



(RESEARCH ARTICLE)



## Corporate marketing in modern hospitals and satisfaction level of corporate clients in Bangladesh

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World Journal of Advanced Research and Reviews, 2024, 24(01), 245–264

Publication history: Received on 08 August 2024; revised on 22 September 2024; accepted on 25 September 2024

Article DOI: <https://doi.org/10.30574/wjarr.2024.24.1.2859>

### Abstract

The study's abstract emphasizes the Marketing Department's dual responsibility in creating external awareness and disseminating internal information in modern hospitals. To improve service quality and management decision-making, the department keeps an eye on patient happiness and oversees communication, advertising, corporate agreements and feedback methods. Key research findings show that while corporate patients generally value the department's cutting-edge technology and the expertise of its staff, they do have reservations about the department's responsiveness and punctuality, particularly with regard to inpatient care. Patients in the Outpatient Department (OPD) expressed greater levels of satisfaction than those in the Inpatient Department (IPD), where patients expressed greater dissatisfaction with personalized care and error correction. To increase general patient happiness, recommendations include enhancing service speed, providing personnel training, and attending to particular patient requirements.

**Keywords:** Modern hospital; Healthcare; Awareness Patient's satisfaction; Outpatient département; Inpatient department

### 1. Introduction

Bangladesh is experiencing rapid growth in new hospitals, with marketing becoming a crucial management function. Hospital marketing connects patients, physicians, and hospitals, ensuring local viability and high-quality healthcare. Modern hospitals, like Square Hospitals Limited, have international affiliations and have a separate Marketing Department. The department sets the tone of the hospital and acts as an interface between doctors and the public. Modern hospitals' Marketing Department not only creates awareness for external customers but also disseminates information about services internally to existing customers and initiates feedback mechanisms for management. This helps the operational team improve and self-assess their services.

### 2. Literature Review

The healthcare landscape has evolved significantly over the past few decades, with hospitals increasingly adopting corporate marketing strategies to attract and retain clients. This literature review explores the intersection of corporate marketing in modern hospitals and the satisfaction levels of corporate clients, highlighting key themes, findings, and gaps in the existing research. According to Kotler and Keller (2016), effective marketing in healthcare is essential for hospitals to differentiate themselves in a competitive environment. Research by Rundle-Thiele and Bennett (2001) emphasizes the importance of brand equity in healthcare, suggesting that a strong brand can lead to increased patient loyalty and trust. A study by Chaffey (2019) indicates that hospitals utilizing social media and online platforms can

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enhance their visibility and engagement with corporate clients, leading to improved service uptake. Heskett et al. (2008) found partnerships benefit employees, reduce costs, and provide financial stability for hospitals, while corporate clients are crucial for maintaining a consistent patient base. Studies have shown that hospitals with strong corporate partnerships experience increased patient volumes and enhanced reputations (Baker et al., 2020). Various marketing strategies have been identified as effective in engaging corporate clients. These include relationship marketing, personalized communication, and the use of digital platforms to facilitate access to services (Khan and Rahman, 2021). The integration of technology, such as telehealth services, has also been highlighted as a critical component of modern corporate marketing strategies (Hossain et al., 2022). The SERVQUAL model, developed by Parasuraman et al. (1988), is widely used to assess service quality in healthcare settings. Research indicates that dimensions such as reliability, responsiveness, and empathy significantly influence corporate client satisfaction (Dabholkar et al., 1996). A study by McGlynn et al. (2003) found that hospitals demonstrating superior clinical outcomes tend to have higher satisfaction ratings from corporate clients, as these outcomes directly impact employee productivity and well-being. Effective communication and support services are critical in enhancing client satisfaction. Research by Berry and Parasuraman (1991) highlights that proactive communication regarding health services and outcomes can significantly improve corporate clients' perceptions of hospital services. Research indicates that high-quality medical services significantly impact corporate client satisfaction, with hospitals delivering positive clinical outcomes receiving higher ratings from corporate clients (Rahman et al., 2021). Cost considerations are paramount for corporate clients. Research indicates that transparent pricing and perceived value for money significantly influence satisfaction levels (Sarker and Islam, 2020). Effective communication is crucial in managing corporate client relationships. Studies have found that proactive engagement, timely updates, and clear information about services contribute to higher satisfaction levels (Chowdhury and Ahmed, 2021). Hospitals are better equipped to meet client expectations by offering customized wellness programs and preventive care initiatives, enhancing satisfaction (Uddin et al., 2022). Advanced technologies like EHRs and telemedicine in healthcare delivery have been linked to improved client satisfaction, streamlining operations and enhancing the overall client experience (Hossain et al., 2022). The research suggests that addressing research gaps and implementing recommendations can enhance corporate marketing strategies in Bangladeshi hospitals, enhancing client satisfaction, loyalty, and improving healthcare outcomes, requiring future research.

### *Objectives of the study*

The main objective of this report is to identify marketing related activities for corporate clients' facilities, and their level of satisfaction through which the hospital can prosper and build its image. In addition, the study will seek to achieve the following specific objectives:

- To assess service quality provided to corporate by Modern hospitals through survey
- To determine the most important attributes of service quality
- To find out the gap between customers' perception and expectation regarding the service quality
- To make a recommendation for improving the overall service quality and customer satisfaction

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## **3. Methodology**

Different methodologies will be used to acquire and analyze the data. To assess the overall customer services, observation method was used.

### **3.1. Source of information**

- Primary sources of information: Employees working in the Marketing Department of Modern hospitals
  - One Head of Marketing, one Marketing Executive and one Coordinator
  - From patients.
- Secondary sources of information: Official website, Publications (Brochures, newsletters), Journals.

### **3.2. Type of the Research**

Exploratory research will be conducted to gain insights and understanding of customers' perceptions and expectation related to service quality of Modern hospitals.

- Sampling Plan: The sampling plan was included the following things:
- Population: Customers of Modern hospitals are the target population for the survey.
- Sampling Unit: Corporate Customers of Outpatient Facilities Department.
- Sample Size: The total number of corporate customers of Modern hospitals Branch is more than 2000. However, considering the time constraint, the sample size had to reduce to 100 of the total sample size of .Among 100

patients, 50 corporate patients will be from Outdoor Patient Department and the rest 50 from Indoor Patient Department

- Sampling technique: Convenience sampling technique is considered for the survey.
- Scaling technique: A five-point rating scale will be used in the questions, where,

5= strongly agree, 4= Agree, 3= Neutral, 2= Disagree and 1= strongly disagree

**Mean:** The findings of customer survey will be analyzed through Microsoft Excel and then survey findings are presented through tables and graphs. The importance of service quality related aspects are ranked by calculating the Mean Importance Score. Also, Mean Satisfaction Score will be calculated in the same way. The formula of MSRI is given below:

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$$\text{Mean Score} = \frac{\sum (Wf)}{N}$$

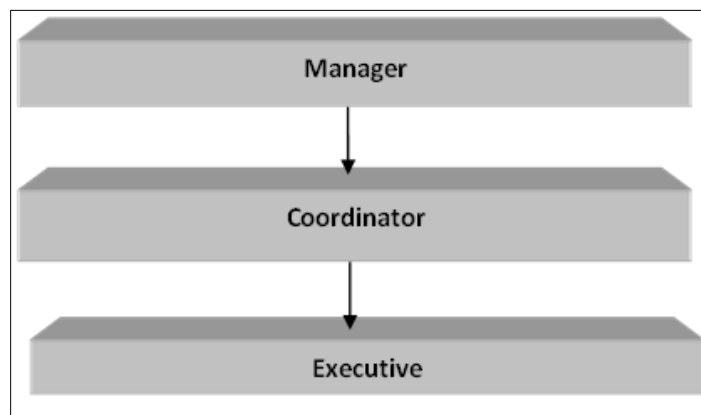
Where, W = Weight (from 5-1), n = Number of sample and f = Frequency of responses

- **Frequency distribution and Cross Table:** To understand the trends of data, the frequency is used and Cross tabulation was done.

### 3.3. Scope of the study

Modern hospitals have been only considered to find the overview of corporate marketing and satisfaction level of customers regarding service quality.

**The Marketing division and medical services division are briefly discussed below**



**Figure 1** Organogram of Marketing and Business Development Department

## 4. Overview of the Marketing and Business Development Department

The Marketing Department manages hospital marketing initiatives, including communication, patient satisfaction monitoring, advertising, volunteer services, and wellness, collaborating with various stakeholders.

### 4.1. Functions performed by the Marketing and Business Development Department

The marketing function has been widely adopted as a way to learn about markets, attract sufficient resources. Besides it performs some special functions as follows:

- Conducting TV program: The Marketing Department at ATN Bangla conducts a healthcare program called Square ShusthoThakun, responsible for selecting program topics and physicians on a regular schedule.
- Privilege Card and Gold Card: The Marketing Department provides a 10% discount on medical services, except medicine, hospital supplies, MRI, CT scans, and special treatment, with a "gold card" for renowned individuals.



**Figure 2** Privilege card and Gold card

- Newsletters and Brochures: The Marketing Department annually distributes newsletters and brochures about their physicians and facilities across the country, distributing them to various Marketing Department outlets.
- Feedback from patients: The Marketing Department uses feedback forms to assess outpatient and inpatient service quality, track patient satisfaction, and generate monthly reports to evaluate patient-related services.
- Corporate Agreement: The Marketing Department has formed corporate agreements with over 40 organizations, offering employees and their families 10% discounts on medical services, excluding medicine, hospital supplies, MRI, CT scans, and special treatment offers.
- Media releases: Businesses can attract new customers through creative advertising and promotion, including television and newspaper advertisements, new specialist doctors, and facilities like linear accelerators, thereby increasing revenue.
- Seminar: The Marketing Department conducts various seminars on various healthcare topics in its different outlets in the Hospital as well as the outlets located outside Dhaka. The Marketing Department also regularly makes contact over telephone with patients after they leave receiving treatment to ask about their present physical conditions.

#### **4.2. Corporate Partnership of Modern hospitals**

The Marketing Department has partnered with various organizations to offer employees and their dependents a 10% discount on medical services, requiring registration and ID card information. Patients pay at the counter.

#### **4.3. Benefits of Corporate Agreement**

- It helps in the promotion of the MARKETING DEPARTMENT without incurring cost, to the extent permitted by law and the applicable canons of professional ethics and the professional practice.
- It helps to increase the inflow of patients. The total number of corporate patients coming to the hospital at present is more than 2000.
- These key corporate health partners are spearheading the corporate commitment for MARKETING DEPARTMENT.

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### **5. Analysis of the study**

The study explores patient satisfaction in a hospital's Marketing Department, examining the relationship between service quality and satisfaction, identifying key attributes and their associated dimensions.

#### **5.1. Service factors**

Hospital reliability, responsiveness, assurance, tangibles, and empathy are key factors in enhancing patient satisfaction. Reliability in the Marketing Department leads to greater satisfaction. Respondents expect prompt staff, functional equipment, and quick disease diagnoses. Physical evidence of satisfactory services creates positive impressions. Empathy significantly influences patient satisfaction in both Outdoor and Indoor Patient Departments.

## 6. OPD Patients

### 6.1. Part A (Demographic Information)

**Table 1** Cross Table Analysis of the Demographic Information

		Gender		Total
		Male	Female	
Age	21-30	3	5	8
	31-40	5	5	10
	41-50	9	6	15
	51-60	4	3	7
	More than 60	6	4	10
<b>Total</b>		<b>27</b>	<b>23</b>	<b>50</b>
Monthly Income	TK 30,000-50,000	9	8	17
	TK 50,001-70,000	6	6	12
	TK 70,001-90,000	5	6	11
	TK 90,001or above	7	3	10
<b>Total</b>		<b>27</b>	<b>23</b>	<b>50</b>
Marital Status	Married	22	12	34
	Unmarried	6	10	16
<b>Total</b>		<b>28</b>	<b>22</b>	<b>50</b>

#### 6.1.1. Findings from the demographic study for OPD patients

The findings of the cross tabulation analysis done on the demographic information shows that the major corporate patients in OPD of MARKETING DEPARTMENT are male, aged from 41 to 50 years(18%) . Maximum patients of OPD have monthly income of Tk. 30000-50000 (18%), and most of them are married (56%). (Table: 1)

### 6.2. Part B: (Product and Service Related information)

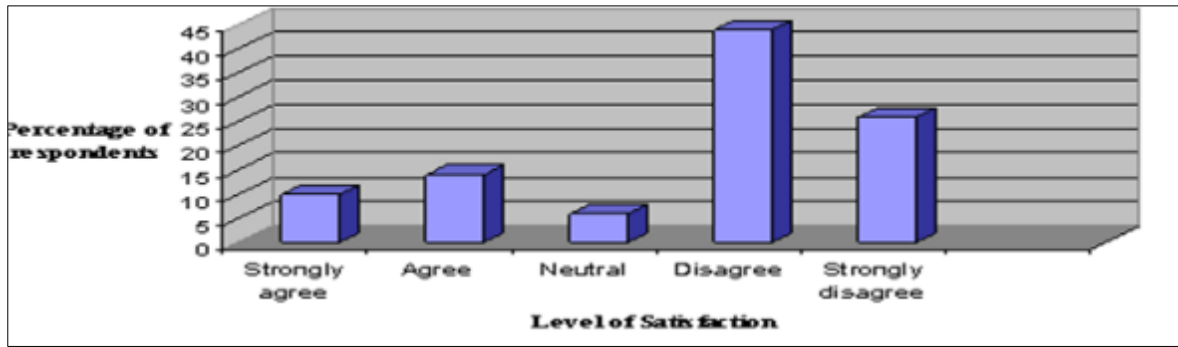
#### 6.2.1. Analysis of the customer responses in case of service quality dimensions

The Marketing Department from OPD conducted a study on corporate clients' satisfaction levels with five service quality dimensions. A five-point rating scale was used, and the mean importance score and satisfaction score were calculated for each dimension.

- Reliability: Various aspects of services, which are related to reliability dimension of service quality, were asked to the customers in three different questions. The findings are as follows:

#### 6.2.2. Providing services within the promised time

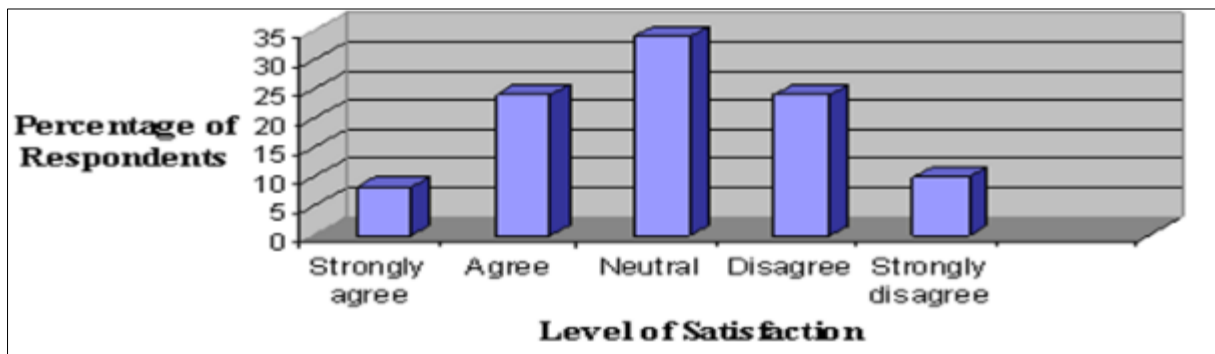
- Findings: The study aimed to assess the Marketing Department's service delivery time for outdoor patients. Results showed a mean importance score of 3.28 and a satisfaction score of 2.38, with only 10% of patients strongly agreeing, and 44% disagreeing.



**Figure 3** Marketing Department provides services within the time promised

6.2.3. *Employees of Marketing Department gives appropriate solution to the problems*

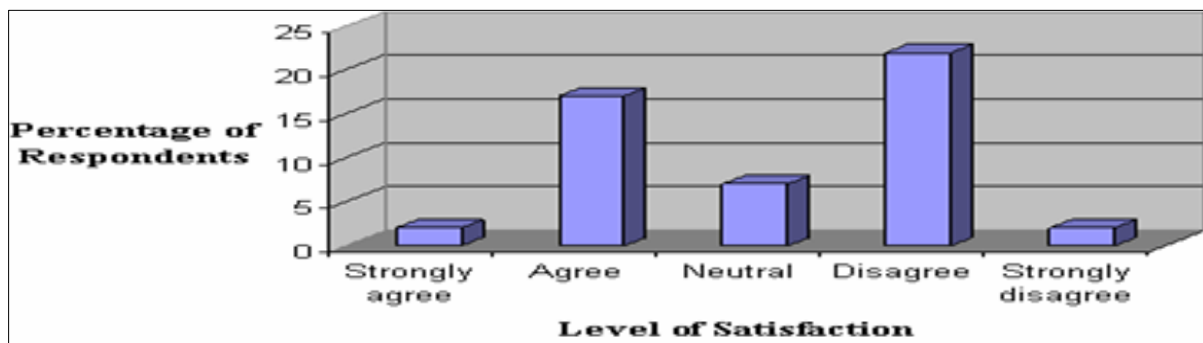
- Findings: The mean satisfaction score for this question is 3.42, whereas the mean importance score is 2.62. Only 8% corporate patients strongly agreed that Employees of MARKETING DEPARTMENT gives appropriate solution to the problems, whereas 24% agreed to it. 34% remained neutral whereas 26% disagreed with the statement that employees of MARKETING DEPARTMENT gives appropriate solution to the problems



**Figure 4** Employees of MARKETING DEPARTMENT gives appropriate solution to the problems

6.2.4. *Employees quickly correct errors and mistakes*

- Findings:** This attribute was found to be the most important attribute within reliability dimension having a mean importance score of 3.5. Majority of the corporate patients' i.e. 32% find it important for employees to quickly correct errors or mistakes. The satisfaction score is 2.9. Majority of the patients disagreed to the statement (scored 4 in the 5 point scale).



**Figure 5** Employees quickly correct errors and mistakes

### 6.3. Responsiveness

#### 6.3.1. Employees of MARKETING DEPARTMENT give you prompt service

Two attributes were grouped in this dimension and the questions of this dimension were asked to identify what customers think about the responsiveness of MARKETING DEPARTMENT. Results of the various aspects of responsiveness are shown below:

#### 6.3.2. promptness of service

- Findings:** Delivering services to patients promptly to patients is very important for a hospital. This the core point of the responsiveness dimension of service quality. So this question was asked to the customers to find out how much importance they really put on this factor and also to determine whether customers are satisfied with this service aspect of MARKETING DEPARTMENT. The satisfaction mean score for this statement is 3.42 and the mean importance score 2.94. Majority of the respondents i.e. agreed with the statement. 6% strongly agrees and 22% remained neutral. Only 18% disagreed to the above statement and 2% strongly disagreed.

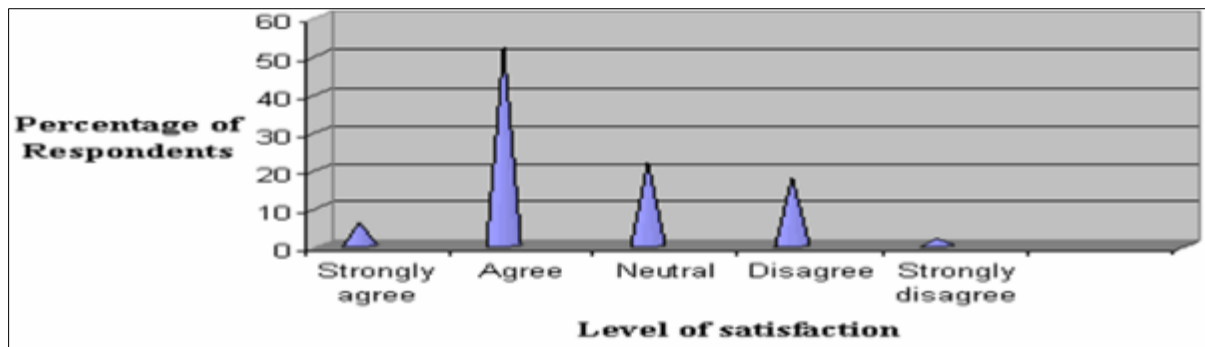


Figure 6 Employees of MARKETING DEPARTMENT gives prompt service

#### 6.3.3. Employees are always willing to help customers and solve their problems

- Findings:** A moderate importance was placed on this attribute of responsiveness dimension where the mean importance score is 3.24. 26% of the respondents rated 5 factors and 44% remained neutral. The average satisfaction score across this attribute is 3.04. 26% respondents were on average satisfied.

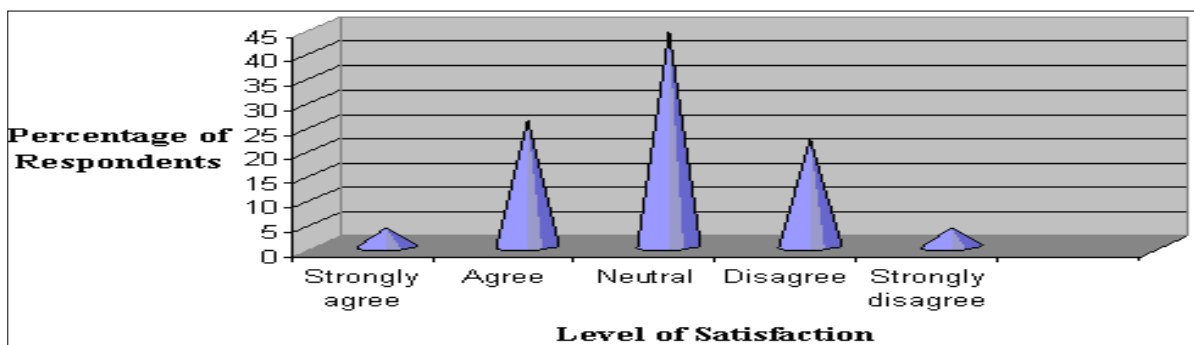
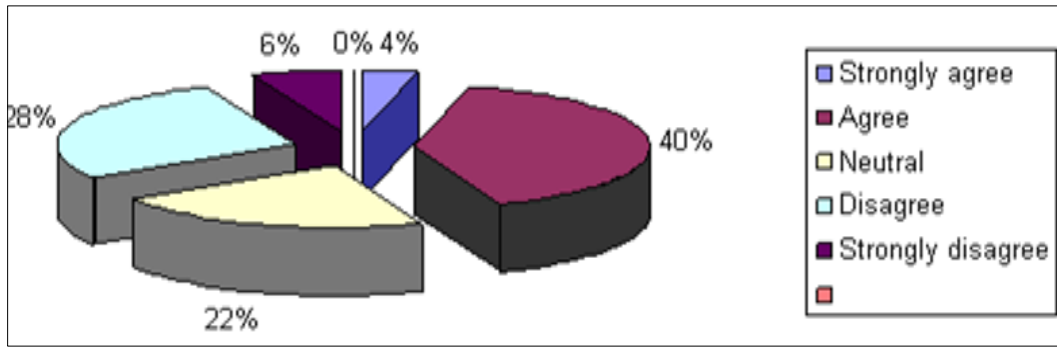


Figure 7 Employees are always willing to help customers and solve their problems

- ASSURANCE:** In this dimension of service quality, customers were asked about three aspects of service in three different questions. The results are as follows

#### 6.3.4. Friendliness and Courtesy of the employees are very high

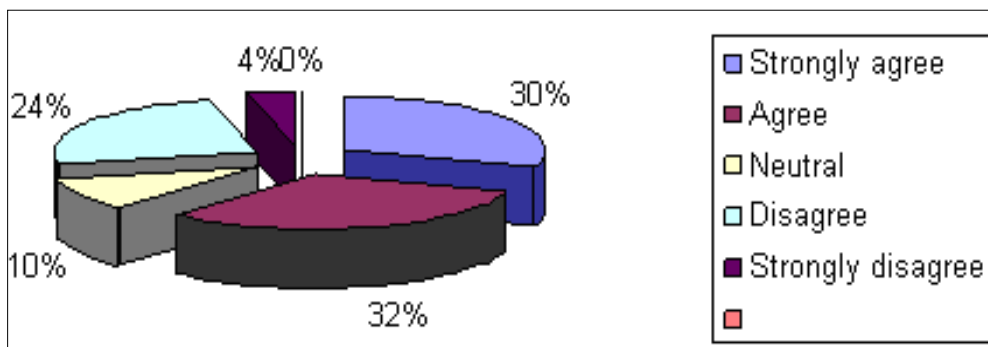
- Findings:** The mean satisfaction score is 3.08 and mean importance score is 3.16. Most of the respondents i.e. 40% are satisfied with the friendliness of employees. 32% of respondents have placed importance on this factor and placed a score of 4 out of 5 and 18% strongly agreed to its importance.



**Figure 8** Friendliness and Courtesy of the employees are very high

6.3.5. Professionalism of the employees is high

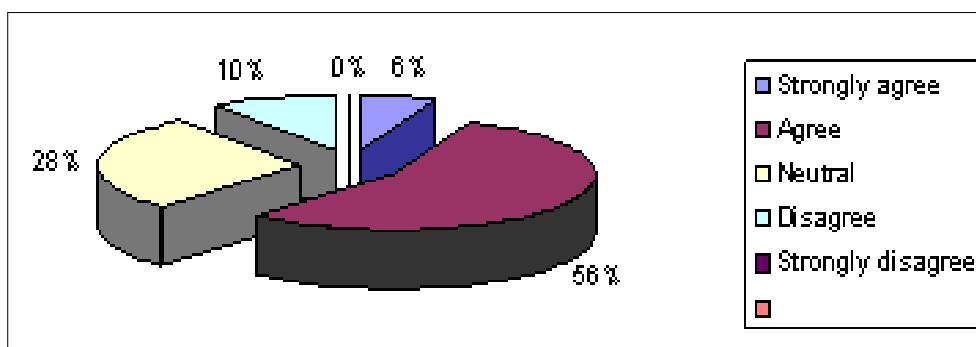
- Findings:** Mean importance score of this attribute is 3.2 where 33% respondents scored 4 or above. The mean satisfaction score for this attribute is 3.6 and the score is satisfactory. 32% of the respondents scored 4, and 30% scored 5 in this aspect of service.



**Figure 9** Professionalism of the employees is high

6.3.6. You find the services safe

- Findings:** Mean importance score of this attribute is 3.04. 28% respondents scored 4 or agree with the statement and 18% strongly agrees to it. . The mean satisfaction score for this attribute is 3.58. And the score is satisfactory. 30% of the respondents scored 5 (strongly agreed) and 32% (agreed) scored 4 in this aspect of service.



**Figure 10** You find the services safe

6.4. Empathy

Two aspects related to service quality were grouped in this dimension and the respondents were asked to express their opinion regarding tangible aspects of MARKETING DEPARTMENT.. Results are as follows:



6.4.1. *MARKETING DEPARTMENT gives you individual attention*

- **Findings:** The mean satisfaction score is 3.42 in this aspect and mean importance score is 2.88. Majority of the corporate patients scored 4 i.e. are satisfied with the attention given to them by MARKETING DEPARTMENT. Low importance has been placed on this aspect.

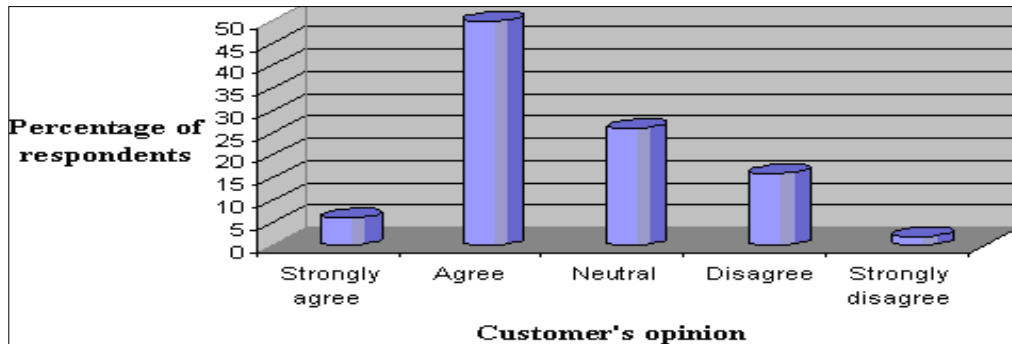


Figure 11 Marketing Department gives you individual attention

6.5. *Employees of MARKETING DEPARTMENT understand your specific needs*

- **Findings:** More importance has been placed on this aspect of service quality in MARKETING DEPARTMENT. The mean satisfaction score is 3.4 in this aspect and mean importance score is 3.08. The patients are satisfied with this aspect i.e. 50% scored 4 and 2% score 5 in a 5 point scale. Majority of respondents put importance on it i.e. 28% agreed and 16% strongly agreed to it.

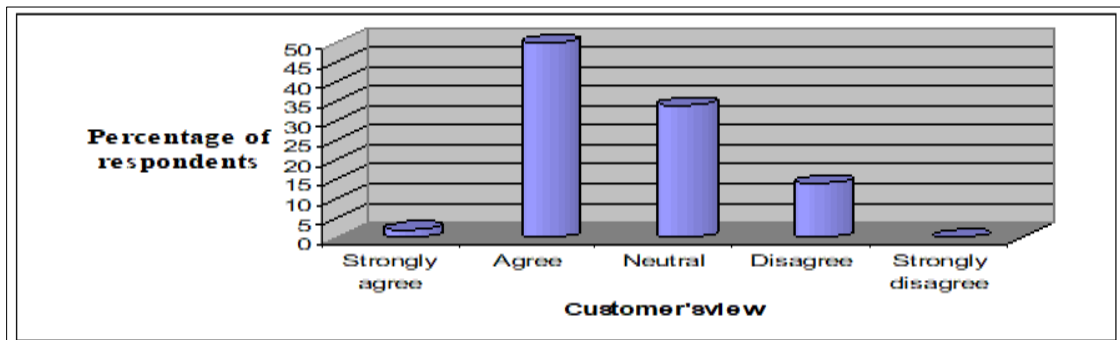
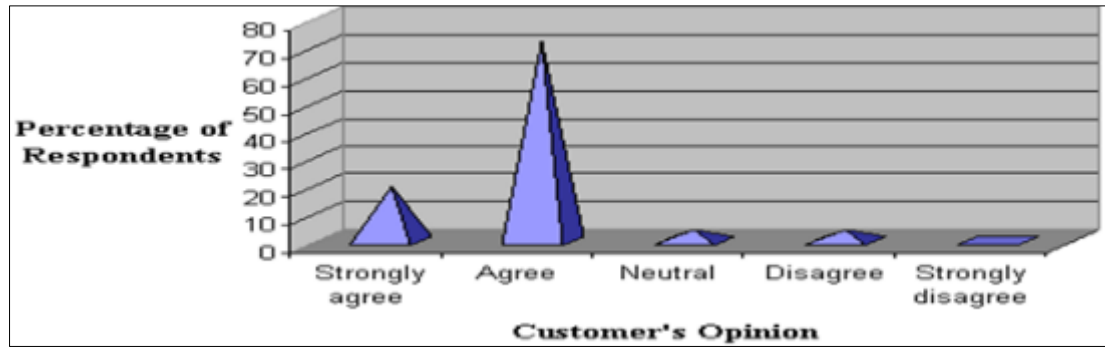


Figure 12 Employees of MARKETING DEPARTMENT understand your specific needs

- **TANGIBLES:** Three questions were asked to the respondents relating to the tangible dimension. These questions covered the tangible aspects of MARKETING DEPARTMENT.

6.6. *The appearance of all the physical facilities inside the office is appealing*

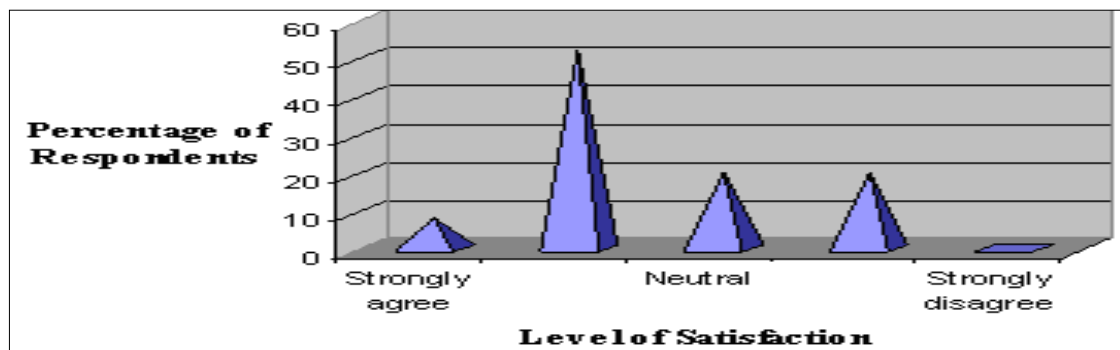
- **Findings:** Satisfaction level of this aspect is quite high and the importance level placed by respondents is also high. Mean satisfaction score is 4.08 and mean importance score is 3.08.



**Figure 13** The appearance of all the physical facilities inside the office is appealing

6.6.1. *Employees are smart and pleasant looking*

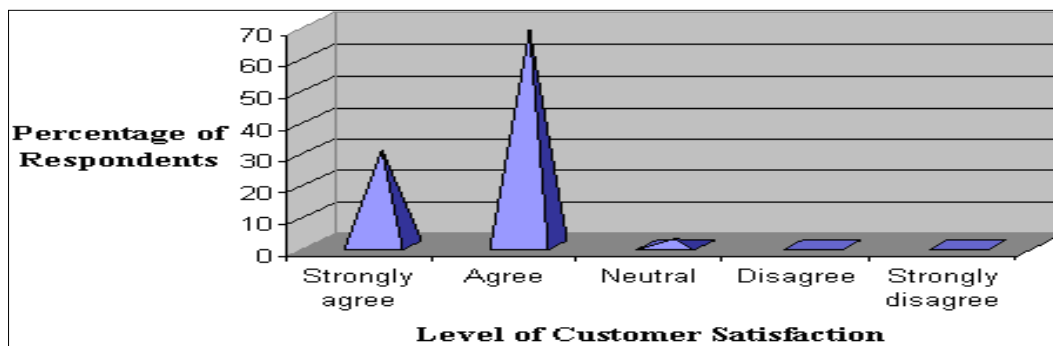
- **Findings:** Mean satisfaction score is 3.48 and 52% respondents are satisfied aspect with this and mean importance score is 3.46 and majority of respondents has put focus on this aspect



**Figure 14** Employees are smart and pleasant looking

6.7. **MARKETING DEPARTMENT has modern equipments and technologies that better satisfy your needs**

- **Findings:** Corporate patients of MARKETING DEPARTMENT are highly satisfied with this aspect.30% strongly agreed to it, 68% agreed to it and the mean satisfaction score is 4.28. Respondents gave high importance on this aspect and the mean importance score is 3.5.



**Figure 15** MARKETING DEPARTMENT has modern equipments and technologies that better satisfy your needs

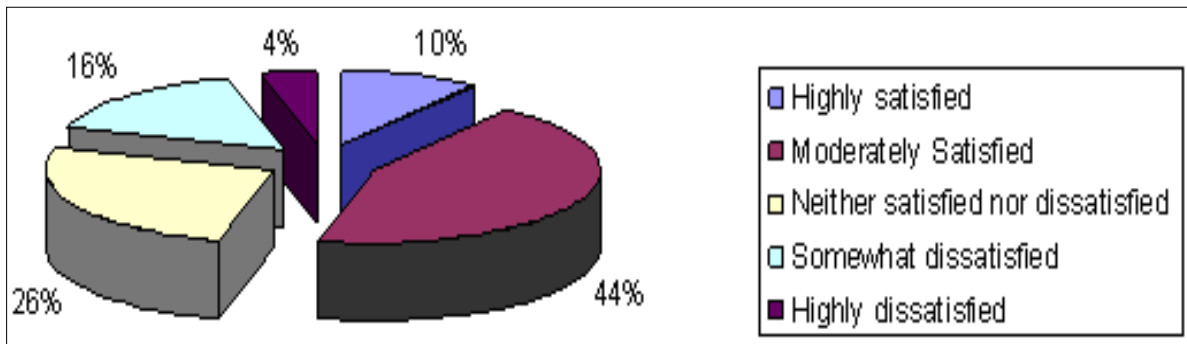
**6.8. Overall level of satisfaction**

This question was asked to the customers to know about customers’ overall satisfaction level with MARKETING DEPARTMENT services.

**Table 2** Overall satisfaction level

Level of Satisfaction	Frequency
Highly Satisfied	5
Moderately Satisfied	22
Indifferent	13
Somewhat Dissatisfied	8
Highly Dissatisfied	2
Total	50

- Findings:** Among the corporate patients, majority of patients i.e. 44% are moderately satisfied with the overall services of MARKETING DEPARTMENT. Only 10% are highly satisfied, whereas 26% are indifferent about the services.16% are somewhat dissatisfied and 4% are highly dissatisfied with the overall services of MARKETING DEPARTMENT.



**Figure 16** Overall satisfaction levels

## 7. IPD Patients

### 7.1. Part A: (Demographic Information)

**Table 3** Cross Table Analysis of the Demographic Information

		Gender		Total
		Male	Female	
Age	21-30	7	3	10
	31-40	2	5	7
	41-50	4	10	14
	51-60	8	1	9
	More than 60	6	4	10
<b>Total</b>		<b>27</b>	<b>23</b>	<b>50</b>
Monthly Income	TK 30,000-50,000	8	7	15
	TK 50,001-70,000	8	8	14
	TK 70,001-90,000	3	6	9
	TK 90,001or above	5	8	13
<b>Total</b>		<b>24</b>	<b>26</b>	<b>50</b>
Marital Status	Married	12	14	26
	Unmarried	15	9	24
<b>Total</b>		<b>27</b>	<b>23</b>	<b>50</b>

- **Findings:** Majority of corporate patients in IPD is male (54%) and majority are between 51-60 years. Maximum patients have income from BDT 30,000 to 70,000. Most of the corporate patients in IPD are married and majority are males.

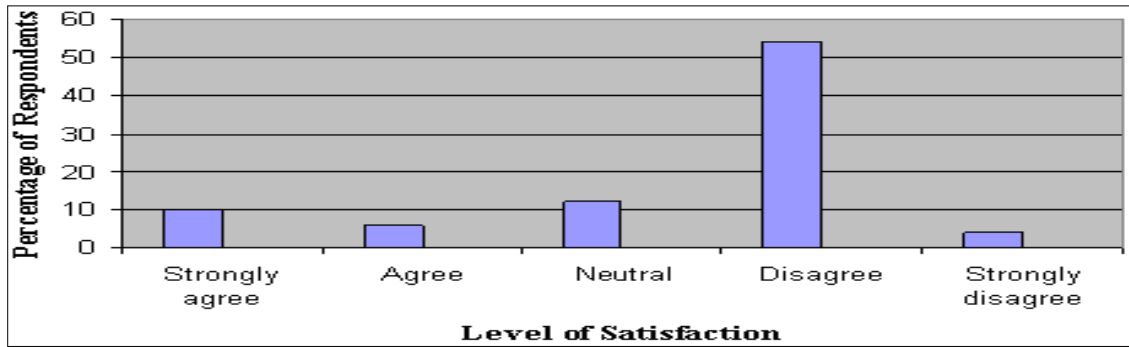
### 7.2. Part B: (Product and Service Related information)

#### 7.2.1. Analysis of the customer responses in case of service quality dimensions

##### Reliability

##### Providing services within the promised time

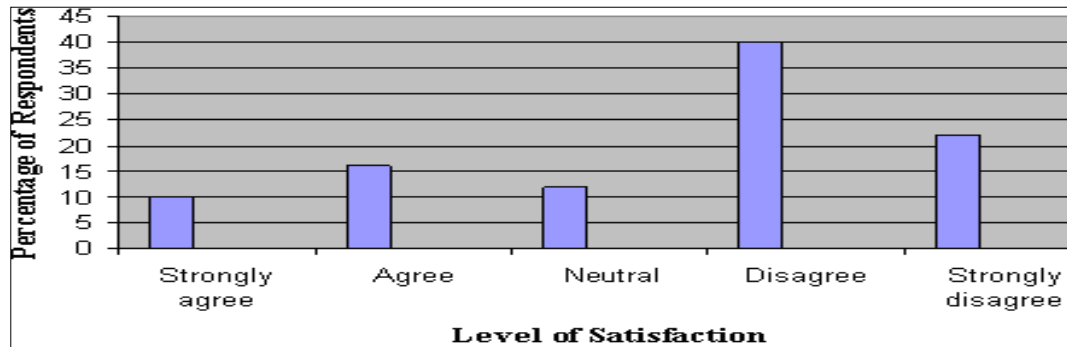
- **Findings:** The mean importance score is 1.76 (On a 5- point scale, where 5 is the highest score) and the mean satisfaction score in this attribute is 2.2, which is not much satisfactory. Only 10% corporate patients strongly agree that MARKETING DEPARTMENT provides services within the time promised (scored 5). Majority of patients i.e. 54% disagrees that MARKETING DEPARTMENT provides services within the time promised (scored 2) whereas 4% strongly disagrees to it (scored 1). This reveals that IPD customers are dissatisfied with the timing of getting desired services



**Figure 17** MARKETING DEPARTMENT provides services within the time promised

7.2.2. *Employees of MARKETING DEPARTMENT gives appropriate solution to the problems*

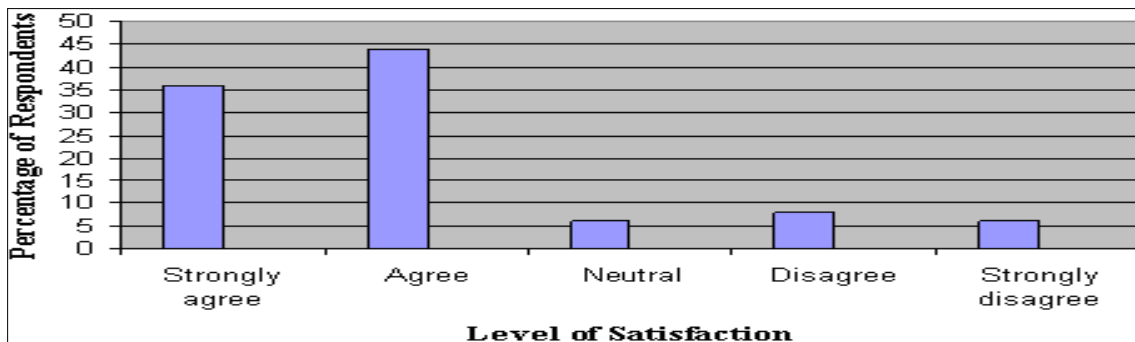
- Findings:** The mean satisfaction score for this question is 2.52, so the satisfaction level of respondents is poor. The mean importance score is 2.22. Only 10% corporate patients in IPD strongly agreed that employees of MARKETING DEPARTMENT gives appropriate solution to the problems, whereas 16% agreed to it. 12% remained neutral whereas 40% disagreed with the statement that employees of MARKETING DEPARTMENT gives appropriate solution to the problems



**Figure 18** Employees of MARKETING DEPARTMENT gives appropriate solution to the problems

7.2.3. *Employees quickly correct errors and mistakes*

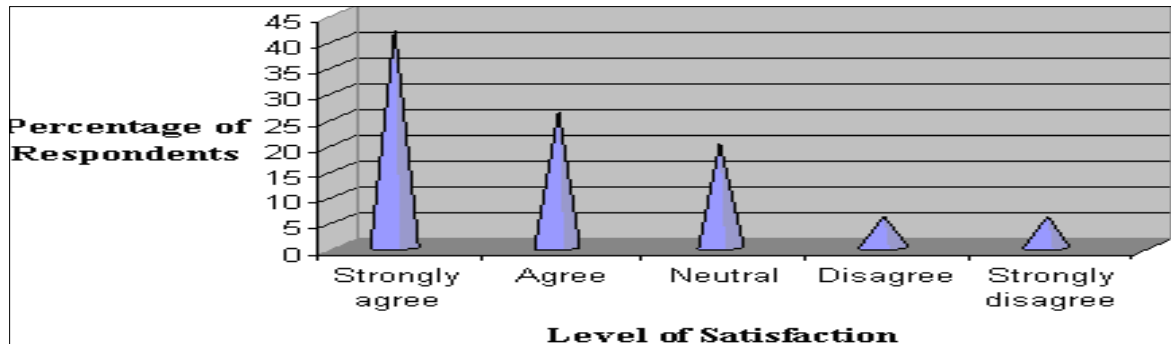
- Findings:** This attribute was found to be the most important attribute within reliability dimension having a mean importance score of 2. Majority of the corporate patients' do not find it important for employees to quickly correct errors or mistakes. The satisfaction score is 3.96 and majority are satisfied on this aspect.



**Figure 19** Employees quickly correct errors and mistakes

Responsiveness promptness of service

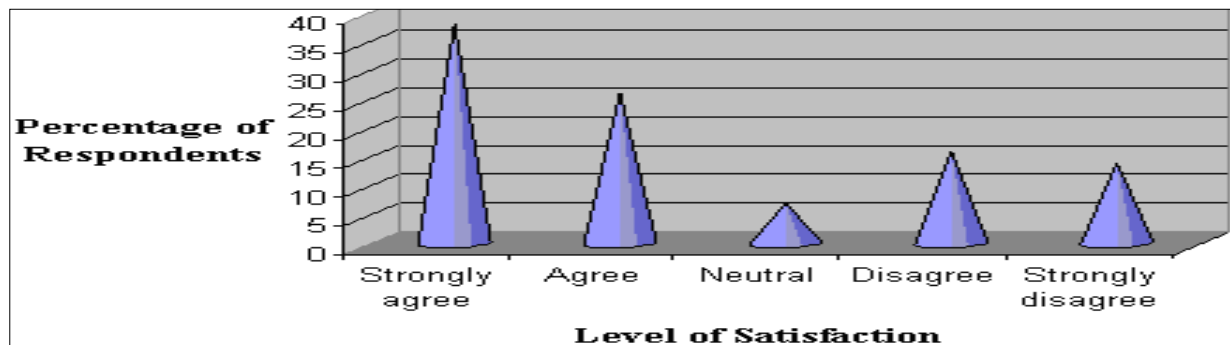
- Findings:** The satisfaction mean score for this statement is 3.92 and majority of the respondents i.e. agreed with the statement.42% strongly agrees and 26% remained neutral. The mean importance score 4.3 and 62% scored 5 in scale of 5.



**Figure 20** Employees of MARKETING DEPARTMENT give you prompt service

7.2.4. Employees are always willing to help customers and solve their problems

- Findings:** A moderate importance was placed on this attribute of responsiveness dimension where the mean importance score is 3.92.36% of the respondents rated 5 factor and 48% rated 4. The average satisfaction score across this attribute is 3.64. 38% respondents were on strongly satisfied on this aspect satisfied.

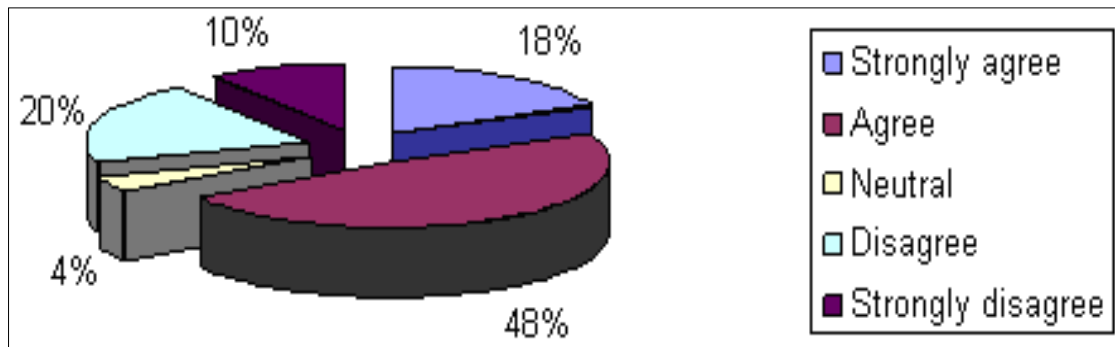


**Figure 21** Employees are always willing to help customers and solve their problems

7.3. Assurance

7.3.1. Friendliness and Courtesy of the employees are very high

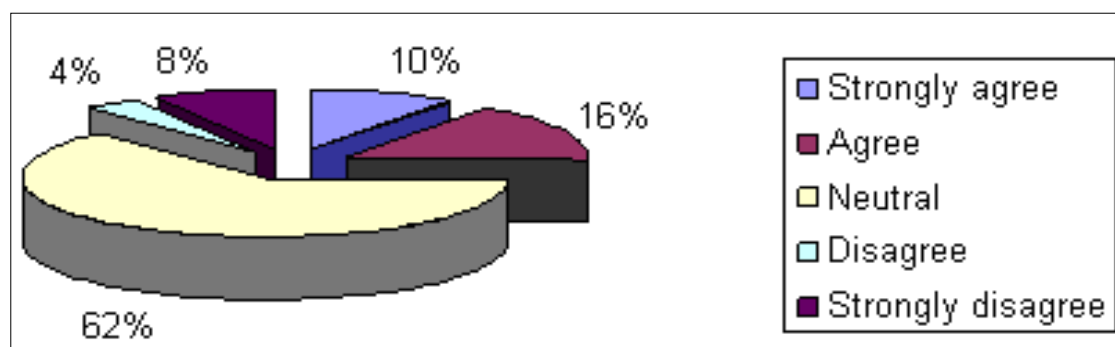
- Findings:** The mean satisfaction score is 3.44 and mean importance score is 4.2. Most of the respondents i.e. 48% are satisfied with the friendliness of employees. 18% of respondents strongly agreed on its importance.



**Figure 22** Friendliness and Courtesy of the employees are very high

#### 7.4. Professionalism of the employees is high

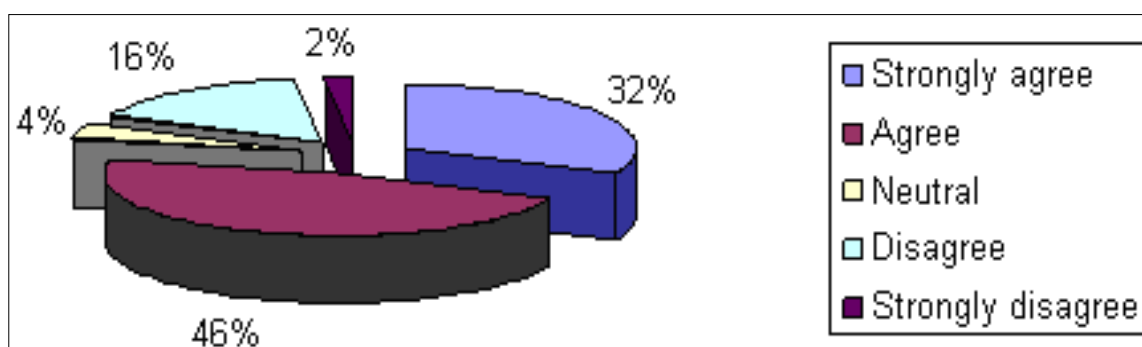
- Findings:** Mean importance score of this attribute is 4.28 where 27% respondents scored 5. The mean satisfaction score for this attribute is 3.16 and the score is satisfactory. 16% of the respondents agreed to it, while 62% remained neutral.



**Figure 23** Professionalism of the employees is high

#### 7.5. You find the services safe

- Findings:** Mean importance score of this attribute is 3.76. 18% respondents scored 4 or agrees with the statement and 18% strongly agrees to it. The mean satisfaction score for this attribute is 3.9 and the score is very satisfactory. 32% of the respondents scored 5 (strongly agreed) and 46% (agreed) scored 4 in this aspect of service.



**Figure 24** You find the services safe

##### 7.5.1. EMPATHY: MARKETING DEPARTMENT gives you individual attention

- Findings:** The mean satisfaction score is 2.8 in this aspect and mean importance score is 3.62. Low importance has been placed on this aspect and majority of the corporate patients scored 2 i.e. they are not satisfied with the attention given to them by MARKETING DEPARTMENT.

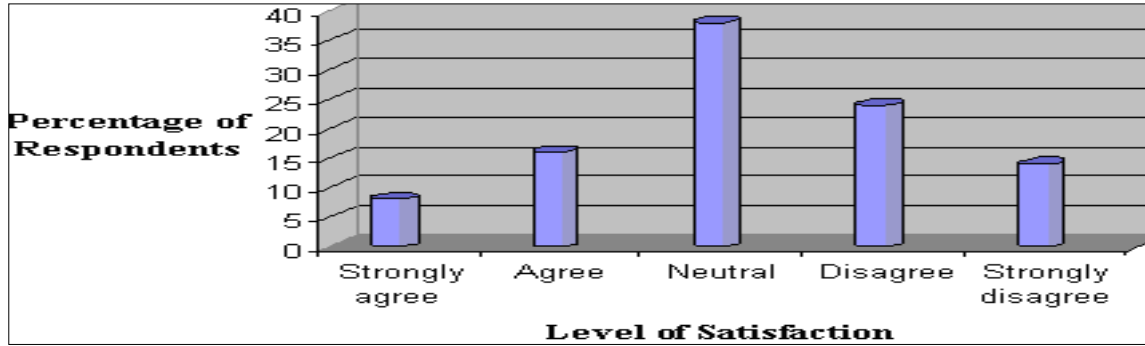


Figure 25 You find the services safe

7.5.2. *Employees of MARKETING DEPARTMENT understand your specific needs*

- Findings: More importance has been places on this aspect of service quality in MARKETING DEPARTMENT.** The mean satisfaction score is 2.28 in this aspect and mean importance score is 4.22. The patients in IPD are not satisfied with this aspect i.e. 30% of respondents disagree and 38% strongly disagree with this aspect of service quality of MARKETING DEPARTMENT. Majority of respondents put importance on it i.e. 50% agreed and 34% strongly agreed to it.

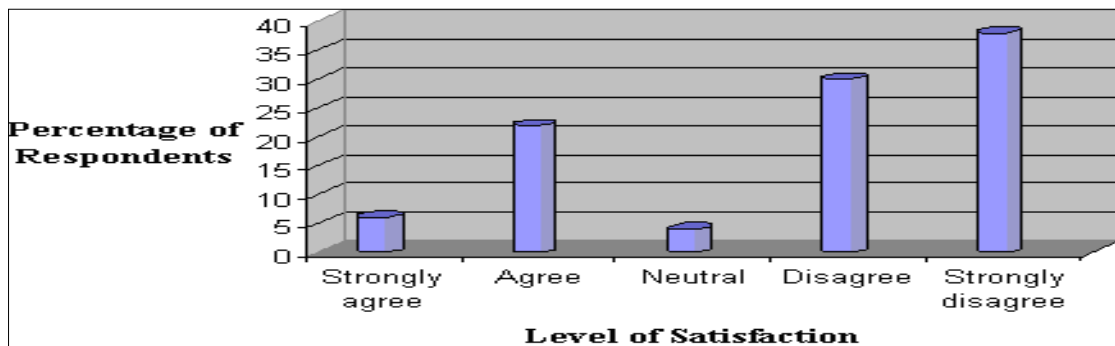


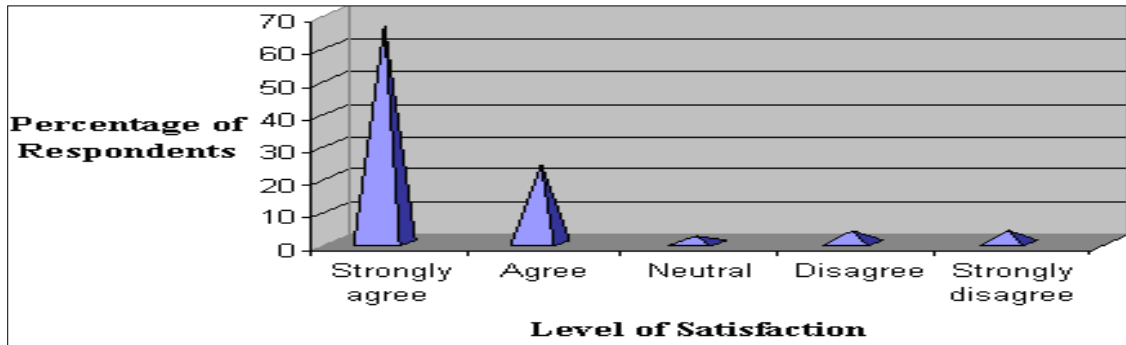
Figure 26 Employees of MARKETING DEPARTMENT understand your specific needs

7.6. **Tangibles:**

7.6.1. *The appearance of all the physical facilities is appealing*

- Findings:** The mean satisfaction score is 4.44 and mean importance score is 3.18 on this aspect. 66% or majority of corporate patients are satisfied with this aspect of service quality.

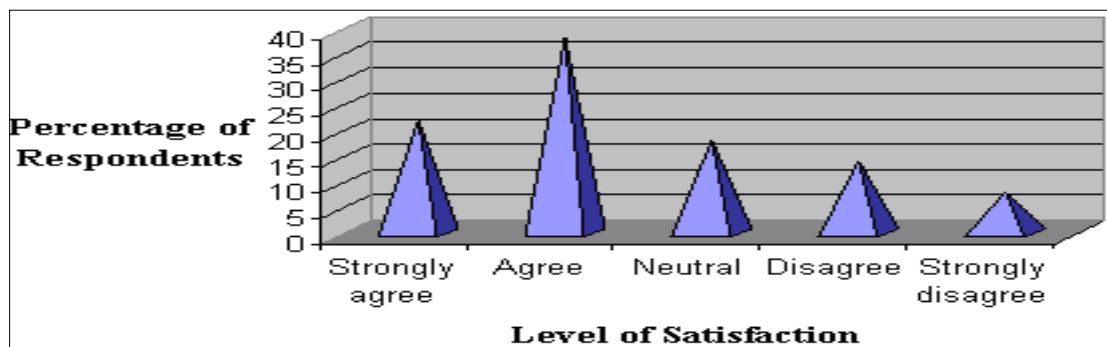




**Figure 27** The appearance of all the physical facilities inside the office is appealing

7.6.2. *Employees are smart and pleasant looking*

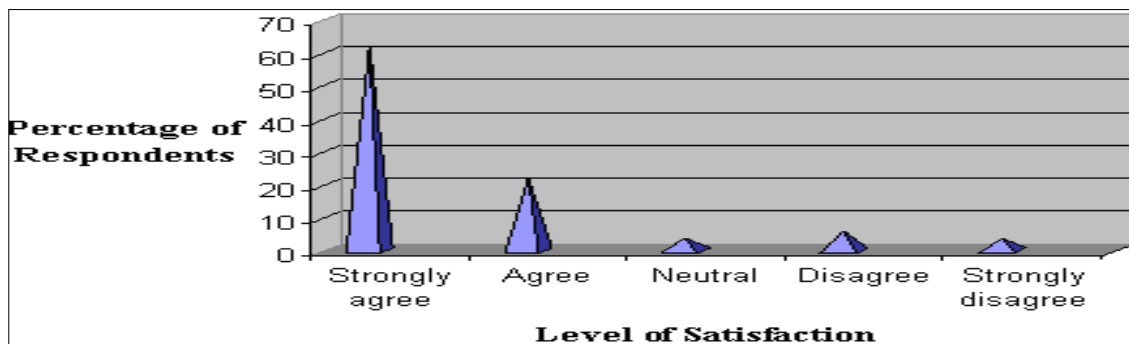
- **Findings:** Corporate patients of MARKETING DEPARTMENT are satisfied with this aspect and majority of corporate patients agreed to it .The mean satisfaction score is 3.52. Respondents gave high importance on this aspect and the mean importance score is 3.5.



**Figure 28** Employees are smart and pleasant looking

7.6.3. *MARKETING DEPARTMENT has modern equipments and TECHNOLOGIES THAT better satisfy your needs*

- **Findings:** Corporate patients of MARKETING DEPARTMENT are highly satisfied with this aspect.62% strongly agreed to it, 22% agreed to it and the mean satisfaction score is 4.26. Respondents gave high importance on this aspect and the mean importance score is 3.96.



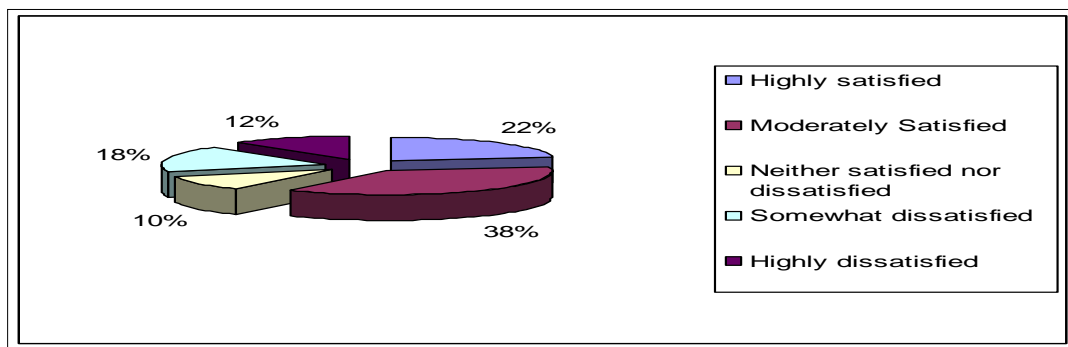
**Figure 29** MARKETING DEPARTMENT has modern equipments and technologies that better satisfy your needs

- **Overall level of satisfaction:**This question was asked to the customers to know about customers’ overall satisfaction level with MARKETING DEPARTMENT services.

**Table 4** Overall satisfaction Level

Level of Satisfaction	Frequency
Highly Satisfied	11
Moderately Satisfied	19
Indifferent	5
Somewhat Dissatisfied	9
Highly Dissatisfied	6
Total	50

- Findings:** Among the corporate patients, majority of patients i.e. 38% are moderately satisfied with the overall services of MARKETING DEPARTMENT. Only 22% are highly satisfied, whereas 5% are indifferent about the services.9% are somewhat dissatisfied and 6% are highly dissatisfied with the overall services of MARKETING DEPARTMENT.



**Figure 30** MARKETING DEPARTMENT can improve its service level

### 7.7. Key FINDINGS

OPD and IPD corporate patients have shown difference in satisfaction level and importance level of various attributes of service quality dimensions.

#### 7.7.1. Reliability

- MARKETING DEPARTMENT provides services within the time promised:** Corporate OPD and IPD patients are generally dissatisfied with service timing, but IPD patients prioritize their needs more than OPD patients.
- Employees of MARKETING DEPARTMENT gives appropriate solution to the problems:**Corporate patients in OPD are satisfied with Marketing Department solutions, while IPD patients are less satisfied, and both groups place less importance on it.
- Employees quickly correct errors and mistakes:** OPD corporate patients are dissatisfied with employees' quick error correction, while IPD patients are satisfied with the service quality of the Marketing Department.

#### 7.7.2. Responsiveness

- Employees of MARKETING DEPARTMENT give you prompt service :**Both OPD and IPD patients are satisfied with the prompt service provided by the Marketing Department employees, but IPD patients place less emphasis on it.
- Employees are always willing to help customers and solve their problems:** Both OPD and IPD patients find that employees willingly helping customers important. Both categories of corporate patients are also satisfied with this aspect.

### 7.7.3. Assurance

- **Friendliness and Courtesy of the employees are very high:** The corporate patients in both OPD and IPD are both satisfied and have placed importance on friendliness and courtesy of the employees.
- **Professionalism of the employees is high:** Corporate patients of OPD are more satisfied with the professionalism of Marketing Department employees than IPD patients, with respondents valuing the professionalism of Marketing Department employees more.
- **You find the services safe:** The respondents from IPD find the services to be safe more important than those of OPD. Majority of respondents in both OPD and IPD are satisfied with the safety of services of MARKETING DEPARTMENT.

### 7.7.4. Empathy

- **MARKETING DEPARTMENT gives you individual attention:** Most OPD corporate patients are satisfied with Marketing Department attention, while IPD patients have low satisfaction and place low importance on individual attention.
- **Employees of MARKETING DEPARTMENT understand your specific needs:** The Marketing Department's employees show average satisfaction with OPD patients, while IPD patients show low satisfaction, indicating a lack of importance placed on understanding patient needs.

### 7.7.5. Tangibles

- **The appearance of all the physical facilities inside the hospital is appealing:** Both OPD and IPD corporate patients are satisfied with the appearance of hospital facilities, with OPD patients highlighting it more than IPD patients.
- **Employees are smart and pleasant looking:** The majority of corporate patients in the Marketing Department are satisfied with the service quality, with OPD and IPD Corporate patients also expressing high importance.
- **MARKETING DEPARTMENT has modern equipments and technologies that better satisfy your needs:** The Marketing Department's modern equipment and technologies are highly praised by corporate patients of both OPD and IPD, indicating high satisfaction with their service quality.

## 7.8. Recommendation

The survey aimed to assess corporate customer satisfaction and identify service quality gaps within the Marketing Department, with recommendations presented to enhance customer satisfaction.:

- **√ Speed of Service:** The Marketing Department can improve corporate patient satisfaction by separating the time between rounds and attending OPD and IPD patients to expedite their services.
- **√ Employees of MARKETING DEPARTMENT understand your specific needs:** The study reveals that OPD patients have average satisfaction, while IPD patients have low satisfaction, suggesting that employees should prioritize meeting patients' specific needs.
- **√ MARKETING DEPARTMENT gives you individual attention:** Most OPD corporate patients are satisfied with Marketing Department attention, while IPD patients are less satisfied. Emphasizing individual attention is crucial for understanding patient needs.
- **√ Employees quickly correct errors and mistakes:** Majority of the OPD corporate patients' finds it important for employees to quickly correct errors or mistakes and they are not satisfied with this aspect.
- **√ Employees of MARKETING DEPARTMENT gives appropriate solution to the problems:** The Marketing Department can improve patient satisfaction in IPD by increasing the number of employees and providing more training to address their issues

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## 8. Conclusion

In brief, the marketing division of contemporary hospitals is essential to internal and external communication, assuring patient happiness and service awareness. Although business collaborations and feedback systems have contributed to the development of service quality, the study identifies a number of areas that still require improvement. In general, patients in the Outpatient Department (OPD) expressed more satisfaction than those in the Inpatient Department (IPD), especially when it came to areas like problem-solving, individual attention, and responsiveness. Important results indicate that although the department's new technology and equipment are highly appreciated, problems with personnel response, error rectification, and service timeliness require improvement. The Marketing Department should prioritize increasing service speed, offering customized solutions, and upgrading staff training—particularly for IPD

services—in order to increase patient satisfaction. The department can promote better interactions by filling in these gaps.

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## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

### *Statement of informed consent*

Informed consent was obtained from all individual participants included in the study.

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