



A STUDY ON CUSTOMER SATISFACTION ON SERVICES PROVIDED BY LIVMO PRIVATE LIMITED COMPANY

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ABSTRACT

The healthcare industry has seen a rising demand for home-based services, particularly with the increase in aging populations and chronic illnesses. This study, titled "A Study on Customer Satisfaction on Service Provided by a Health Tech Company," investigates the factors that influence customer satisfaction in home healthcare services. The company focuses on delivering personalized home healthcare services, such as nursing care, physiotherapy, elder care, and medical support through its digital platform. This research explores key drivers of customer satisfaction, including service quality, communication, affordability, and the effectiveness of the company's digital tools. Using a combination of quantitative and qualitative methods, the study provides insights into how well these services meet customer needs and highlights areas for improvement. Findings suggest that service experience and communication are critical to customer satisfaction, while pricing transparency and personalized care can further enhance service delivery. The study offers recommendations to improve customer engagement and operational efficiency to support growth in the competitive home healthcare sector.

Keywords: *Home-based healthcare services, Customer satisfaction, Personalized healthcare, Digital healthcare tools, Chronic illnesses, Nursing care, Physiotherapy, Elder care, Medical support*

INTRODUCTION

In the contemporary landscape of healthcare, the demand for personalized and home-based care has seen significant growth, driven by an aging population, increased chronic illnesses, and a preference for receiving care in the comfort of one's home. A prominent player in the home healthcare industry has positioned itself as a reliable provider of comprehensive and customized care solutions, offering a range of services, including nursing care, physiotherapy, elder care, and specialized medical services, aimed at meeting the diverse needs of its clients. Customer satisfaction is a critical determinant of success in the healthcare industry, especially in sectors like home healthcare, where the quality of service directly impacts the well-being and satisfaction of patients. Unlike traditional healthcare settings, where services are standardized, home healthcare requires a tailored approach to meet the unique needs of each client. This personalized nature of service delivery makes customer satisfaction not only a measure of service quality but also a reflection of how well a company can adapt to and fulfil the specific needs of its clients.

This study, titled "A Study on Customer Satisfaction on Service Provided by a Health Tech Company," seeks to explore the various factors that contribute to customer satisfaction within the company's service offerings. It aims to provide a comprehensive understanding of customer



perceptions and experiences, identifying key drivers of satisfaction and areas where the company can enhance its service delivery. The study also examines how the company's services impact the overall quality of life of its clients, offering insights into the effectiveness of its care strategies. The findings from this study are expected to be of significant value to the company, offering actionable insights that can be used to improve service quality, increase customer retention, and strengthen its market position.

REVIEW OF LITERATURE

The evolving healthcare landscape underscores the necessity of personalized care, patient satisfaction, and efficient service delivery. Binod Kumar Patro's study on New Delhi's mobile health clinics highlighted significant community awareness, yet a preference for private healthcare due to convenience and trust. Satisfaction with these clinics was moderate, with concerns about long wait times and limited drug availability. Similarly, Chao-Chan Wu's research in Taiwan revealed that a strong hospital brand image enhances patient loyalty through better service quality, emphasizing patient-centred strategies like empathy and reliability. Ping Lei and Alain Joliet's study in China demonstrated that satisfaction mediates the relationship between perceived quality and loyalty, suggesting that focusing on patient satisfaction is critical for improving loyalty. Together, these studies illustrate that patient-centric approaches and robust service delivery models are essential for building trust and loyalty in healthcare.

On a broader scale, Fakulas Sains' systematic review of global patient satisfaction determinants highlighted key factors such as medical care quality, patient communication, and demographic influences. This comprehensive analysis underlined the importance of quality service provision to meet rising patient expectations. Olgun Kitapci and Fethi's work, presented in Istanbul, showcased the application of systems engineering to healthcare, focusing on efficiency and quality amidst resource constraints. By leveraging innovative tools like simulation-based decision-making and machine learning, healthcare providers can improve operational competitiveness. Collectively, these findings stress the need for interdisciplinary collaboration, innovation, and a patient-centered approach to navigate the complexities of modern healthcare systems effectively.

OBJECTIVES

- To identify key factors that influence customer satisfaction, including service quality, responsiveness, and reliability.
- To analyse customer feedback on specific services provided, such as nursing care, physiotherapy, and elder care.
- To evaluate the effectiveness of the company's customer support and communication channels.
- To provide actionable recommendations for improving customer satisfaction and service quality.

SCOPE OF THE STUDY

This study is focused on evaluating customer satisfaction with the services provided by a leading home healthcare provider. The study encompasses a diverse demographic of clients across various regions, including those receiving nursing care, physiotherapy, elder care, and other specialized medical services. It aims to assess satisfaction levels across multiple



dimensions such as service quality, professionalism of healthcare providers, responsiveness, and the overall customer experience.

The study also examines the effectiveness of communication channels and customer support services in addressing client needs and concerns. Additionally, the study explores the impact of services on the quality of life of its clients, providing insights into how well the company's offerings align with customer expectations. The findings will be used to identify areas for improvement and to recommend strategies for enhancing service delivery. While the study is primarily focused on the existing customer base, its insights may also be valuable for broader applications in the home healthcare industry.

LIMITATION OF THE STUDY

This study on customer satisfaction provides valuable insights but is subject to several limitations. First, it relies on self-reported data, which can be influenced by individual biases, perceptions, and emotions. Respondents might provide socially desirable answers, leading to potential inaccuracies. The study is geographically limited to the regions where the company operates, which may not represent the broader home healthcare market in India or globally. Regional variations in healthcare needs, economic conditions, and cultural factors could influence customer satisfaction differently. Additionally, the sample size may not be large enough to capture the full diversity of the customer base, leading to potential overgeneralization. The study also focuses on customer satisfaction without addressing the long-term impact of the services on health outcomes, patient adherence, or cost-effectiveness. These limitations should be considered when interpreting the results and making strategic decisions.

METHADODOLOGY

The study aims to assess customer satisfaction with a health tech company's home healthcare service by collecting primary data through structured surveys and questionnaires. These tools will capture feedback on service quality, experiences at referred hospitals, technology adoption, pricing, and customer support. Data will be gathered from customers, including patients, family members, and caregivers who have interacted with the company's services. By focusing on relevant areas of customer experience, the survey seeks to provide a comprehensive understanding of satisfaction levels and service delivery effectiveness.

To ensure data relevance, the study will employ a purposive sampling method, targeting approximately 130 customers who have used the company's home healthcare services or been referred to its partner hospitals. This sample size is chosen to balance statistical validity with practical constraints. A stratified sampling approach may also be applied to achieve proportional representation across different customer segments, such as chronic care patients, elderly care, and post-operative care. Reliability of the collected data will be evaluated, with a Cronbach's Alpha of 0.697 indicating acceptable internal consistency across the questionnaire's 16 items.

ANALYSIS AND INTERPRETATION

The profile of the respondents for the research has been taken from various demographics such as age.

TABLE 01: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

| S.NO | Variable Name | Options | Frequency | Percentage |
|------|---------------|---------|-----------|------------|
| 1 | Gender | Male | 45 | 34.6 |
| | | Female | 84 | 64.6 |
| | | Others | 0 | 0 |

INTERPRETATION

From the above Table 01, the gender distribution of 130 respondents. Among them, 45 (34.6%) are male, and 84 (64.6%) are female. One response (0.8%) was recorded as "System," which may represent an error or missing data.

REGRESSION

Hypothesis

- **Null Hypothesis (H₀):** There is no significant difference between the Customer satisfaction and Service, Experience, Pricing and Website.
- **Alternative Hypothesis (H₁):** There is a significant difference between the Customer satisfaction and Service, Experience, Pricing and Website.

Table No 02: **REGRESSION FOR CUSTOMER SATISFACTION AND SERVICE, EXPERIENCE, PRICING AND WEBSITE.**

| Variable | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 1.012 | .367 | | 2.755 | .007 |
| Mean score of Service | .184 | .085 | .200 | 2.176 | .031 |
| Mean score of experience | .261 | .093 | .271 | 2.800 | .006 |
| Mean score of Pricing | .044 | .081 | .049 | .541 | .589 |
| Mean score of Website | .202 | .094 | .185 | 2.145 | .034 |

INTERPRETATION



The ANOVA results indicate no significant differences between the groups for any of the variables. For the mean score of service, experience, pricing, and website, the p-values (Sig.) are greater than 0.05, suggesting that variations between the groups are not statistically significant. Specifically, the F-values for all factors are below the critical value needed to reject the null hypothesis. Thus, we can conclude that there are no meaningful differences in service, experience, pricing, or website scores between the compared groups.

ANALYSIS OF VARIANCE (ANOVA)

Hypothesis

- **Null Hypothesis (H₀):** There is no significant difference in the services, experience, pricing, and website across the duration of the relationship with the company.
- **Alternative Hypothesis (H₁):** There is a significant difference in the mean scores of services, experience, pricing, and website across the duration of the relationship with the company.

Table No 03: ANOVA FOR SERVICE, EXPERIENCE, PRICING, WEBSITE

| | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------|----------------|----------------|-----|-------------|-------|------|
| Mean score of Service | Between Groups | .555 | 3 | .185 | .924 | .431 |
| | Within Groups | 25.247 | 126 | .200 | | |
| | Total | 25.803 | 129 | | | |
| Mean score of experience | Between Groups | .444 | 3 | .148 | .805 | .494 |
| | Within Groups | 23.166 | 126 | .184 | | |
| | Total | 23.610 | 129 | | | |
| Mean score of Pricing | Between Groups | .686 | 3 | .229 | 1.107 | .349 |
| | Within Groups | 26.023 | 126 | .207 | | |
| | Total | 26.709 | 129 | | | |
| Mean score of Website | Between Groups | .418 | 3 | .139 | .972 | .408 |
| | Within Groups | 18.054 | 126 | .143 | | |
| | Total | 18.472 | 129 | | | |

INTERPRETATION



The ANOVA analysis indicates no significant differences in the mean scores for service, experience, pricing, or website across the groups, with all p-values exceeding 0.05. The F-values further support the conclusion that the variations between groups are not statistically meaningful. Thus, we fail to reject the null hypothesis, suggesting a consensus in satisfaction levels among the groups. Overall, the finding simply similar perceptions regarding these aspects.

FINDINGS

The survey results reveal key insights into customer satisfaction across various service aspects. Most respondents (64.6%) were female, with 34.6% male, and most customers had been with the company for 3 to 4 years. Overall satisfaction was moderate, with a score of 3.5 out of 5. Respondents expressed high satisfaction with the scheduling and appointment system (3.715), communication between staff and doctors (3.723), and the timeliness of healthcare coordinators (3.769). The knowledge and skills of healthcare professionals were rated positively (3.823), as were the effectiveness of treatments and referrals (3.869).

High satisfaction was also noted for cleanliness and hygiene standards at referred hospitals (3.923). Staff availability received a slightly lower score (3.646), while pricing transparency (3.892) and the website and mobile app performance (3.838 for speed and efficiency, 3.777 for ease of information) were positively rated. Customers perceived good value for money in medical services (3.862), and the affordability of treatments was also rated favourably (3.777). Regression analysis indicated that service quality and experience significantly influenced customer satisfaction, whereas pricing had no statistical significance. ANOVA analysis showed consistent satisfaction levels across different groups in terms of service experience, pricing, and website use.

CONCLUSION

The research aimed to identify factors influencing satisfaction, such as service quality, communication, pricing, and staff professionalism, while assessing the effectiveness of the company's technology integration. The study used a mixed-method approach with structured surveys and interviews. Quantitative data was analysed using statistical tools like ANOVA and regression, while qualitative insights were gathered through thematic analysis. The sample size included 130 customers, ensuring diverse representation across various customer profiles. Suggestions for future implementation include improving staff availability, enhancing pricing affordability, optimizing communication channels, streamlining the digital experience, and maintaining high hygiene standards. Additionally, the company should focus on personalized care, continuous customer engagement, and training staff in soft skills to further enhance customer satisfaction and service quality.

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