



RESEARCH ARTICLE

WHY PEOPLE PREFER PRIVATE HOSPITAL OVER GOVERNMENT HOSPITAL IN PAKISTAN

***Muhammad Mohsin**

PhD Scholar, Liaoning Technical University

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*Corresponding author:

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ABSTRACT

Government should be give special attention for healthcare sector. Admistriative of hospital should take step to improve the overall quality of service give to patientcare. On daily basis take feedback from patient. This study examines the stratifications level of patient from service quality they received from hospital. The main focus in this study satisfaction is measured in both government and private hospital. Therefore, 200 respondents were selected for this study. Results showed that private hospitals are giving better quality if service to their patients as compare to government hospital. The government sector institution should increase the quality of service in healthcare sector.

INTRODUCTION

A change in customer demands, expectations for high quality products or services and global competition has created. Competitive environment in different industrial fields increased. Quality has become an important for customers. While selecting a service or product and same time organizations are making efforts for providing quality products or services as per customers' needs and wants. Quality has been considered as a tactical advantage for the organizations to achieve success as well as to sustain in the business world. In the developing country like Pakistan healthcare is a very important and a point out about the experts, researchers and government executives. Different steps have been taken by the government of Pakistan and management of hospitals to improve the quality of patient care in hospital. Healthcare sector in Pakistan is divided into two parts government and private. In the public hospital the authorities to make rules and regulation is given to provincial government. On the other side, there is no control of government on private hospital. However in Pakistan NGOs and corporations are also active in healthcare sector. They are also play positive role to raising the standard of health. The patient per bed 1665 and per doctor 1206 (Economic survey of Pakistan 2011, 2012). This report show us that one doctor attend large number of patient. Due to this factor the quality of health sector is affected. The aims of this study to know the satisfaction level of patient from the service provided to the by government and private hospitals in Pakistan.

The manufacturing industry in many countries all over the world successfully implementing the quality management rules to gain success in the market. Products are physical in nature and quality of products can be easily measured. But the services are intangible in nature and difficult to measure. As well as it is difficult to measure the quality of any services. It is all dependent on customer perceptions and expectations (Samson& Parker, 1994). Quality has become a key element in both industrial and service sector to gain maximum return on investment and also significantly role in reduction of cost (Anderson and Zeithaml 1984; Parasuraman *et al.*, 1985). Service organizations like healthcare sector has become an extremely competitive and rapidly growing service industry all over the world. The main challenges faced by healthcare sector are to define and measure the service quality. However it was acknowledged in earlier that "SERVQUAL" is a comprehensive scale to estimate the level of quality services delivered to customer (Babkus and Mangold, 1992). In healthcare sector patient perceptions are considered to be the major indicator in order to assess the service quality of a healthcare organization. It means that customer satisfaction is the major element to take decision making in selecting a healthcare services and quality services provided to customer should meet their expectation (Cronin& Taylor, 1992; O'Connor *et al.*, 1994). In Pakistan the majority of population is living in rural areas and small section is living in urban areas. The population in rural area and the populations in urban area deprived of fundamental rights: especially healthcare

facilities as majority of the public and private hospital are located in big cities. Due to the importance of service quality especially in healthcare sector of Pakistan. This study is focused on to evaluate the difference between public and private hospital service quality in Pakistan. However very small works in marked from the literature to measure the quality of service give to satisfy patients. For this purpose 'SERVQUAL' tool was used to measure the patient's perception about service quality delivered to customer by this hospital. Five service quality element; timeliness, tangibles, assurance, empathy and assurance were used to measure the patient perceptions about the service quality of public and private hospital in Pakistan. Due to nature of this study only those respondents were included in the study having experience of both hospitals. Descriptive statistics, t-test was used to compare the quality of service given to patients by public as well as private hospitals to increase the patient satisfaction. In Pakistan both private and government hospitals are delivering healthcare services. Pakistan is a developing country so spending his major part of GDP on defense services. In addition to this mismanagement and larger number of administrative set up consume so much GDP share that is actually required. Pakistan spend small share of GDP on education and healthcare as compare to developed countries around the world. There are many problems not solved with allocation of low budget of healthcare sector. Therefore Pakistan is those country that having poor healthcare facilities in government hospitals. That's why the private hospital in this business. Highly income people prefer the private hospital because of its facilities. While on the other low income people prefer to Government hospital because of it less expensive as compare to private hospital.

of service quality has two elements expectations and perceptions. It is the mostly used instrument in service sector organizations. This can be modified according to the organization (Wisniewski, 2001). All hospital provides same type of service but the quality of service different from hospital to hospital (Youssef *et al.*, 1996). It is very compulsory to improve the service quality of both government and private sector hospitals. On the other side management of hospital should monitor the staff meets the patient requirements. A efficient management team should keep an eye on each activity of the staff and in case of negligence of patient care should be reported to higher authorities. In this way staff should fulfill his duty with carefully and honestly. Quality management practices should be properly work in government hospital. Furthermore trained professionals should be higher in quality enhancement cell government hospital. Quality audit should be routinely basis in government hospital and should report to patient at the time of admission. Through the help of this report management of hospital able to tell the government about the budget of government hospital. Feedback from patient is very important to determine the quality of services they are received from hospital. Patient should be known about the rules and regulations of hospital. All medicines are available on hospitals pharmacy every time. So in case of emergency patient not got outside the hospital for medicines. All patients treated as equally without any reference especially in government hospital. In Pakistan many studies have been conducted in healthcare sector to measure the service quality and patients satisfaction level. Results of studies showed that larger number of patients is satisfied the quality service of government hospital as compare to private hospital.

Variables	Comparison of Government and Private hospitals with respect to the opinion of respondents
Cost of Treatment	Majority of respondents consider it as an important factor. The results show that respondents says that the Government Hospitals have low cost of treatment and Private Hospitals have high cost of treatment
Appointment System	Majority says it is an important factor and they think that Private Hospitals have good Appointment System than Government Hospitals.
Admission Procedure	Majority says it is an important factor and they think that Private Hospitals have simple Admission Procedure than Government Hospitals.
Noisy and Crowded	Majority says it is an important factor and they think that Private Hospitals are less crowdie and noisy than Government Hospitals.
Architecture(well furnished rooms)	Majority says it is an important factor and they think that Private Hospitals are well furnished and have well equipped and better rooms than Government Hospitals.
Visiting hours	Majority says it is an important factor and they think that Private Hospitals have convenient visiting hours than Government Hospitals.
Quality of Service	Majority says it is an important factor and they think that Private Hospitals show more quality of service than Government Hospitals.
Administration	Majority says it is an important factor and they think that Private Hospitals have good administration than Government Hospitals.
Irrelevant Tests	Majority says that Private Hospital prescribe more irrelevant tests than Government Hospitals
Doctors Harassment	Majority says that doctors harassment is more in Government Hospitals than in Private Hospitals
Choice of Doctor	Majority says it is an important factor and they think that in Private Hospitals they have more choice of choosing their doctor than Government Hospitals.
Care	Majority says that Private Hospitals show more care than Government Hospitals.
Healthy Environment	Majority says it is an important factor and they think that Private Hospitals have healthier environment than Government Hospitals.
Image and Reputation	Majority says it is an important factor and they think that Private Hospitals have better image and reputation than Government Hospitals.
Recommendation in Choice	Majority says yes to it.
Location	Majority says it is an important factor and they think that Government Hospitals have convenient location than Private Hospitals

Literature Review

There has many definitions but important definition is meeting the patient needs and expectations (Lewis and Mitchell, 1990). They established SERVQUAL scale to measure service quality. SERVQUAL is 22 item scale measuring five measurement of service quality respectively Responsiveness, Empathy, Reliability, Assurance and Tangibility. The measure

Khurram and jafri (2011) measured the behavioral of leaders and progress of organization through TQM implementation government hospital in Pakistan. Quality service provided to his patient is the source to know the satisfaction or dissatisfaction from the hospital. There are many elements that show the quality service of hospital. But the main dimensions in this study are respectively; assurance, tips, communication, responsiveness and discipline. It is important that employees

should be trustworthiness and credibility to keep the best interest in patients (Buttle, 1996). The training of doctor and employees should enhance the ability to meet the patient perception. So that's way we know about the competence of doctor as well as staff member (Rashid and Jusoff, 2009). It is the amount paid to staff member by the patient on his excellent service on every time. It is given when there is no proper mechanism and no criterion is maintained for SQ (Chang, 2009). So patient gives money to staff member from his own pocket for better service. Service quality is the best element of patient satisfaction from the hospitals. But in many cases it's not good predictor because some other factors. Which affect the satisfaction of patient? Such as may be doctor advice not satisfied the patient or may be because non availability of doctor (Lee *et al*, 2011). In Pakistan the government sector hospital that when patient is brought to hospital, he /she has fill the many requisite forms first. No one doctor check up until he/ she officially admitted in hospital. For quick recovery of patient it is the responsibility of doctor and staff to help patient and provide better service (Sohail, 2003). It is responsibility of doctor and staff member listen to patient with attentively.

MATERIALS AND METHODS

The design that we choose for collecting primary data is very widely used and is considered to be very effective. We choose the design of Survey and Questionnaire as the method of data collection. For this we made a questionnaire, which is attached to the end of this report. Two questionnaires were made one for males and females. In this we tried to judge a number of demographic variables and variables of interest. Through this we tried to find out the percentage of people's opinion about certain issues concerning their choice of a hospital and then we asked them whether the Government or the Private hospitals has these thing in their opinion.

RESULTS

We have tried to generalize our study with respect to the two demographic variables that are male and female. As the whole society consists of Males and Females so by judging their opinion about different factors we can generalize our study. More over we have also studied some other demographic variables and the study can also be generalized on their bases but only up to the percentages that they have in the study. These variables are Age, Education, Employment, and Income. We studied a sample of 200 respondents taken on the basis of simple random sampling. Out of these 100 were male and 100 were female. With the help of survey design we collected data, through a self administered questionnaire, about seventeen variables. These variables were considered important because of the exploratory field study that was conducted before the survey was taken into action. The detail and the analysis of these variables are in the next section of the report but here we will present the affect of these variables (that was found in the study) on the factors affecting people's choice about a hospital. The following table will present the end result of our research. This table is based on the average of the combined opinion of both male and female.

Tabular Analysis: Here we will discuss about the opinion of male and female. How much importance male give to one factor and at the same time how much importance the female give to the same factor. Analyzed results will be written in the form of percentage.

Males and Females Opinion about Variable of Interest

Variables	Male Opinion of Respondents	Female Opinion of Respondents
Age		
10---20	15%	10%
21---40	40%	70%
41---70	35%	20%
70 or over	10%	0%
Nationality		
Pakistani	100%	100%
Foreigner	0%	0%
Education		
Uneducated	30%	30%
Below Metric	20%	40%
Metric	22%	10%
Intermediate	15%	10%
Above Intermediate	13%	10%
Employment (Govt. Or Private)		
Government	50%	5%
Private	20%	15%
Home maker	0%	60%
Any Other	30%	20%
Work Experience		
1---5	22%	30%
6---10	30%	40%
11---15	25%	20%
Above 15	23%	10%
Income		
2,000---5,000	20%	60%
6,000---15,000	40%	27%
16,000---30,000	22%	7%
Above30,000	18%	6%
Health Condition		
Very good	10%	40%
Good	20%	10%
Normal	10%	17%
Bad	40%	30%
Very bad	20%	3%
Illness		
Fatal	20%	3%
Serious	40%	30%
Normal	10%	17%
No illness	30%	50%
Hospital Preference		
Government	26%	37%
Private	74%	63%
Cost of Treatment		
<i>Which hospital has low cost of treatment</i>		
Government Hospitals	70%	70%
Private Hospitals	30%	30%
Good Appointment System		
Government	20%	17%
Private	80%	83%
Simple Admission Procedure		
Government Hospitals	30%	20%
Private Hospitals	70%	80%
Noisy and Crowded		
<i>Which hospital is more noisy & crowded?</i>		
Government Hospitals	82%	78%
Private Hospitals	18%	22%
Importance of Furnished, well Equipped and Bigger Rooms		
Strongly agree	60%	30%
Agree	0%	40%
Neutral	0%	0%
Disagree	30%	15%
Strongly disagree	10%	15%
Furnished, well Equipped and Bigger Rooms		
Government Private	8%	22%
	92%	78%
Importance of Convenient Visiting		
Hours	84%	70%
Strongly agree	8%	20%
Agree	0%	5%
Neutral	5%	5%
Disagree	3%	0%

Strongly disagree		
Convenient Visiting Hours		
Government	33%	37%
Private	67%	63%
Importance of Quality of Service		
Unimportant	0%	0%
Partially Important	0%	3%
Neutral	0%	1%
Important	30%	68%
Very Important	70%	28%
Quality of Service		
Government		
Very good	0%	0%
Good	20%	0%
Neutral	0%	0%
Bad	80%	10%
Very bad	0%	90%
Private		
Very good	60%	70%
Good	20%	10%
Neutral	20%	5%
Bad	0%	5%
Very bad	0%	10%
Importance of Administration		
Not Important	0%	0%
Somewhat Important	20%	20%
Neutral	10%	40%
Important	40%	0%
Very Important	30%	40%
Better Administration		
Government		
Strongly agree	0%	10%
Agree	7%	20%
Neutral	3%	40%
Disagree	10%	30%
Strongly disagree	80%	0%
Private		
Strongly agree	25%	40%
Agree	40%	20%
Neutral	15%	40%
Disagree	20%	0%
Strongly disagree	0%	0%
Irrelevant Tests		
Government		
Strongly agree	60%	70%
Agree	10%	0%
Neutral	30%	15%
Disagree	0%	15%
Strongly disagree	0%	0%
Private		
Strongly agree	80%	80%
Agree	17%	10%
Neutral	0%	0%
Disagree	3%	0%
Strongly disagree	0%	10%
Doctors Harassment		
Government		
Strongly agree	79%	67%
Agree	15%	15%
Neutral	0%	3%
Disagree	6%	15%
Strongly disagree	0%	0%
Private		
Strongly agree	30%	0%
Agree	20%	23%
Neutral	0%	3%
Disagree	40%	70%
Strongly disagree	10%	4%
Importance of choosing your own		
Doctor		
Not Important	10%	0%
Somewhat Important	20%	10%
Neutral	5%	0%
Important	40%	40%
Very Important	25%	50%
Choice of Doctor		
Government		
Strongly agree	0%	0%
Agree	15%	0%
Neutral	0%	15%
Disagree	20%	20%

Strongly disagree	65%	65%
Private		
Strongly agree	85%	60%
Agree	9%	10%
Neutral	0%	0%
Disagree	6%	30%
Strongly disagree	0%	0%
Good Care of Patient		
Government	40%	22%
Private	60%	78%
Importance of Healthy Environment		
Not Important	6%	0%
Some what Important	15%	40%
Neutral	0%	5%
Important	40%	40%
Very Important	35%	15%
Healthy Environment		
Government		
Strongly agree	0%	0%
Agree	10%	30%
Neutral	30%	0%
Disagree	40%	10%
Strongly disagree	20%	60%
Private		
Strongly agree	40%	60%
Agree	20%	20%
Neutral	20%	0%
Disagree	10%	20%
Strongly disagree	10%	0%
Importance of Image and Reputation		
Not Important		
Some what Important	5%	0%
Neutral	15%	5%
Important	10%	5%
Very Important	38%	0%
	32%	90%
Good Image and Reputation		
Government		
Strongly agree	0%	0%
Agree	10%	40%
Neutral	0%	0%
Disagree	80%	20%
Strongly disagree	10%	40%
Private		
Strongly agree	30%	40%
Agree	40%	60%
Neutral	20%	0%
Disagree	10%	0%
Strongly disagree	0%	0%
Importance of Recommendation		
Yes	70%	93%
No	10%	0%
Any other	20%	7%
Importance of Location		
Not Important	0%	0%
Somewhat Important	0%	10%
Neutral	0%	0%
Important	10%	70%
Very Important	90%	20%
Convenient Location		
Government	40%	70%
Private	60%	30%

Conclusion

We have made a very extensive research and have come to this point that if the government hospital can control the variable (shown below) to some extent and can make the factors associated with these variables in the favor of public then they can be as popular as the Private Hospitals. The factors that the Government Hospitals should seriously improve are as under: The Government Hospitals are controlling these factors very effectively; they should emphasize to maintain it Administration is such a factor or variable that if the Government Hospital can improve this then they can control a lot of other factors and can manipulate them in their favor. Factors like Appointment System, Admission Procedure Visiting hours; Quality of Service, Noisy and Crowded,

Architecture (well furnished rooms), Irrelevant Tests, Doctors Harassment, Choice of Doctor Care, Healthy Environment, Image and Reputation can be controlled by improving Administration. This single dimension can control all these.

Recommendation

This one factor is uncontrollable by the Administration but if it improves other conditions then this will improve automatically. Location is also in the favor of Government Hospitals so they should always try to be in the convenient locations.

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