



WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

ASSESSMENT OF SERVICE DELIVERY AND PATIENT SATISFACTION

(IN CASE OF WOLISO KIDUS LUKAS HOSPITAL)

**A SENIOR ESSAY SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ART (BA) IN
MARKETING MANAGEMENT**

BY: GEZAHAGN BELACHEW.....

ID NO: SSR/0581/12

ADVISOR: Mr. AYANA BELAY (MA)

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Declaration

I, Gezahagn Belachew, have carried out independently a research work on Service Delivery and Patient Satisfaction (In Case of Woliso Kidus Lukas Hospital) in partial fulfillment of the requirement of the Bachelor Degree Of Art in Marketing Management with the guidance and support of the my advisor. This study is my own work conducted during the period 2021/2(G.C) and I have produced it independently except for guidance and suggestions of the research advisor, and that all references materials contained there have been appropriately acknowledged by means of complete references.

Declared by:

Name: Gezahagn Belachew

Signature_____ Date_____

Confirmed by adviser:

Name_____

Acknowledgement

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Endorsement

This research paper has been submitted to Wolkite University, college of business and economics, department of marketing management for the examination with my approval as advisor.

Approved by

Advisor _____

Name of advisor

signature

Examiner _____

Name of examiner

signature

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Abstract

This study was conducted on service delivery and customer/patient satisfaction in Woliso Kidus Lukas hospital. Customer satisfaction is an overall customer attitude towards a service provider or an emotional reaction to the difference what customer

anticipation and what they receive regarding the fulfillment of some needs, goals or desire. The objective of the study was to assess service delivery and customer/patient satisfaction in Woliso Kidus Lukas hospital. The researcher collected data through questionnaires from a sample of 69 respondents. The questionnaires were distributed to customer of the hospital in Woliso city. The secondary data were collected through reading books, using internets, magazines, journal and prior studies. The collected data were analyzed by using descriptive like tabulation; customers were more strongly agreed with assurance dimension of customer relationship management. However, customers were disagreed with the responsiveness of service delivery and patient satisfaction. The result shows that Woliso Kidus Lukas hospital respond to the customers' service delivery was very good and majority of respondents respond that they got variety of service in good way. The result reveals that the customers of the hospital service delivery system were effective. The hospital had efficient and effective customer handling system. But there is lack of patient equipments. Based on the finding of the study, the researcher forwards some recommendation to the hospital. The researcher recommended that to deliver better service, the hospital should fulfill the patient equipments like service rooms and enough reception areas.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

As increased pressure to provide evidence of the health care industry strain, the nation financial resource has come to under health care. The quality controls and quality improvement increase evidence that serves aspect of health care is closely link. Users are better educated and informed. Consumers have demand that serve industry accommodate their busy life style and fulfills their needs for information. Health care organization must address those aspects of service. Consumers must read and appreciate access to health care relationship between physical meaningful and understandable information and participation in health care and treatment decision making process. (Mulley, 2001)

Health care organizations are change scale of restructuring and probably encounter difficulties in full and preferred implementation. Among the reported difficulty have include in ability of the work force to copy with rapidly change and eroding of established power patterns leading to tension among middle and senior management (Waite j, 2000).

Woliso Kidus Lukas Hospital was established 1993 G.C planned to serve only 14269 people because this health organization give two kinds of service like service delivery and education service as it is starter one. Now a day this hospital gives different health care service for many customers but patient don't satisfy due to different reason, like quality service given by student who is on practice, different nurse, and due to lack of bed room patients and most customers were treated not fairly. So, most patient was not satisfy given by the hospital service. Therefore, this study is conduct to assess the service delivery and patient satisfaction of the hospital.

1.2 Statement of the Problem

The meaning of customer service varies from one organization to another. Within the

service sector, it can be described as the total quality of the service process as perceived by the customer (Boon and Louis E. 1990.).

To define service, there is no standard or commonly accepted definition with the contexts of business or retailing operation. Service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything (Kilter, 2006, Ross step hone a, 2001). The service sector has experienced rapid growth since Second World War as many nations' shifts from manufactured based economy to service economy. Major stimulus in this shift is the movement to information age spurred by the invention of the computer and advancements in telecommunications. Countries continue to shift from agricultural to industrial economic base (MEHRET B, 2001).

The demand for medical services expand as life expectancy increases and as the population continues to age, another health – related service such as nursing homes, limited care facilities, diet centers, and finesse centers would also be positively affected by an ageing population. In Ethiopia service sector becoming developed but they differentiate their service in terms of price and quality service delivery (Cohen, and Christopher Gain, 2006). No one does any work in this particular case. There is a problem regarding service delivery system and customer satisfaction and customer expectation and performance is not equal.

This study was designed to assess service delivery and patient satisfaction that provide to the target customer by Woliso Kidus Lukas Hospital.

1.3 Research Question

1. How the hospitals deliver health care service to its patients?
2. What is the level of patients' satisfaction in Woliso Kidus Lukas hospital?
3. What is the complaint handling technique of the Hospital?
4. How is the process of service delivery to patient in Woliso Kidus Lukas hospital?

1.4 Objectives of the Study

1.4.1 General Objectives

The main objective of this study was to assess service delivery and patient satisfaction

in case of Woliso Kidus Lukas Hospital.

1.4.2 Specific Objectives

1. To examines the health care service delivery of Woliso Kidus Lukas hospital.
2. To assess the level of patients' satisfaction in the hospital
3. To examine the complaint handling technique of the hospital.
4. To identify the process of service delivery process in the hospital

1.5 Significance of the Study

The major significance of this research was to understand the concept of patient perception towards hospital operation. The value of this research is to help the hospital to get solution for the stated problem of patient in Woliso Kidus Lukas hospital. After completion of this study researcher was being provide benefits for their parties for organization, for students, researchers and other researchers for organization. This is used to identify the organization problem and to adjust or to take corrective action in order to maintain its customer and to make sound decision for students, researchers: the most and primary benefit was be research get experience from this study, enhance their knowledge about the researches and to change theories in to practice. For other researchers it uses as a reference to those individuals who are interested to undertake further study.

1.6. Scope of the study

The scope of the study is assessing the service delivery and patient satisfaction. The study was be conducted, in Woliso town. This research was be delimited with budget, time, sampling bias and method of data collection means, since this research was use cross sectional data collection result of data may be relatively inaccurate and the study was cover a period of month of January to June.

1.7 Limitation of the Study

The researcher may face major constraint like; lack of time and budget, unwillingness' at respondent to fill the questionnaire and unwillingness at respondent to give back the questionnaire to the researcher. The researcher was convincing the respondent to give their patience for the success of the study and it was not affect the result at end.

1.8 Organization of the Study

The overall content of this study can be described as follows. The first chapter of the study was include background of the study , statement of the problem, objective of the study, significance of the study and scope of the study. The second chapter was dealing with literatures review part. The third chapter was explain with the research methodology part including, source and types of data, method of data collection, method of sampling and method of data analysis and interpretation. The fourth chapter includes result and discussions, finally the fifth chapter would make a conclusion and forwarding possible recommendations. Generally the result of this study would classify into five chapters as stated above.

CHAPTER TWO

LITERATURE REVIEW

This chapter deals with literature review and includes; Definition of the service, importance, character of service, determinant of service quality, service marketing mix, how customer access service quality, service quality as an overall attitude and managing service capacity

2.1 Definition of Service

Service is any actor performance that one party can offer to other that in essentially intangible does not result in the ownership of anything. Its production may or may not be tied to a physical product (Kotler Philips 2010). Service is deed, processes and performance provided or produced by one entity or person for another entity or person.

2.2 Service Quality

Service quality is company personnel need a common understanding in order to able to address such issues as the measurement of service quality, the identification of causes of service quality short fall and the design and implementation of corrective actions, (lovelock 2004) (Parasuraman, (1985) define service quality as: "the difference between customers" expectation of service and their perceived services. If the expectation greater than the service performance, perceived quality is less than satisfactory and

hence customer dissatisfaction occurs.

(Parasuraman, Zenithal and Berry (1985) described service quality as serviced by consumed starting from a comparison of how they feel and firms should perform on this dimension with what they actually perceive. in the gap between a customer's expectations and perceptions that determine service quality. The smaller the gap, better the quality of service and the greater customer satisfaction.

2.3 Types of Service

As to do or tangible goods, market can classify service according to the products intended uses. Service firms can serve customer market, business market or both. Customer service breaks down in to convenience, shopping and especially service. Business service can also define their category. Business pays for many adjunct services that help buyer by supporting their work forward business goods and objectives several other classification schemes might device service products according to different critical. For example, answer to five questions can marketer to classify service

- What is the nature of the service act?
- What type of relationship does the service organization customer?
- How much can service provider customize and adjust the service provider
- What is the nature of the demand for the service?
- How the service is delivered?

2.4 Important Characteristics of Service

Service has many unique characteristics that have often a significant impact on these special textures of the business. It may cause distinctive problem and often result in marketing mix decision that are substantially different from those found in connection with the marketing mix Among those characteristics the most important are: - Intangibility, Inseparability, Perishability (fluctuating demand), and highly differentiate marketing system and client relationship (Schrader, 2000)

1. Intangibility: Since services are essentially intangibles it is impossible for customers to taste, see, hear and smell before they buy them. The fact that services are performance that means they cannot be seen launched and they cannot be possessed

2. Inseparability: Service Inseparability refers to the nature of the many service operation, production and consumption cannot be separated. For example, to receive all education; a person must attend class. The quality of education may be high but if student has difficult parking, find counseling service poor, or sees little or opportunity for extra circular activity, he or she may not be satisfied with the education experience (Douglass, p, 31)

3. Perish ability: Service perish ability means that service cannot be stored for latter sales or use. The perish ability of service is not a problem when demand is steady. However, when demand fluctuate, service firm often have difficult problem.

4. Service Variability: Service variability means that the quality of service depends on who provides them, as well as when, where and how they provided. As such service quality is different to control. Even the quality a single employee service varies according to his energy and frame of mind at the time of each customer contact. In order to avoid poor service and losing customer the organization must be aware of the following determinates of service quality described in brief as bellow (Jonpape, 2013).

2.5 Service Quality Dimensions

Service quality dimension represent how customers organize information about service quality in their minds (Zenithal, Bitner, 2003) on the basis of exploratory and quantitative research. These fives dimensions were found relevant for banking, insurance, appliance repair and maintenances.

A. Reliability: Delivering on Promise

Reliability is defined as the ability to perform the promised service dependably and accurately. In its broadest sense, reliability means that the company delivers on its promises, promises about delivery, service provision, problem resolution and pricing, customers want to do business with companies that keep their promises, particularly their promises about the service out comes and core service attributes.

B. Responsiveness: Being Willing to Help

Responsiveness is the willingness to help customers and to provide prompt service. These dimension emphasizes, attentiveness and promptness in dealing with customer requests, questions, complimented and problems. Responsiveness is commentated to customer by the length of time they have to wait to for assistance, answers to questions or attention to problem.

Responsiveness also captures the notion of flexibility and ability to customize the service to customer needs.

To excel on the dimension of responsiveness a company must be certain to view the process of service delivery and the handing of requisites from the customer point of view rather than from the company's point of view. To truly distinguish them service on responsiveness, companies need well- staffed customer service departments as well as responsive font-line people in all contact positions.

C. Assurance: Inspiring Trust and Confidence

Assurance is defined as employee's knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence. This dimension is likely to be particularly important for service that the customer services as involving high risk and /or about which they feel uncertain about their ability to evaluate out comes. Trust and confidence may be embodied in the person who links the customer to the company. In such service contexts the company seeks to build trust and loyalty between key contact people and individual customers. The personal banker concept captures this idea: customers are assigned to a banker who was getting to know them individual and how well coordinate all of their banking services.

D. Empathy: Treating Customers as Individual

Empathy is defined as the caring individualized attention the firm providence its customers. The essence of empathy is conveying, through personalized or customized service that customers are unique and special customers want to feel understood by and important to firms that provide service to them.

E. Tangibles: Representing the Service Physically

Tangibles are defined as the appearance of physical facilities, personal and communication materials. All of this provides physical representation or images of the service that customers, particularly new customers, use to evaluate quality.

2.6. The Traditional Service Marketing Mix

The service marketing mix framework calls upon marketers to decide on the product and service and its characteristics to set the price.

1. Product: The basis of any business is offering different and better service in some way that was because the target market favors it and pay price premium.

2. Price: All profit-making organization and non-profit organization must set price on their service product. Price is the amount of money charged for a service product, and it is the sum of all the values that consumers exchange for the benefit of having the service.

3. Promotion: I2s communication tools that can deliver a message to the target audience. Promotion is communication with external publics, specially customer and potential customer.

4. Place: The ease of access which potential customer have to service. For service it is more appropriate to talk about accessibility as mix element, rather than place.

2.7 Meaning of Service Delivery

Service delivery is any activity or benefit that one party can offer to another that essentially intangible and does result in the ownership of anything. The production of an essentially intangible product which through some form of exchange satisfies an identified customer need (Wits, 2000).

2.7.1 Tasks in Service Delivery

Understanding the nature of service is the first task in service delivery. The nature of service gives useful clues on benefit expected by customer from service delivery and should figure out what need made by service delivery. As starting point in understanding

the nature of service, the delivery should figure out what exact need made by the service.

Service delivery must understand the customer was and their expectation of the service. The important point is that customer analysis in service continent involves first hand not second hand knows judge about the customer.

2.8 Service Quality Model

The service model or the "GAP model developed by a group of author Parasuraman Zenithal and Berry at Texas and North Carolina in 1998 highlight the main requirement for delivering high service quality, it identifies five "gaps" that cause unsuccessful delivery. Customers generally have tendency to compare the service they experience with service they expect. If the experience does not match the expectation, they raise a gap. Customer satisfaction customer GAP5 perception expectation managing the customer/ understanding evidence marketing research the customer communication GAP4 GAP 1 management' s service perception delivery of customer expectation conformance design GAP 2 GAP 3 conformance service design service standards. GAP one: management perception gaps (the difference between expected service by customer and management's perception of customer expectation). GAP two: quality specification gap (the difference between company perception of customer expectation and customer driven service design and standard). GAP three; Service delivery gap (the difference between company perception of customer expectation and customer driven service design and standards). GAP four: market communication gap (the difference between service delivery and external Communication to the customer). GAP five: perceived service quality gap (the gap Between Perceived Service and Expected Service) LinkedIn, 2014).

2.9. Managing Service Quality

A service form can differentiate itself by delivering consistently higher quality than competitor so, most service industries have now joined the customer driven quality moment. Unfortunately, service quality harder to define and judge than product quality. For instance, it is harder to agree on the quality of a hairdryer. Customer retention perhaps the best measures of quality service (Witz, 2000). Therefore, capacity

management must identify critical bottlenecks that prevent customer demand from being satisfied, (Kotler, 2000),

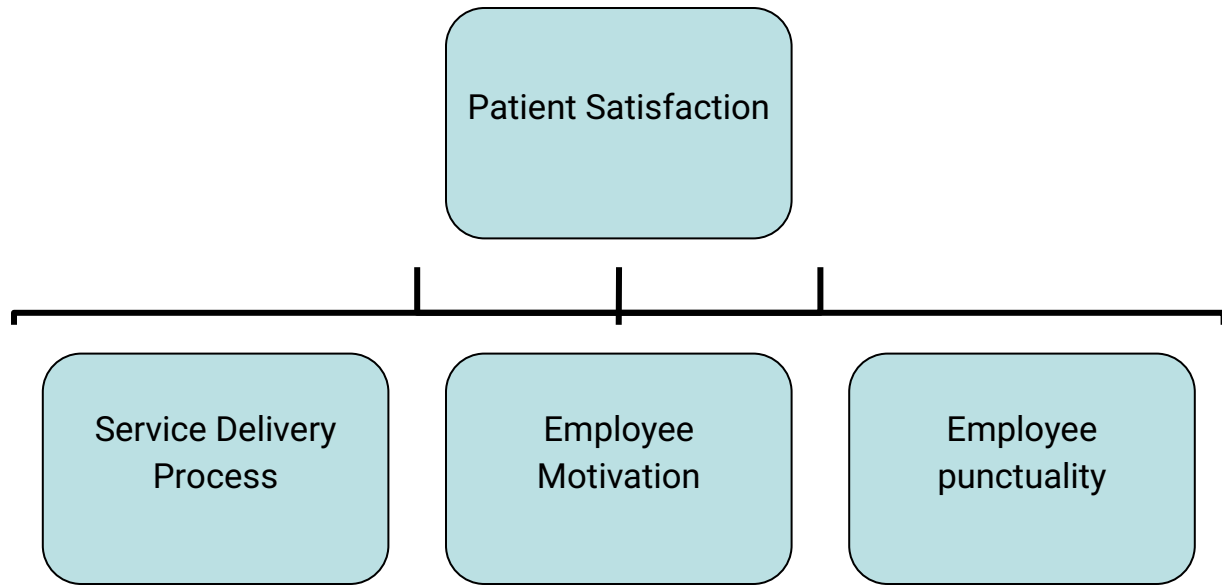
2.10 How Customers Access Service Quality?

For service assessment of quality is made during the service delivery process. This usually occurs with encounter between customer and service contact person.

Customer satisfaction with service quality can be defined by comparing perception of the service received with expectation of the service desired. When expectation is exceeded service are perceived to the expectation quality and to be a plasma surprise. When expectations are not meet service, quality is the seemed too unacceptable. When expectation is confirmed by perceived quality is satisfying. These expectations are based on several sources. Including word of mouth, personal needs and experiences (Fitzsimons 2002).

2.11. Conceptual framework

The study was designed to examine the service delivery of Woliso Kidus Lukas Hospital. It also intended to suggest possible solution to the problem identified in order to enhance the successful service delivery. So the independent variables such as, service delivery, employee motivation and punctuality are directly affect the dependent variable of patient satisfaction. This relation expressed graphically as shown bellow.



Source: Own Construction, 2015 E.C

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Study Area

The study was conducted in and around Woliso town. This area is under the south west Shoa Zone of Oromia Regional state. It locates along the road from Addis Ababa to Jimma. The population of the southwest Shoa zone of Oromia Region as per the 2007 census (CSA, 2014) was about 1.4 million. Southwest Shoa zone comprises fourteen (14) districts, including Woliso Urban Administration and Woliso town is the administrative center of the zone.

Its astronomical location is 080 46` North latitude and 370 58` East longitude. The altitude of area ranges from 2,063 to 2,070 meters above sea level. The average temperature of Woliso town is 12⁰ c. The total area of the circumscribing circle about the area of the town is 5720.5 hectares (OUPI, 2012). According to the census result of 2007 the total population of Woliso town is 27,493. The number of female and male population is 14,560 and 12,933; respectively giving sex ratio of 113 females to 100 males on average each kebele contains 6,873 populations. The average rain fall of the town is about 1500mm.

3.2 Research Design

To conduct this study, the researcher uses descriptive research method because descriptive method is used to describe the events that is happening and characteristic about the application or phenomena that being under study.

3.3 Research approach

This study employed mixed research approach. The researcher was use qualitative method to analyse the information collected from representative of Woliso Kidus Lukas Hospital and employed the quantitative approach to compute information that acquired through questionnaires from target population.

3.4 Target Population

The population of the study is focus on patient customers and employees of Woliso Kidus Lukas hospital. Woliso Kidus Lukas hospital has 300 monthly average customers

and 290 employees as per the 2022 human resource department of Woliso Kidus Lukas hospital those are useful for my research question, because of the researcher get more information from patient customer and employee of the hospital.

3.5 Methods of Sampling and Sample Size determination

The data was be through non probability sampling techniques especially through convenience sampling technique for patient because of difficulty in applying in random sampling technique, difficulty of getting each and every patient regularly. From patient of hospital, 74 of patients are drawn as sample from 290 total populations of the hospital. The researcher was indicating the sample selection process in the following table based on Tayro Yamane (1967) sample size determination.

$$n=N/1+N (e)^2$$

Where, n=sample size

N=total population

e=error

$$n=290/1+290(0.10)^2$$

$$n=74$$

3.6 Source and Types of Data

In this study researcher was use primary and secondary data source to gather required data. The primary data sources was taken from patient and employee by using questionnaires, Secondary data source was taken from hospital executive summary, official documents, internet, and books and written material in the Woliso Kidus Lukas hospital.

3.7 Methods of Data Collection

Primary data was being collected from questionnaire. The questionnaire was distributed for Woliso Kidus Lukas hospital patients and employees. The questionnaire was having a number at open ended and close ended types that are relevant to the subject at the study. The researcher also uses secondary source of data; which were gather from written document at the hospital.

3.8 Data Analysis

The data was be analyzing by using simple descriptive strategies like percentage, frequency and average that available to secondary data describe to support primary data.

3.8 Ethical Considerations

At the beginning, clear and accurate information about the research was given to the participants of the study and their voluntary participation was respected. The participants' identity was protected and all information obtained from the respondents was confidential and no one was having access to the identity of the respondents. Moreover, no information was modified or changed. Information was presented as collected and all the secondary

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data related to service delivery and customer satisfaction Woliso Kidus Lukas hospital. The researcher distributed 74 questionnaires to the hospital customers. The researcher collected 69 questionnaires from customer and 5 questionnaires were not returned from customers due to many reasons for instance some patients are not willing to fill questionnaires and also employees are not willing to return the filled questioners in scheduled time. The profile aspect of the study participant is prepared in terms of gender, age, educational level, occupation and frequency of service in Kidus Lukas hospital.

4.1. Demographic Characteristics of the Respondents

Introduction which includes what type of demographic variable were studied completely filled questioners were returned back from the service encounter.

Table4. 1: Demographic Characteristics of the Respondents (customers)

N ^o	Variables	Number of respondent	N=69 customers
1	Sex	Male	39
		Female	30
		Total	69
2	Age	18-30	3
		31-40	10
		41-50	5
		51-60	50
		60 and above	1
		Total	69
3	Educational level	Primary (1-8)	40
		Secondary(9-10)	17
		Preparatory(11-12)	-
		College Diploma (10+1)	5
		Degree	2
		None education	5
		Total	69

Source: Survey questionnaires 2021

As it can be seen from table 1, from sample of 69 customers' respondents the age distribution shows that a much higher population was in the younger group. Those aged between 51-60 years were under the age of the older group. The data from the table

indicates that the majority the customers had learned primary level education. College and university level education respondents were very low.

4.2. Results of the Questionnaire

Interoperate of Customer Related Question Service Delivery System and Process

Table 4.2 Customer Perception to Service Quality

No	Item question	Alternative	respondent	percentage
1	How do you Evaluate the Service quality of the hospital?	Excellent	10	14.5
		Very Good	52	75.3
		Good	7	10.2
		Very poor	-	-
		Total	69	100

Source: Survey questionnaires 2021

As revealed in the table 4.2 the majority 14.5% of respondents replied that the Hospital gives excellent service quality to its customers, 75.3% of the respondent's replied that the hospital gives very good service quality to its customers, 10.2 % of respondent says that the hospital gives good service to its customers. However, none of the respondents says very poor service is there in hospital.

Table4.3. Extent of Perception towards Carefulness to Customer

No	Item question	Alternatives	No of respondent	Percentage
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2	To what extend do you Perceive the hospital Care fullness for its Customers?	Give enough service	20	29
		Very Good	40	58
		Good	9	13
		Very poor	-	-
		Total	69	100

Source: Survey questionnaires 2021

Table 4.3 show that the perception of the customers regarding to the carefulness of referral hospital, as it can be seen from item No 2 of the table 29 % of the respondents were responded that the hospital give enough service care for its customers, 58 % gain very good care 13 %, responded that the hospital give good care. However, none of the respondents says about gaining poor care from hospital. Therefore the study shows that the hospital gives carefully for its customer’s services.

Table 4.4 Cleanness of Setting Area for Patient

No	Item Question	Alternatives	No of respondent	(%)
3	How do you evaluate the cleanness of the setting area for patient customer?	Excellent	30	43.5
		Very Good	11	16
		Good	28	40.5
		poor	-	-
		Total	69	100

Source: Survey questionnaires 2021

The researchers also analyse the hospital seat surrounding seat surrounding cleanness which is provided for the customers , the study show that most respondents, 43.5 % responded that the hospital provide excellent seat for its customers, 16% respondents responded that the hospital seat very good cleanness. The remaining 40.5 % of the respondents respond that cleanness of seat areas of hospital was good. None of the respondents are responding that the cleanness of the hospital is poor and poor. The

study shows that the hospital is cleaned.

Table 4.5 Evaluation of Service Delivery Process in the Hospital

No	Item question	Alternatives	No of respondent	Percentage
4	How do you evaluate service delivery process in Kidus Lukas Hospital?	Excellent service	40	58
		Very Good	20	29
		Good	9	13
		poor	-	-
		Very poor	-	-
		Total	69	100

Source survey questionnaires 2021

Table 4.5 reveal that 58 % of respondents replied that the system of service delivery process of hospital is excellent, 29 % of respondents replied that the system of service delivery is very good, the remaining 13 % of respondents responded that the system of service delivery process is good, None of the respondents responded the poor and no one else responded very poor system.

The table shows that there is excellent service delivery process in the hospital.

Table 4.6 Evaluation of Service Variety in the Hospital

N ^o	Item question	Alternatives	No of respondent	Percentage
5	How do you evaluate adequacy of the rendering Service variety in the hospital?	Give enough service	20	29
		Very Good	40	58
		Good	9	13
		Very poor	-	-
		poor	-	-
		Total	69	100

Source survey questionnaires 2021

As show in the table 4.6 with regarded to evaluation of service variety in the hospital, most of the respondents 29% were replied that there is adequate variety service and the scale were excellent, 58 % of respondents believe that they get very good level, 13 % of respondents responded they get good level and none of the respondents responded poor level and no one responded very poor level. This result shows that the hospital has providing adequate variety of service.

Service quality and satisfaction level

Table 4.7 service quality of hospital

No	Item Question	Alternatives	No of respondent	(%)
6	Have you get good service in Hospital?	Yes	39	56.5
		No	30	43.5
		Total	69	100

Source survey questionnaires 2021

Based on the table 4.7 above, 56.5% of respondents replied that yes, where as 43.5% of respondents replied that no. These study show that they get a good service quality from the hospital.

Table 4.8: Helpfulness and responsiveness of physician

No	Item Question	Alternatives	No of respondent	(%)
7	How do you evaluate the help fullness and responsiveness of physicians?	Excellent	30	43.5
		Very Good	28	40.5
		Good	11	16
		poor	-	-
		Total	69	100

Source survey questionnaires 2021

Table 4.8 Shows that the researchers analyse that the doctors responsible for its customers most 43.5% respondents responded that the doctors help in excellent way to its customers, 40.5 % responded that the doctors help very good to its

customers, 16 % responded that the doctors helps customers in good, and none of the respondent responded that the doctors helps in poor way to its customers .These study show that doctors was responsible for their customers.

Table4.9. Medication Equipment

No	Item Question	Alternatives	No of respondent	(%)
8	How do you evaluate equipment's for medication in the hospital?	Excellent	19	27.5
		Very Good	39	56.5
		Good	11	16
		poor	-	-
		Very poor	-	-
		Total	69	100

Source survey questionnaires 2021

The table 4.9 customers response towards the equipment used for medication in referral hospital, 27.5% of respondents responded that the equipment used for medication were excellent, 56.5% of respondents responded that the equipment used for medication where very good, 16 % of respondents responded that good whereas no respondents responded that poor and no one responded very poor equipment. The study show that the hospital was responsible of the equipment's used for very well.

Table 4.10 Accessibility of the Hospital Service

No	Item Question	Alternatives	N ^o of respondent	(%)
9	Do you believe Hospital accessible?	Yes	40	57.9
		No	29	42.1
		Total	69	100

Source: Survey questionnaires 2021

As show in the table 4.10 most of respondents 57.9 % responded that the hospital is conveniently accessible and 42.1 % of respondent responded that the hospital is not conveniently accessible.

Table 4.11 Overall Satisfaction Level

No	Item Question	Alternatives	No of respondent	(%)
10	What is your satisfaction on the overall service of the hospital is?	A. satisfied	39	56.5
		B. dissatisfied	30	43.5
		Total	69	100

Source: Survey questionnaires 2021

As show on the table 4.11, 56.5 % of the respondents responded that the customers satisfy with the service of the hospital, 43.5 % of respondent responded that dissatisfied these study show that the customer was satisfied with the hospital service.

Table 4.12 Feedback on the Service Provided

No	Item questions	Alternatives	respondent	(%)
11	Do you give suggestion about Service delivery in Woliso Kidus Lukas hospital?	Yes	12	17.4
		No	52	75.3

Source: Survey questionnaires 2021

Based on table 4.12 above, 75.3 % respondents replied that they can give suggestion about the service delivery in the hospital. The rest respondents 17.4 % replied that they couldn't give their suggestion about the hospital. The suggestion they forwarded for the last question number 12 , the Service delivery in the hospital is in a good condition, most of the employees and doctor lack of punctuality and responsibility to their customer.

CHAPETER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

4.1 Summary of Findings

The study was designed to examine the service delivery of Woliso Kidus Lukas Hospital. It also intended to suggest possible solution to the problem identified in order to enhance the successful service delivery. To collect the relevant data for the study, the researcher has distributed questionnaires to 74 randomly selected representative customers, and collect 69 questionnaires were successfully completed and collected. The response given by the respondent have been analyzed and interpreted.

Therefore, on the basis of the data collected, the study has come up with the following findings.

- ✓ The study shows that from the total respondents 30 (43.47%) are female and 39 (56.52%) are male.
- ✓ Regarding with the study the age group of 31-40 years olds are 10 (14.49%) and 51-60 years old are 50 (72.46%) respondents are the vast proportion come to the

hospital.

- ✓ As show in the study 40 (57.97%) of the respondents have lower level educational background.
- ✓ The study shows that most of respondents 40 (57.9%) responded that the hospital is conveniently accessible and 29 (42.1%) of respondents responded that the hospital is not accessible.
- ✓ On the study indicated that the respondents answer back is excellent for the way getting primary information inside the hospital is easy.
- ✓ The finding show that 39 (56.5%) of respondents responded that the customer are satisfy with the service of the hospital.
- ✓ The finding show that 30 (47.47%) of respondents responded that the doctors help in excellent way to its customers and good filling on the knowledge of the doctors related with hospital medical equipment.
- ✓ The finding show that 40 (57.9%) of respondents are excellent and they reply the overall service delivery of the hospital is customer satisfied. Though there is an indication that in service delivery there is responsiveness, reliability, customer complains handling
- ✓ On the study indicated that 52 (75.3%) of respondents replied that they can give suggestion about the service delivery in the hospital
- ✓ On the study indicated that with regard to evaluation of service variety, the majority of respondents were replied that there is adequate service in the hospital.

5.1 Conclusions

The study was conducted in Woliso Kidus Lukas hospital, in Woliso town on title with assessment of service delivery and patient satisfaction. The study was conducted to answer the question:

How the hospitals deliver health care service to its patients?

What is the level of patients' satisfaction in Woliso Kidus Lukas hospital?

What is the complaint handling technique of the Hospital?

The study focused on the 69 sample respondents taken. Data was collected through questionnaire from customer of the hospital and all distributed questioners were

collected from respected respondents. According to survey result, most of the respondent's result shows that the hospital was deliver good service quality to its customers. Based on the survey result customers rate the carefulness of the hospital to its customers were excellent and the hospital gives good seat for the customers. Based on analysis the customers of Woliso Kidus Lukas hospital service delivery system were effective. Based on the result major problem that affect the service delivery system of hospital was shortage of manpower and drugs. The hospital had efficient and effective customer handling system .The service of the hospital was improved from time to time.

5.2. Recommendation

As researcher presented conclusion parts, the hospital faces less problems in service delivery to society, due to this the following recommendation given as suggestion what better to done.

- ✓ In order to delivery consistent and timely service to patients effectively, the hospital should arrange proper planning for adequate materials like sufficient drugs, qualified employees, devices, and equipment.
- ✓ To deliver better service, the hospital should fulfill the patient equipment like service rooms and enough reception areas.
- ✓ System used by the organization to render service should be redesigned, because customer may have complained the system or provision and when they are not satisfied. Since the failure and success of hospitals is highly depends on its employee's satisfactions level and motivation to work, the Zonal Health officers should motivate the employee's so as to increase the satisfactions level of the workers in the hospital.

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APPENDIX

WOLKITE UNIVERSITY

**COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT**

Questionnaires filled by customer (clients)

Dear respondents

First I would like to thank you for willingness in considering your time to fill-in this questionnaire. The purpose of this questionnaire is to collect data from the respondents regarding service delivery and patient satisfaction in case of Woliso Kidus Lukas hospital. The success and failure of this research depending on the reliability of the data to be collected from this questionnaire, so you are kindly requested to give genuine answer to the questions. Then the result of this questionnaire will be used only for the academic purpose. Please feel free to give information you are asked through the written questionnaire.

Thank you in advance!!

INTRODUCTION

- No need of writing your name.
- Give short and brief answers for open ended questions.
- ❖ Demographic Data of the Respondent.

Sex; A. male _____ B. Female _____

❖ Age

A. 18-30 year's _____

B. 31- 45 year's _____

C. 46 year's above _____

❖ Education level

Primary (1-8) _____

Secondary (9-10) _____

Preparatory (11-12) _____

College Diploma (10+1) _____

Degree _____

None education/illiterate _____

QUESTIONNAIRE FOR CUSTOMERS

Questionnaire related to customer perception toward service quality

1. How do you evaluate the quality of service of referral hospital?
A, excellent B, V. good C, good D, poor E, very poor
2. To what extent do you perceive the hospital care fullness for its customers?
A, excellent B, V. good C, good D poor E, very poor
- 3, how do you evaluate the cleanness of the setting areas for patients?
A, excellent B, V. good C good D poor E, very poor
4. How do you evaluate the delivery process in the hospital?
A, excellent B, V. good C, good D poor E, very poor
5. How do you evaluate the adequacy of the rendering service variety in the hospital?
A, excellent B, V. good C, good D poor E, very poor
6. Do you get good service in hospital A, yes B, No
7. How do you evaluate the help fullness and responsiveness of physicians?
A, excellent B, V. good C, good, poor E, very poor
8. How do you evaluate the equipment's' used for medication in the hospital?
A, excellent B, V. good C, good D, poor E, very poor
9. Do you believe the hospital is conveniently accessible?
A. Yes B. No
- 10.2 Your satisfaction on the overall service of the hospital is?
A. satisfied B, dissatisfied
- 11, do you give suggestion about service delivery in Woliso Kidus Lukas hospital?
A, yes B, No
12. If you have additional Suggestion_____