers, reduces customer loss, protects organizations from intense price competition, and minimizes service errors that require costly corrections. Building on this idea. Cronin and Taylor (1992) have evaluated how service quality and customer satisfaction influence behavioral intentions. Their findings showed that customer satisfaction has a stronger and more consistent impact on future purchase intentions than service quality alone. In the healthcare sector. Eleuch (2011) highlighted that patient loyalty depends not only on the technical quality of care but also on patients’ first impressions of hospital staff and



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*. 5(5).196-203.

the overall service environment. In general, research on behavioral intentions suggests that when patients are highly satisfied with a hospital, they are more likely to return for future treatment and to recommend the hospital to others through positive word-of-mouth. Garman et al., (2004) point out that there is a strong and positive relationship between patients and their doctors significantly increases the likelihood that patients will return to the same hospital for future treatment. Over time, patients form attitudes toward healthcare providers based on their previous experiences, and these attitudes often translate into loyalty. Gaur et al., (2011) found a significant relationship between patient satisfaction and loyalty, suggesting that when patients feel confident in their doctors and are satisfied with the care they receive, they are more likely to develop long-term loyalty to the hospital. Kessler and Mylod (2011) investigated the effect of patient satisfaction on the likelihood of returning to a hospital and found a statistically significant association between satisfaction and loyalty. Although the overall effect was modest, their study highlighted that a positive hospitalization experience plays an important role in encouraging patients to return for future care. Parasuraman et al., (1988) have reported that a positive relationship has been found between perceived service quality and customers' behavioral intentions. In particular, higher levels of service quality are strongly associated with favorable word-of-mouth, with satisfied customers being more likely to recommend the service to others. One of the foundational studies by Panchapakesan, Rajendran, and Lokachari (2009) developed a conceptual framework for measuring service quality in Indian hospitals. The study emphasized that service quality should be evaluated not only from patients' perspectives but also from attendants (family members), highlighting a broader stakeholder approach. It proposed customized instruments to capture healthcare-specific dimensions beyond traditional models.

Similarly, recent systematic reviews using PRISMA guidelines have reinforced that service quality in Indian hospitals is multidimensional and strongly linked with patient satisfaction and loyalty. These studies integrate SERVQUAL dimensions with additional outcomes like satisfaction and behavioral intentions. The SERVQUAL model has been widely used in India to assess hospital service quality. Kansra and Jha (2016) used SERVQUAL in hospitals in Jalandhar and showed that the five dimensions of the SERVQUAL do not seem to capture the Indian health care situation well. Their study found that the model could be reduced to four key dimensions which represented the contextual variations in service quality perception. In a study conducted by Naskar et al., (2016) in hospital in rural area of West Bengal, they emphasized on the significance of expectation–perception gap in the satisfaction of the patients. They concluded that service delivery gaps play a critical role in enhancing quality of services. The results of these studies indicate that SERVQUAL is an accepted and widely used tool, but sometimes needs to be adapted to the Indian healthcare environment. Numerous studies have confirmed that service quality and patient satisfaction are related. According to a study performed in Telangana by Senapati et al., (2023), the quality of healthcare services is a crucial factor that affects patients' satisfaction and loyalty. Patient satisfaction was also revealed as a mediator between service quality and loyalty.



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*. 5(5).196-203.

Objectives of the Study

This study addresses two major research objectives:

- To examine the impact of perceived service quality on patient satisfaction.
- To determine which of the five service quality dimensions (tangibility, reliability, responsiveness, assurance, and empathy) has the greatest influence on patient satisfaction.

Methods

The study was carried out on 150 eligible patients in three districts of Odisha namely Khurda, Jajpur and Cuttack from December 2025 to March 2026. The ages varied between 18-61 years. Adults, 18 years and above, attending in government hospitals for healthcare services within the last 12 months were included in the study. Informed consent was obtained before the data collection process began to ensure ethical standards and protect participant confidentiality. The participants were told that their answers would be confidential and would not be used for other than academic purposes. The questionnaires were sent with a cover letter which contained information on the purpose and the importance of the study, on the rights of the participants and on how to fill in the questionnaire. The respondents were selected using convenience sampling technique. The researcher distributed 190 questionnaires and all were collected upon completion. The responses were screened for completeness and suitability and 150 questionnaires were selected for analysis, with an effective response rate of 78 per cent. A cross sectional research design has been used in this study, where data was collected at one point in time. A modified version of SERVQUAL instrument developed by Parasuraman and his colleagues was used to assess the quality of healthcare services. This instrument has been extensively used and validated in hospital contexts, showing high reliability and validity in the measurement of service quality in healthcare contexts. The SERVQUAL model was developed to measure service quality on five dimensions. Tangibility is related to the physical facilities, medical equipment and the look of hospital staff. Reliability is the ability of the hospital to deliver promised services in an accurate and consistent manner. Responsiveness relates to the acceptance of staff help and their promptness in providing services. Assurance is about the knowledge, courtesy and competence of employees to inspire trust in and confidence. Empathy reflects how caring and individualised hospitals are toward the patient.

Responses were measured using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). The internal consistency of the measurement scale was assessed using Cronbach’s alpha in SPSS. Multiple regression analysis was then conducted to examine the effect of overall health service quality on patient satisfaction and to identify which of the five SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—had the strongest influence on patient satisfaction. Statistical significance was evaluated at the 1 percent level ($p < 0.01$).



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*, 5(5),196-203.

Results

Internal consistency was calculated through Cronbach alpha in order to validate the reliability of the survey's scale. The analysis shown that reliability for subscales ranged from 0.70-0.80. The summed scale showed a 0.94 coefficient. This indicates the internal consistency for the survey's scales believed sufficient.

Table 1: Overall Impact of Health Service Quality on Patient Satisfaction (Multiple Regression Results)

Model	R	R ²	Adjusted R ²	F-value	Sig. (p value)	Conclusion
Health Service Quality → Patient Satisfaction	0.72	0.52	0.50	32.85	0.000	Significant

The model explains 52% of the variance ($R^2 = 0.52$) in patient satisfaction. The ANOVA result ($p = 0.000 < 0.01$) indicates that the overall model is statistically significant. Multiple regression analysis was carried out. Analyze the variance which revealed that the overall result was statistically significant ($p=0.000$) (Table 1). The beta-weights (Beta) indicates that the empathy dimension had the greatest influence on patient satisfaction ($\beta=0.476$), followed by tangible ($\beta=0.198$), and responsiveness dimensions ($\beta=0.164$) (Table 2).

Table 2: Impact of Service Quality Dimensions on Patient Satisfaction

Dimension	Beta (β)	Standard Error	t-value	Sig. (p-value)	Rank
Empathy	0.476	0.072	6.61	0.000	1
Tangible	0.198	0.065	3.05	0.003	2
Responsiveness	0.164	0.058	2.83	0.005	3
Reliability	0.092	0.061	1.51	0.134	4
Assurance	0.078	0.059	1.32	0.189	5

Discussion

The findings of the present study are consistent with the growing body of research on health service quality and patient satisfaction, particularly in the Indian healthcare context. The ongoing initiatives undertaken by the Government of Odisha to strengthen the quality of public healthcare services may



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*. 5(5).196-203.

have contributed to the positive outcomes observed in this study. Overall, the results indicate that patients who perceive a higher level of service quality tend to report greater satisfaction with the healthcare services they receive. Empathy was the best predictor of patient satisfaction of the five SERVQUAL dimensions, followed by tangibility and responsiveness. This implies that patients have a high value on being treated with care, respect and personal attention. By listening to patients, demonstrating concern and meeting their needs on a personal level, healthcare providers can help patients feel satisfied with their overall experience. Other factors are the physical appearance of the hospital, the state of the hospital facilities, the availability of equipment, and the professional appearance of doctors and staff, as these also affect the patients' perceptions. Similarly, staff's willingness to assist and their ability to do so positively are key to patient satisfaction. These results are consistent with previous research that highlights the significance of interpersonal care and the service context in healthcare services. The effects of assurance and reliability were comparatively lower but it should not be taken as a lack of importance. Knowledge and courtesy of health care professionals, being able to inspire trust and confidence, and being able to deliver services accurately and consistently continue to be important aspects of quality health care. Instead, the findings indicate that there is a need to strengthen the aspects of empathy, infrastructure of the hospital and the responsiveness of staff members in government hospitals so as to achieve better patient satisfaction results. There are several limitations to this study. First, due to the cross-sectional study design, data was only collected once, and changes in patient satisfaction over time was not measured. Secondly, other factors besides the ones used in this study can affect patient satisfaction. Lastly, the conclusions of this research cannot be generalized to all government hospital patients because of the use of convenience sampling. Nonetheless the study gives some insights into what are the main aspects of service quality that have the most significant impact on patient satisfaction, and some useful tips to improve the delivery of healthcare in public hospitals.

Conclusion

Interpersonal skills of doctors and other healthcare personnel in government hospitals and policies makers should be emphasized more. It is crucial to emphasize patient-centered skills during training, including giving care one-on-one, actively listening and communicating, and demonstrating empathy and respect to patients. Genuine interest and concern of patients can make a huge difference in enhancing the experience without additional monetary investment. Special attention should be paid to enhancing the tangible dimensions of healthcare services and their delivery, such as the quality of medical infrastructure, equipment, and the appearance and performance of healthcare providers and support staff. While reliability and assurance are key hard elements of service quality, the softer aspects such as empathy and responsiveness need to be emphasised by healthcare institutions, and also to be retained at a high level. Through a holistic strategy to service quality, hospitals can improve patient satisfaction, create a more loyal patient base and cultivate enduring relationships with their communities. In order to achieve these enhancements, the hospitals must also adopt a more



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*, 5(5), 196-203.

contemporary and efficient management style that focuses on providing quality service and patient satisfaction.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

SOURCES OF FUNDING

The authors received no financial aid to support for the research.

REFERENCES

- Cronin Jr., J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56, 55–68.
- Elbeck, M. (1987). An approach to client satisfaction measurement as attribute of health service quality. *Health Care Management Review*, 12(3), 47–52.
- Garman, A.N., Garcia, J. and Hargreaves, M. (2004), “Patient satisfaction as a predictor of return-to-provider behavior: analysis and assessment of financial implications”, *Quality Management in Health Care*, Vol. 13 No. 1, pp. 75-80.
- Gaur, S. S., Xu, Y., Quazi, A. and Nandi, S. (2011), “Relational impact of service providers’ interaction behaviour in health care”, *Managing Service Quality*, Vol. 21 No. 1, pp. 67-87.
- Kessler, D. P., and Mylod, D. (2011), “Does patient satisfaction affect patient loyalty?”, *International Journal of Health Care Quality Assurance*, Vol. 24 No. 4, pp. 266-273.
- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988), “SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality”, *Journal of Retailing*, Vol. 64, No. 1, pp. 12-40.



Shakti Prasad Nanda & Prabhuram Tripathy (2026). Evaluating Service Quality in Indian Government Hospitals: A Study of Patient Satisfaction and Healthcare Experience. *International Journal of Multidisciplinary Research & Reviews*, 5(5), 196-203.

Padma, P., Rajendran, C., & Sai Lokachari, P. (2010). Service quality and its impact on customer satisfaction in Indian hospitals: Perspectives of patients and their attendants. *Benchmarking: An international journal*, 17(6), 807-841.

Kansra, P., & Jha, A. K. (2016). Measuring service quality in Indian hospitals: an analysis of SERVQUAL model. *International Journal of Services and Operations Management*, 24(1), 1-17.

Naskar, P., Naskar, S., & Roy, S. (2016). Assessment of patient's satisfaction regarding the service quality of a rural hospital of Burdwan district, West Bengal, India. *International Journal of Community Medicine and Public Health*, 3(8), 2222.

Senapati, S., & Panda, R. K. (2023). Enriching healthcare service quality by leveraging service experiences in Indian private hospitals: application of fuzzy-AHP approach. *International Journal of Quality & Reliability Management*, 40(10), 2301-2325.

Sofaer, S., & Firminger, K. (2005). Patient perceptions of the quality of health services. *Annual review of public health*, 26(1), 513-559.

Murti, A., Deshpande, A., & Srivastava, N. (2013). Service quality, customer (patient) satisfaction and behavioural intention in health care services: exploring the Indian perspective. *Journal of Health Management*, 15(1), 29-44.

7. Parasuraman A, Zeithaml V, Berry L. Servqual. Alternative scales for measuring service quality? A comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing* 1994; 70: 193-199.

Setiono, B. A., & Hidayat, S. (2022). Influence of service quality with the dimensions of reliability, responsiveness, assurance, empathy and tangibles on customer satisfaction. *International Journal of Economics, Business and Management Research*, 6(09), 330-341.

