

**Influence Of Attitude On Patient Satisfaction (PS) Towards Government Treatment Of Siddha And Allopathic In Cuddalore District, Tamilnadu**

**A.K.Jagajeevanram**, Research Scholar,  
Department of Business Administration, Annamalai University  
akjeeva34@gmail.com

**Dr. A.Aurubindo Ganesh**, Assistant professor, Annamalai University  
Department of Business Administration  
aurubindoganesh@gmail.com

**ABSTRACT**

The most commonly practiced forms of medicine followed in Tamilnadu are allopathic and siddha. Very rare studies have been done to examine the attitude of patients towards the usage of siddha and allopathic medicine. This study was done to explore the attitude regarding patient satisfaction towards the allopathic and siddha medicine. The study adopted cross sectional and prospective survey. The pre-planned validated questionnaires were given to the patients for examining the attitude of the patients towards allopathic and siddha forms of medicine. The data so collected was analyzed using regression to explore the satisfaction of the patients. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that patient attitude was seen to predict patient satisfaction.

**KEYWORD:** siddha, allopathic, patient satisfaction

**INTRODUCTION**

The general forms of Indian medicines are Unani, Siddha and Ayurveda. The popular form of medicine in south India and in particular, in Tamilnadu, is the siddha form of medicine. Yet, a few practitioners had also said that there was a school for siddha medicine in north India which was developed in the Himalayas. It is considered to be as the ancient and earliest form of medicine followed in India. It is also considered as the oldest form of medicine in the world. This form of medicine was designed by the “Siddhars” who are regarded to be as the saints, of ancient India, who are possessed with spiritual powers.

The satisfaction of the patients must be monitored and addressed by the institutions of health care, to be feasible. 'Health care institutions must monitor and address patient satisfaction in order to remain viable. Buzalka (2008); Drain (2001); Urden (2002) had reported that most of the hospitals are now altering their services towards patient care for boosting up the satisfaction of the patients and also to cut down the costs. In a highly competitive health care sector, the services of hospitals are forced to gain a highest share of the market by giving patient satisfaction.

### **STATEMENT OF THE PROBLEM**

A rationale for patient use of Complementary and Alternative Medicine (CAM) is the aversion of the mechanical model of medicine and the liking for a holistic and integrative model of health. The holistic model is inclusive of the fact that health imitates some kind of 'balance' within the body and so is featured as a model of distributed health. A research shows that the beliefs in holistic health (HH) are an imperative factor in the decision to select Siddha and allopathic

### **NEED FOR THE STUDY**

The patient satisfaction towards the traditional or herbal medicine will e clearly understood by making a study of the patient satisfaction regarding Unani, Siddha and Allopathic forms of medicine. The study also shows the awareness and knowledge among the patients about the Unani and Ayurvedic medicines.

### **OBJECTIVE**

The purpose of this paper is to examine the impact of the attitude of the patients (PA) on the satisfaction of the patients (PS).

**REVIEW OF LITERATURE**

A study done by Lau and Gregoire (1998) had made the comparison among the service quality perceptions. Data was collected among the patients who had been discharged and the inpatients using a questionnaire. Respondent's demographic data suggested that those who filled in the questionnaires as inpatients were different when compared with those who completed questionnaires after their discharge. Inpatient respondents incorporated a better representative of elder. To the contrary, post-discharge patients proportionately were younger. The sample size was 48 and among all of them, there was no difference regarding quality ratings, showing that it may be suitable and successful to review patients while in the hospital.

Mustofa Nabi, Mohammad Abu Taher, Hasib Sheikh, Shahinoor Rahman Dulal, Khairul Alam, and Mohammad Manirul Islam (2015) had made a study to examine the patient attitude and their satisfaction towards Unani and Ayurvedic medicines in the context of Bangladesh. These two forms are the most commonly practiced medicinal forms followed in Bangladesh. These two forms are practiced both in government as well as private hospitals. The study was a cross sectional survey. The sample size was 240 patients who were surveyed using the interviewer administered semi-structured questionnaire. The findings showed that 80% of the respondents got satisfactory and good behavior from the pharmacist and staffs of the hospital. As concerned with the delivery system of health service of the hospital, 77.9% of the respondents gave opinion as satisfactory and good.

**RESEARCH METHODOLOGY:**

Primary and secondary data were used for the evaluation and analysis of the data used for the study. Primary data was collected through direct interview and observations scheduled in government hospitals. The study was carried out in primary health care centers and government hospitals in Cuddalore district. The secondary data was collected from articles

and magazines. The sample size of this study was 100 which included the general demographic profile of the respondents. Non – probability sampling method was used in this study, in particular convenience.

## ANALYSIS AND INTERPRETATION

### INFLUENCE OF ATTITUDE ON PATIENT SATISFACTION

| <b>R</b> | <b>R Square</b> | <b>Adjusted R Square</b> | <b>F</b> | <b>Sig.</b> |
|----------|-----------------|--------------------------|----------|-------------|
| .855(a)  | .730            | .707                     | 30.795   | .000(a)     |

a Predictor: (Constant), patient attitude

#### Coefficients(a)

|                                                                                                                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|----------------------------------------------------------------------------------------------------------------------|-----------------------------|------------|---------------------------|--------|------|
|                                                                                                                      | B                           | Std. Error | Beta                      |        |      |
| (Constant)                                                                                                           | 1.185                       | .210       |                           | 5.654  | .000 |
| Siddha/ allopathic practitioners should have degree in this profession.                                              | -.015                       | .052       | -.025                     | -.289  | .773 |
| The Siddha/ allopathic practitioners should be certified and licensed from the Ministry of Health.                   | .344                        | .043       | .594                      | 8.010  | .000 |
| The production and selling of Siddha/allopathic medicines should be regulated by the government.                     | .031                        | .039       | .051                      | .810   | .420 |
| The Siddha/allopathic medicine should have a license and registration number.                                        | -.098                       | .049       | -.161                     | -2.003 | .048 |
| The Siddha/allopathic medicine should be labeled with the expiry date.                                               | .154                        | .053       | .229                      | 2.877  | .005 |
| The Siddha/allopathic medicine should have a warning of possible side effect and interaction with other medications. | .231                        | .072       | .283                      | 3.199  | .002 |
| The Siddha/allopathic medicine should have a clear note of approval by the government drug control authority.        | -.022                       | .048       | -.038                     | -.467  | .641 |
| Siddha/allopathic pharmacist can give useful advice regarding use of siddha/ allopathic medicines                    | .100                        | .060       | .148                      | 1.656  | .101 |

a Dependent Variable: patient satisfaction

In order to find the statistical significance, focus was made on the 8 predictors of the study. If it was found that there exists a difference, the next pace was to examine the direction through which they are found to be related. Findings show that every statement of siddha and allopathic factors was significant. The above table revealed a positive coefficient, which means that among all statements of attitude, four statements were seen to have an influence on the patient satisfaction of patients. The analysis done through regression shows that among 8 statements, four factors are having an influence over the patient satisfaction. The coefficient value,  $R^2$ , was found to be 0.730 through multiple regression, which shows that 73% of the independent variables had an influence on the work performance of the professionals.

In order to examine whether the value of coefficient ( $R^2$ ) is significant or not, ANOVA was executed. The F value so got was 30.795 which means  $p < 0.000$ . This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that patient attitude was seen to predict patient satisfaction.

## **CONCLUSION**

The term quality is a modern concept which has been viewed by different authors in different ways. For instance, in medical and technological point of view, offering medical services with the help of different methods; which consists of the ethics of medical practice, medical working staffs, and the quality of the provided medical services are regarded as vital. Quality from the patient's point of view is pleasing the needs of the patients and providing the required medical services to the patient.

Quality, from the administrative point of view, is inclusive of the methods of using accessible resources and allocating them to make sure that the delivery of the medical service is given in the right time and with a satisfactory cost. Quality, from the senior medical administration, consists of the level of satisfaction with the managerial performance. This

finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that patient attitude was seen to predict patient satisfaction

**REFERENCE**

- Buzalka, M. (2008, December 1). You've tossed your trayline...now what? Food Management, pp.32-35.
- Chandrasekar (2015) Patient's Perception towards Service Quality of Government Hospitals an Empirical Study in Nilgiris District, Global Journal of Medical Research: K Interdisciplinary Volume 15 Issue 5, 23-30
- Drain, M. (2001). Quality improvement in primary care and the importance of patient perceptions. The Journal of Ambulatory Care Management, 24, 30-46.
- Mustofa Nabi, Mohammad Abu Taher, Hasib Sheikh, Shahinoor Rahman Dulal, Khairul Alam, and Mohammad Manirul Islam (2015) have conducted a study on attitude and satisfaction of patients towards unani and ayurvedic health care service within medical pluralism in the context of Bangladesh. *Nabi et al., IJPSR, 2015; Vol. 6(6): 2557-2568.*
- Srikanth, Sulochana Bhat, Arjun Singh, and Renu Singh (2015), have a conducted a study on healthcare seeking attitude and utilization of traditional medicine in India- an overview. World Journal Of Pharmaceutical Research, Volume 4, Issue 7, 722-738.
- Urden, L. D. (2002). Patient satisfaction measurement: current issues and implications. Lippincott's Case Management, 7(5), 194-200.