

Factors Affecting Choice of Hospital Among Delhi University Employees

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Abstract: *With the increase in technology and options available, the factors affecting the choice of hospital have changed over a period of time. A lot of factors like benefits provided by the organization, services offered and area of residence influences the choice of hospital. This study was conducted to determine how much of these factors have an impact on the decision regarding choice of hospital. Using questionnaire method, responses were collected from 100 employees(teaching and non- teaching) of Delhi University. The study draws useful insights for prospective candidates, research scholars and hospitals and provides directions for future research in this area.*

Keywords: *services offered, area of residence, Benefits provided,*

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I. Introduction

The University of Delhi informally known as Delhi University is a public central collegiate university, located in New Delhi, India. It is known for its high standards in teaching and research, as well as the eminent scholars that it attracts to its faculty. University of Delhi was established in 1922 as a unitary, teaching and residential university by an Act of the then Central Legislative Assembly of British Indian Government. The University has grown into one of the largest universities in India. At present, there are 16 faculties, 86 academic departments, 77 colleges and 5 other recognized institutes spread all over the city, with 132,435 regular students which includes 114,494 undergraduates & 17,941 postgraduates. There are also 261,169 students in non-formal education program, of which UG students make up 258,831 where as PG students are 2,338 in number. DU is one of the most sought after institution of higher education in India. It is also among the university with highest publication count in India. There are about 77 colleges affiliated to the University of Delhi, spread out all over the Delhi. There are two main campuses of the University: the North Campus & the South Campus.

Delhi university has been providing various benefits to its employees which include health services, counseling services, provident fund and many more. This study focuses mainly on the health service benefits provided by the university. World University Service (WUS) facility is one such health benefit provided by the university to its employees. W.U.S. Health Centre (Main Campus) is located in the North Campus of University of Delhi. It provides basic and specialized medical facilities to its members/beneficiaries round the clock except on Gazette Holiday and Sunday from 10:30 AM to 08:00 PM. It has full time Physician, ENT Specialist, Gynecologist, Pulmonologist, General Duty Medical Officers, Physiotherapist and Part-time visiting Cardiologist, Neurologist, Eye Specialist, Orthopaedician, Psychiatrist, Pediatrician/Child Specialist, Dental Surgeon, Part-time Medical Officers and Optometrist. W.U.S. Health Centre's branches are in South Campus, East Delhi (Dr. B.R. Ambedkar College) and West Delhi (Shivaji College). It provides routine Pathology Laboratory Facilities to the beneficiaries 5 days a week. W.U.S. Health Centre (South Campus) provides basic and limited specialized medical facilities from 09:00 AM to 05:30 PM on all working days. It has full time Pediatrician, General Duty Medical Officers and Part-time visiting Eye Specialist, Gynecologist, Part-time Medical Officers, Dental Surgeon and Physiotherapist. It provides routine Pathology Laboratory Facilities to the beneficiaries. W.U.S. Health Centre (East Delhi) and W.U.S. Health Centre (West Delhi) have single Medical Officers and provide basic medical facilities from Monday to Friday from 09:00 AM to 03:00 PM. It provides skeletal routine Pathology Laboratory Facilities to the beneficiaries.

The objectives of study are:

- To find the factors that affects the choice of hospital.
- To examine the magnitude of impact of services offered on choice of hospital.
- To assess the impact of benefits provided by the organization on choice of hospital.
- To examine the impact of area of residence on choice of hospital.

S No.	Characteristics of respondents		N	(%)
1.	Age	18-25 years	0	0%
		25-35 years	29	29
		35-45 years	28	28
		45-55 years	29	29
		Above 55 years	14	14
		TOTAL	100	
2.	Gender	Male	57	57
		Female	43	43
		TOTAL	100	
3.	Marital Status	Married	88	88
		Unmarried	12	12
		TOTAL	100	
4.	Staff Status	Teaching	72	72
		Non teaching	28	28
		TOTAL	100	
5.	Annual income	Below 2,00,000	0	0
		2,00,000-5,00,000	12	12
		5,00,000-10,00,000	63	63
		Above 10,00,000	25	25
		TOTAL	100	

II. Methodology

The primary data for the present study was collected through a well designed structured questionnaire comprising of two main sections. The first section included statements related to the background information of the employees. This included aspects such as age, gender, marital status, staff status and annual income (Table1). The second section consisted of the statements related to the choice of hospital and factors affecting the same. This included preference of type of hospital, reason for that preference, benefits provided by the organization, availed benefits, area of residence affects choice of hospital. Two constructs namely, usefulness of the benefits provided by the organization, impact of these benefits on choice of hospital were measured on a 5-point likert scale ranging from strongly disagree (5) to strongly agree (1). Out of the total employees of Delhi university, 100 employees were chosen for the survey. They were asked to fill the questionnaire with a purpose to explore factors affecting choice of hospital. An exhaustive review of literature was carried out to generate relevant factors that might have an impact on the decisions regarding choice of hospital. Adequate explanation on what the questionnaire was trying to measure and how it should be answered was provided so as to obtain true and complete response of the employees. SPSS 19.0 version was used to analyze the data using statistical techniques such as exploratory factor analysis, correlation and regression analysis.

Table 1: Sample Overview

Note: “N” represents number of employees. (%) represents percentage of employees.

III. Data Analysis and Discussion

Impact of factors on choice of hospital

In order to examine the impact of factors namely services offered, benefits offered by the organization and area of residence on the choice of hospital, regression analysis was applied. To find out the impact, basic pre-condition of correlation between the factors was checked first. The first hypothesis i.e. H₁: There is a significant relationship between the services offered and choice of hospital. This hypothesis stands accepted as the correlation value ($r = 0.42, p = .001$) (Table 2) between services offered and choice of hospital which shows positive and significant association between them. Further, analysis revealed that there is a significant and positive relationship between benefits offered by university and choice of hospital, correlation value ($r = 0.33, p = .000$) (Table 3) gives support to the second hypothesis too. The present study shown a significant relationship between the area of residence and choice of hospital with correlation value ($r = 0.45, p = 0.000$) (Table 4).

The findings provided in Table 5 are indicative of a significant impact of all the variables (taken as independent variables) on choice of hospital. Further, though all the independent variables are found to be influencing choice of hospital, the impact of area of residence is relatively greater ($\beta = 0.309, t = 2.83$) in comparison to that of services offered ($\beta = 0.301, t = 3.32$) and benefits offered by the organization ($\beta = 0.189, t = 1.14$). In all, results confirm the impact of all tea factors on choice of hospitals.

Table 2: Correlation between services offered and choice of hospital

	Services offered	Choice of hospital
Services offered		
Pearson Correlation	1	.421**
Sig. (2 tailed)		.000
N	100	100
Choice of hospital		
Pearson Correlation	.421**	1
Sig. (2 tailed)	.000	
N	100	100

** Correlation is significant at the 0.01 level (2 tailed).

Table 3: Correlation between benefits provided by organization and choice of hospital

	Benefits provided	Choice of hospital
Benefits provided		
Pearson Correlation	1	.334**
Sig. (2 tailed)		.001
N	100	100
Choice of hospital		
Pearson Correlation	.334**	1
Sig. (2 tailed)	.001	
N	100	100

** Correlation is significant at the 0.01 level (2 tailed).

Table 4: Correlation between area of residence and choice of hospital

	Area of residence	Choice of hospital
Area of residence		
Pearson Correlation	1	.458**
Sig. (2 tailed)		.000
N	100	100
Choice of hospital		
Pearson Correlation	.458**	1
Sig. (2 tailed)	.000	
N	100	100

** Correlation is significant at the 0.01 level (2 tailed).

Table 5: Impact of all the variables on choice of hospital.

Dependent Variable	Choice of Hospital		
	Standardized Beta Coefficients	t	Sig.
Independent Variables:			
Services Offered			
Benefits Provided	0.301	3.32	0.000
Area of Residence	0.189	1.14	0.001
	0.309	2.83	0.000
Overall Results	Adjusted R-square= 0.276 F= 13.557, Sig.= 0.000		

- a. Predictors: Services offered, benefits provided by organization and area of residence.
- b. Dependent Variable: Choice of hospital.

IV. Conclusion

This study pursued to determine the factors that influence choice of health care providers. The increasing awareness of individuals on the importance of obtaining appropriate medical care have contributed to the need for decision taking on clients choice of hospitals. Accordingly, present study added to existing literature in relation to the interplay of various factors such as cost effectiveness, location, types of services offered and hygiene factors. However, choice of hospitals is often determined by cost effectiveness, cleanliness and services offered and geographical accessibility. But, interestingly geographical accessibility or area of residence found to be more important factor for the choice of health care in comparison to other factors. As, choice of a hospital from consumer behaviour theories is determined by preference for that service, and preference for a service implies choice of that service depending on many factors. Therefore, choice of health care providing facility is an important decision that involves the interplay of several factors. Moreover, satisfaction of services provided is a perception by the clients and must be considered by managers of health care institutions when decisions to improve health facility services are to be made.

References

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