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ASSESSMENT OF PATIENT SATISFACTION WITH SERVQUAL MODEL AT THE OUT-PATIENT DEPARTMENT OF STATE HOMOEOPATHIC DISPENSARY, BAGDOGRA

Dr. Pawan Sharma, Dr. Tanya Aggarwal*, Dr. Kuntal Ghosh, Dr. Alok Mishra, Manoj Kalita

1. Homoeopathic Medical Officer, Homoeopathic Medical Officer, Deptt. of Health & Family Welfare, Govt. of West Bengal Model AYUSH OPD (Homoeopathy), State Homoeopathic Dispensary, Bagdogra Primary Health Centre, India
2. Research Officer/Scientist-1, RRI(H), Siliguri, Central Council for Research in Homoeopathy, Under Ministry of AYUSH, Govt. of India
3. Superintendent-cum Block Medical Officer of Health, Deptt. of Health & Family Welfare, Govt. of West Bengal, Naksalbari Block, Rural Hospital, India
4. Assistant Professor, Mahesh Bhattacharya Homoeopathic Medical college & Hospital, Deptt. of Health & Family Welfare, Govt. of West Bengal, India.
5. Scientist -C, ICMR- Center for Ageing and Mental Health (I-Cam) Division Of NCD, ICMR
Email Id: serviceheb@gmail.com

ABSTRACT:

Introduction: Homoeopathy took birth in Germany and it travelled to India in the early 19th century. The Indian government has consistently supported the growth and development of homeopathy and other traditional systems of medicine, collectively referred to as AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homoeopathy). People perceive and value homoeopathy as a complementary treatment option as concluded through various surveys. Government expenses for up gradation of health care system keeping in view providing quality care towards the patients seeking health care services. So patient satisfaction is important in proportionate to the healthcare spending of government. In this study the objective is to assess the quality of healthcare services provided to patients at the State Homoeopathic Dispensary in Bagdogra.


Objective: To assess the OPD's service quality, the SERVQUAL instrument, which comprises five service quality dimensions (assurance, empathy, tangibility, reliability, and responsiveness), was employed to measure patient perceptions.

Material And Methods: The study was conducted among the patients of Outdoor-patient department (OPD) of State Homoeopathic Dispensary, Bagdogra, West Bengal. This study is primarily a cross-sectional research design, using a structured questionnaire SERVQUAL questionnaire with a likert scale.

Results: it can be inferred that though the expectation of patients from SHD Bagdogra is very high. Perception of patients from SHD Bagdogra is also high so, and the Gap (Perception-Expectation) is Marginal. which signifies the patients' satisfaction. The gap is said to be marginal, if expectation and perception are both at same level and its on higher end in case of SHD Bagdogra.

Conclusion: Patients hold high expectations for SHD Bagdogra and perceive it as a provider of quality services. Their perception is that SHD Bagdogra is reliable, responsive, assuring, empathetic, and physically well-maintained, reflecting a comprehensive and satisfactory healthcare experience. Regularly evaluating patient satisfaction can sensitize healthcare facility management and providers to the patients' requirements.

Keywords: patient satisfaction, assurance, empathy, tangibility, reliability, and responsiveness, SERVQUAL, perception, Homoeopathy

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