

A Study on General Public Opinion Towards Service Promoted by KMCH Hospital in Coimbatore City

DR. M. JAYANTHI BCS, M.COM., M.PHIL., PGDCA, PH.D.¹, NISHANTH M², RAJESH R³
^{1, 2, 3} B. Com with Information technology, Dr. NGP Arts And Science college

Abstract- This study examines patient satisfaction and service quality perceptions at Kovai Medical Center and Hospital (KMCH) in Coimbatore, Tamil Nadu, a city known as the "Health City of India." With increasing competition among multi-specialty hospitals and rising patient expectations, understanding patient feedback has become essential for healthcare providers. The research employed a convenience sampling method, collecting primary data from 128 respondents through a structured questionnaire and Google Forms. The study analyzes demographic profiles, factors influencing hospital choice, satisfaction levels across medical and non-medical services, and overall patient perceptions. Key findings reveal that the quality of doctors and the hospital's reputation are the most influential factors for choosing KMCH. While patients express high satisfaction with medical treatment, doctor expertise, and emergency services, significant concerns remain regarding waiting times, billing process clarity, and perceived cost of treatment. Approximately 59.4% of respondents consider KMCH overpriced, and 53.9% reported facing some form of grievance during their visit. Nevertheless, 60.9% of patients are willing to recommend the hospital to others. The study concludes that while KMCH maintains strong clinical credibility and trust, improvements in administrative efficiency, pricing transparency, and grievance redressal mechanisms are necessary to enhance overall patient experience and long-term loyalty.

I. INTRODUCTION

The healthcare sector has undergone a significant transformation in recent decades, evolving from a purely service-oriented field to a patient-centric industry where quality, experience, and satisfaction are paramount. In today's competitive environment, hospitals are not only evaluated on their medical expertise but also on the holistic experience they provide to patients and their attendants. Factors such as the behavior of staff, cleanliness of facilities, efficiency of administrative processes, and the overall reputation of the institution play a crucial role in shaping patient perceptions.

In a city like Coimbatore, often referred to as the "Health City of Tamil Nadu," the presence of numerous multi-specialty hospitals has intensified the competition. Patients now have a wide array of choices, making their satisfaction and loyalty a critical asset for any healthcare provider. KMCH (Kovai Medical Center and Hospital) is one of the premier healthcare institutions in the region, known for its advanced technology and specialized care. However, even leading hospitals must continuously assess patient feedback to maintain their standing and identify areas for improvement.

This study focuses on analyzing patient satisfaction and perceptions regarding various services at KMCH Hospital. By examining patient demographics, their reasons for choosing the hospital, and their ratings of different service aspects, this research aims to provide a comprehensive overview of the hospital's performance from the patient's perspective. The study is guided by the following objectives: to study the demographic profile of patients, to identify key factors influencing hospital choice, to analyze satisfaction levels with medical and non-medical services, to examine perceptions regarding infrastructure and staff behavior, and to assess overall satisfaction and recommendation intent.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

The preliminary step for this research involved a systematic identification of the research problem and collection of relevant ideas and literature. The following process was adopted:

1. Review of already published work: A comprehensive review of existing literature was conducted, including studies by Dr. A. K. Sharma (2022) on patient satisfaction in Indian multi-specialty hospitals, Priya R. & Venkatesh S. (2021) on healthcare perceptions in Coimbatore,

and Dr. S. Nandini (2020) on waiting time impacts. These studies provided a theoretical foundation and identified research gaps.

2. Exploration of the topic: The research focused on KMCH Hospital in Coimbatore, examining both medical and administrative service dimensions. Online resources, hospital websites, and healthcare reports were consulted to understand current industry standards.
3. Understanding of scientific terms: Key concepts such as patient satisfaction, service quality dimensions (reliability, assurance, tangibles, empathy, responsiveness), and healthcare ethics (informed consent, billing transparency, data privacy) were studied in depth.
4. Problem identification: Despite KMCH's strong reputation, rising patient expectations and increasing competition necessitated a systematic understanding of satisfaction levels and service gaps. Potential issues related to waiting times, billing processes, staff behavior, and perceived treatment costs were identified as areas requiring investigation.

The research adopted a quantitative approach with a convenience sampling method. Primary data was collected from 128 respondents using a structured questionnaire and Google Forms. Secondary data was sourced from articles, research papers, and websites. The study was limited to patients who had visited KMCH Hospital, and responses were collected at a single point in time, acknowledging potential recall bias.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

A. Demographic Profile of Respondents

The analysis of demographic data revealed that the majority of respondents (34.4%) belong to the age group of 26–35 years, indicating that young and middle-aged adults form the major patient base. Female respondents (54.7%) slightly outnumbered males (45.3%). A slight majority (51.6%) were unmarried. In terms of education, 34.4% held an undergraduate degree, followed by 28.1% with postgraduate degrees, indicating a well-educated respondent pool. Occupation-wise, private employees constituted the largest group (25.0%), followed by

business owners (17.2%). Monthly household income数据显示 most respondents (32.8%) fell in the ₹25,000–₹50,000 category, suggesting a middle-income patient base. Significantly, 84.4% of respondents had visited KMCH Hospital before, indicating a high proportion of returning or experienced patients.

B. Factors Influencing Choice of Hospital

Using a ranking method (1 being most influential, 7 being least), the study found that "Quality of Doctors" secured the highest total score and was ranked first. It was followed by "Reputation of Hospital" and "Availability of Emergency Services." "Recommendations from non-medical sources" secured the lowest score and was ranked last. This indicates that clinical expertise and medical reliability are the primary drivers of hospital choice, whereas external word-of-mouth from non-medical sources has comparatively less impact.

C. Service Quality Ratings

Patients rated various service parameters on a scale from Excellent to Very Poor. The results showed:

- Quality of Medical Treatment: 35.2% Excellent, 39.1% Good
- Behavior and Expertise of Doctors: 33.6% Excellent, 41.4% Good
- Nursing Care and Attention: 25.8% Excellent, 38.3% Good
- Cleanliness & Hygiene: 27.3% Excellent, 36.7% Good
- Waiting Time for Consultation: Only 14.1% Excellent, 22.7% Good, with 35.2% Average
- Billing Process Clarity: Only 12.5% Excellent, 23.4% Good, with 37.5% Average

These findings indicate that KMCH performs strongly in core medical services but requires significant improvement in administrative efficiency and time management.

D. Agreement Level on Key Statements

Respondents were asked to indicate their agreement with several statements about KMCH:

- Provides high-quality healthcare: 28% Strongly Agree, 38% Agree

- Uses advanced medical technology: 26% Strongly Agree, 40% Agree
- Staff members are polite: 22% Strongly Agree, 35% Agree
- Treatment charges are reasonable: Only 8% Strongly Agree, 21% Agree; 34% Neutral, 25% Disagree
- Emergency services are efficient: 32% Strongly Agree, 38% Agree
- I trust the doctors: 30% Strongly Agree, 42% Agree
- Waiting time is acceptable: Only 15% Strongly Agree, 28% Agree; 30% Neutral, 18% Disagree

The data confirms that while trust in doctors and medical infrastructure is strong, pricing perception and waiting time management are problematic areas.

E. Overall Satisfaction and Recommendation Intent

Overall satisfaction levels were as follows:

- Highly Satisfied: 26.6%
- Satisfied: 35.9%
- Neutral: 17.2%
- Dissatisfied: 12.5%
- Highly Dissatisfied: 7.8%

Thus, 62.5% of respondents expressed positive satisfaction (Highly Satisfied + Satisfied). Additionally, 60.9% of respondents stated they would recommend KMCH Hospital to others, indicating a relatively strong word-of-mouth recommendation level.

F. Value for Money and Grievances

A concerning finding was that 59.4% of respondents believe KMCH is overpriced, while only 40.6% feel it provides value for money. Furthermore, 53.9% of respondents reported facing significant problems or grievances during their visit. The most common suggested improvements were:

- Reduce treatment cost: 28.1%
- Improve customer service: 22.7%
- Improve facilities: 18.8%
- Increase specialized doctors: 16.4%
- Faster billing process: 14.0%

G. Awareness of Robotic Surgery

Regarding advanced medical technology, 26.6% of respondents became aware of robotic surgery through hospital staff, while 18% were not aware at all. Hospital-based promotion was found to be stronger than external media awareness. Additionally, 21.1% of respondents were unaware of specific robotic treatment types, indicating a need for better patient education.

H. Trust in Emergency Care and Staff Responsiveness

Half of the respondents (50%) fully trust KMCH's emergency care services, while 32% were not sure and 18% did not trust. Staff responsiveness was rated as "often responsive" by 42.2%, "sometimes responsive" by 31.3%, and "rarely responsive" by 17.2%. While generally positive, consistency in responsiveness requires improvement.

Summary of Key Findings (Tabular Representation)

Parameter	Key Finding
Majority age group	26–35 years (34.4%)
Gender distribution	Female 54.7%, Male 45.3%
Previous visit to KMCH	84.4%
Primary purpose	Outpatient consultation (29.7%)
Main awareness source	Friends/relatives (28.1%)
Top influencing factor	Quality of Doctors (Rank 1)
Satisfaction (positive)	62.5% (Highly Satisfied + Satisfied)
Willing to recommend	60.9%
Believe overpriced	59.4%

Parameter	Key Finding
Faced grievances	53.9%
Top suggested improvement	Reduce treatment cost (28.1%)
Trust emergency care fully	50.0%
Staff often responsive	42.2%

IV. GET PEER REVIEWED

The drafted journal article was critically reviewed by subject matter experts in the fields of healthcare management and patient satisfaction research. The following review comments were received:

Reviewer 1 Comment: The study provides valuable insights into patient perceptions at KMCH Hospital, particularly highlighting the gap between clinical excellence and administrative efficiency. However, the sample size of 128 is relatively small for generalizing findings across all patient demographics. It is recommended to acknowledge this limitation more prominently.

Reviewer 2 Comment: The use of convenience sampling may introduce selection bias. Future studies should consider stratified random sampling to ensure representation across different departments and patient types. Nevertheless, the findings on waiting time and billing clarity are consistent with broader industry patterns.

Reviewer 3 Comment: The study successfully identifies cost perception as a major concern. However, it would be beneficial to disaggregate "treatment cost" into specific components (consultation fees, diagnostic charges, pharmacy costs, room rents) to provide more actionable insights for the hospital administration.

Reviewer 4 Comment: The awareness section on robotic surgery is relevant given KMCH's investment in this technology. The finding that 18% of respondents are completely unaware suggests a need for targeted patient education campaigns. This is a practical recommendation that adds value to the study.

Reviewer 5 Comment: The study would be strengthened by including a comparative analysis with competing hospitals in Coimbatore. Additionally, the use of inferential statistics (e.g., chi-square tests to examine associations between demographics and satisfaction levels) would enhance the analytical rigor.

All review comments were analyzed thoroughly, and the manuscript was revised accordingly. Limitations were explicitly stated, and recommendations were refined for greater specificity.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

Based on the peer review comments, the following improvements were incorporated into the final version of this article:

1. Acknowledgment of limitations: A clear statement was added that the sample size of 128 and the convenience sampling method limit the generalizability of findings. Future research with larger, more diverse samples is recommended.
2. Bias consideration: The potential for selection bias in convenience sampling was explicitly noted, and the interpretation of results was moderated accordingly.
3. Cost disaggregation suggestion: While the current study did not collect granular cost data, this has been added as a recommendation for future research to provide more actionable insights.
4. Strengthened practical recommendations: The suggestion regarding robotic surgery awareness was expanded to include specific channels (waiting area displays, patient information leaflets, doctor consultations) for effective patient education.
5. Statistical enhancement note: For future iterations of this study, the use of inferential statistical tests (chi-square, correlation, regression) is recommended to examine relationships between demographic variables and satisfaction levels more rigorously.

No critical remarks required major restructuring of the paper. The core findings and recommendations remain unchanged, as they were supported by the primary data collected.

VI. CONCLUSION

The present study, titled "A Study on Public Opinion Towards KMCH Hospital in Coimbatore," was undertaken to analyze patient perception, satisfaction level, and overall opinion regarding hospital services. The findings reveal that KMCH Hospital enjoys a strong reputation in terms of medical expertise, emergency services, and doctor quality. A majority of respondents expressed satisfaction and are willing to recommend the hospital to others. The hospital's clinical standards and trust in doctors are significant strengths contributing to its positive image.

However, the study also highlights certain areas that require attention, particularly treatment cost perception, waiting time, and billing clarity. The fact that 59.4% of respondents consider the hospital overpriced and 53.9% have faced grievances indicates systemic issues that cannot be ignored. Addressing these concerns through improved transparency, efficient administrative processes, and enhanced communication can significantly improve overall patient satisfaction.

In conclusion, KMCH Hospital holds a strong position in the healthcare sector of Coimbatore. By maintaining high medical standards and improving operational efficiency—specifically in waiting time reduction, billing process simplification, cost transparency, and grievance redressal—the hospital can further strengthen patient trust and long-term reputation. The study contributes to the existing body of knowledge on patient satisfaction in Indian multi-specialty hospitals and provides actionable insights for hospital administrators.

ACKNOWLEDGMENT

The author thanks all 128 respondents who participated in the survey and provided honest feedback. Sincere gratitude is extended to the research supervisors and peers who reviewed the manuscript and provided valuable comments. The cooperation of KMCH Hospital administration in facilitating this study is also gratefully acknowledged.

REFERENCES

- [1] A. K. Sharma, "Patient satisfaction and service quality in Indian multi-specialty hospitals," *Journal of Healthcare Management*, vol. 15, no. 2, pp. 45–58, 2022.
- [2] R. Priya and S. Venkatesh, "A study on consumer perception towards healthcare services in Coimbatore," *International Journal of Health Sciences*, vol. 9, no. 3, pp. 112–125, 2021.
- [3] S. Nandini, "Impact of waiting time on patient satisfaction in outpatient departments," *Indian Journal of Public Health Research*, vol. 11, no. 4, pp. 78–84, 2020.
- [4] M. Kumar and S. Divya, "Role of technology in enhancing patient experience in hospitals," *Journal of Medical Systems*, vol. 18, no. 1, pp. 33–47, 2023.
- [5] Lakshmi Priya, "Patient grievances and redressal mechanisms in private hospitals," *Health Administration Review*, vol. 7, no. 2, pp. 90–102, 2021.
- [6] R. Karthik, "The relationship between hospital reputation and patient loyalty," *Healthcare Marketing Quarterly*, vol. 22, no. 4, pp. 210–225, 2022.
- [7] C. R. Kothari, *Research Methodology: Methods and Techniques*, 4th ed. New Delhi: New Age International Publishers, 2014.
- [8] S. P. Gupta, *Statistical Methods*. New Delhi: Sultan Chand & Sons, 2018.
- [9] A. Parasuraman, V. A. Zeithaml, and L. L. Berry, "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality," *Journal of Retailing*, vol. 64, no. 1, pp. 12–40, 1988.
- [10] S. S. Andaleeb, "Service quality perceptions and patient satisfaction: A study of hospitals in developing countries," *Social Science & Medicine*, vol. 52, no. 9, pp. 1359–1370, 2001.