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| **Table 1. Demographic Profile of Respondents** | | | |
| ***Background Variables*** | | ***Total respondents*** | ***Percentage*** |
| **Gender** | Male | 194 | 46.2 |
| Female | 226 | 53.8 |
| **Total** | **420** | **100** |
| **Age** | Below 18 | 40 | 9.5 |
| 19-40 | 197 | 46.9 |
| 41-60 | 129 | 30.7 |
| Above 60 | 54 | 12.9 |
| **Total** | **420** | **100** |
| **Education** | Illiterate | 35 | 8.3 |
| Elementary | 94 | 22.4 |
| High School/Diploma | 190 | 45.2 |
| Graduate & above | 101 | 24 |
| **Total** | **420** | **100** |
| **Residential Area** | Urban | 280 | 66.67 |
| Rural | 140 | 33.34 |
| **Total** | **420** | **100** |
| **District** | Mamit | 12 | 2.9 |
| Kolasib | 29 | 6.9 |
| Aizawl | 243 | 57.9 |
| Serchhip | 25 | 6 |
| Champhai | 18 | 4.3 |
| Lunglei | 61 | 14.5 |
| Siaha | 17 | 4 |
| Lawngtlai | 15 | 3.6 |
| **Total** | **420** | **100** |
| **Source:** The authors | | | |

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| **Table 2. Socio-Economic Profile of Respondents** | | | |
| ***Background Variables*** | | ***Total respondents*** | ***Percentage*** |
| **Occupation** | Dependent | 72 | 17.1 |
| Unemployed | 67 | 16 |
| Agricultural Worker | 51 | 12.1 |
| Daily Wage Earner | 76 | 18.1 |
| Corporate Employee | 25 | 6 |
| Govt. Employee | 55 | 13.1 |
| Self Employed | 74 | 17.6 |
| **Total** | **420** | **100** |
| **Poverty Status** | AAY | 58 | 13.8 |
| BPL | 146 | 34.8 |
| APL | 216 | 51.4 |
| **Total** | **420** | **100** |
| **Housing Type** | Kutcha | 94 | 22.4 |
| Semi-Pucca | 150 | 35.7 |
| Pucca | 176 | 41.9 |
| **Total** | **420** | **100** |
| **Income** | Below 10000 | 78 | 18.6 |
| 10000-50000 | 253 | 60.2 |
| 50000-100000 | 76 | 18.1 |
| Above 100000 | 13 | 3.1 |
| **Total** | **420** | **100** |
| **Source:** The authors | | | |

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| **Table 3. Healthcare Indicators of Respondents** | | | |
| ***Background Variables*** | | ***Total respondents*** | ***Percentage*** |
| **Disease Type** | Chronic | 150 | 35.7 |
| Viral Infection | 70 | 16.7 |
| Critical Illness | 113 | 26.9 |
| Delivery & Child Health | 29 | 6.9 |
| Accidental | 58 | 13.8 |
| **Total** | **420** | **100** |
| **Expenditure on Healthcare** | Below 10000 | 160 | 38.1 |
| 10000-30000 | 112 | 26.7 |
| 30000-50000 | 67 | 16 |
| Above 50000 | 81 | 19.3 |
| **Total** | **420** | **100** |
| **Post-hospitalization Spending** | Below 1000 | 74 | 17.6 |
| 1000-5000 | 115 | 27.4 |
| 5000-10000 | 93 | 22.1 |
| Above 10000 | 138 | 32.9 |
| **Total** | **420** | **100** |
| **Source:** The authors | | | |

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| **Table 4. Reliability Statistics** | |
| ***Dimension*** | ***Cronbach Alpha*** |
| Tangibles | 0.770 |
| Reliability | 0.869 |
| Assurance | 0.836 |
| Responsiveness | 0.757 |
| Empathy | 0.729 |
| Satisfaction | 0.905 |
| Word of mouth | 0.947 |
| **Source:** The authors | |

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| **Table 5. Normality Test for Various Dimensions** | | | |
| **Dimension** | **Kolmogorov-Smirnov** | | |
| ***Statistic*** | ***df*** | ***Sig.*** |
| Tangibles | 0.206 | 419 | 0.152 |
| Reliability | 0.241 | 419 | 0.167 |
| Assurance | 0.285 | 419 | 0.162 |
| Responsiveness | 0.238 | 419 | 0.147 |
| Empathy | 0.270 | 419 | 0.135 |
| Satisfaction | 0.277 | 419 | 0.200 |
| Word of mouth | 0.242 | 419 | 0.200 |
| **Source:** The authors | | | |

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| **Table 6. SERVQUAL Dimension-wise Gap Score** | | | | |
| ***Dimension*** | ***Area*** | ***Perception Score*** | ***Expectation Score*** | ***Gap Score*** |
| Tangibles | Urban | 4.96 | 5.95 | -0.99 |
| Rural | 5.12 | 6.05 | -0.93 |
| Reliability | Urban | 4.89 | 5.82 | -0.93 |
| Rural | 5.03 | 5.92 | -0.89 |
| Assurance | Urban | 4.91 | 5.80 | -0.89 |
| Rural | 5.09 | 5.9 | -0.81 |
| Responsiveness | Urban | 4.86 | 5.60 | -0.74 |
| Rural | 4.91 | 5.52 | -0.61 |
| Empathy | Urban | 4.75 | 5.48 | -0.73 |
| Rural | 4.76 | 5.42 | -0.66 |
| Mean | Urban | 4.87 | 5.73 | -0.86 |
| Rural | 4.98 | 5.76 | -0.78 |
| **Source:** The authors | | | | |

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| **Table 7. Paired t-test of Urban and Rural SERVQUAL Score** | | | | | | | |
| ***Dimension*** | ***Area*** | ***N*** | ***Mean*** | ***Std Dev.*** | ***t*** | ***df*** | ***Sig. (2-tailed)*** |
| Tangibles | Urban | 280 | -0.994 | 0.798 | -20.95 | 279 | 0.000 |
| Rural | 140 | -0.938 | 0.697 | -15.92 | 139 | 0.000 |
| Reliability | Urban | 280 | -0.929 | 0.911 | -17.05 | 279 | 0.000 |
| Rural | 140 | -0.890 | 0.792 | -13.30 | 139 | 0.000 |
| Assurance | Urban | 280 | -0.890 | 0.860 | -17.30 | 279 | 0.000 |
| Rural | 140 | -0.808 | 0.740 | -12.93 | 139 | 0.000 |
| Responsiveness | Urban | 280 | -0.738 | 0.815 | -15.14 | 279 | 0.000 |
| Rural | 140 | -0.665 | 0.724 | -10.88 | 139 | 0.000 |
| Empathy | Urban | 280 | -0.729 | 0.796 | -15.31 | 279 | 0.000 |
| Rural | 140 | -0.654 | 0.708 | -10.92 | 139 | 0.000 |
| **Source:** The authors | | | | | | | |

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| **Table 8. T-test for Mean Perception and Expectation Score Between Urban and Rural Areas** | | | | | | | |
| ***Dimension*** | ***Area*** | ***N*** | ***Mean*** | ***Std Dev.*** | ***t*** | ***df*** | ***Sig. (2-tailed)*** |
| Mean Perception Score | Urban | 140 | 4.88 | 0.52 | -2.18 | 328.26 | 0.030 |
| Rural | 280 | 4.98 | 0.43 |
| Mean Expectation Score | Urban | 140 | 5.74 | 0.54 | -0.70 | 269.14 | 0.481 |
| Rural | 280 | 5.78 | 0.56 |
| **Source:** The authors | | | | | | | |

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| **Table 9. Friedman Ranking Test for Residential Area** | | |
| **Dimensions** | **Ranks** | |
| ***Urban*** | ***Rural*** |
| Tangibles | 3.17 | 3.36 |
| Reliability | 3.11 | 3.19 |
| Assurance | 3.08 | 3.36 |
| Responsiveness | 2.98 | 2.80 |
| Empathy | 2.66 | 2.29 |
| **Source:** The authors | | |

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| **Table 10. Friedman Ranking Test for Gender** | | |
| **Dimensions** | **Ranks** | |
| ***Male*** | ***Female*** |
| Tangibles | 3.22 | 3.25 |
| Reliability | 3.15 | 3.12 |
| Assurance | 3.15 | 3.20 |
| Responsiveness | 2.90 | 2.94 |
| Empathy | 2.58 | 2.50 |
| **Source:** The authors | | |

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| **Table 11. Model Summary** | | | | |
| ***R*** | ***R2*** | ***Adjusted R2*** | ***Std. Error*** | ***Durbin-Watson*** |
| 0.775 | 0.601 | 0.599 | 0.483 | 1.758 |
| **Source:** The authors | | | | |

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| **Table 12. Analysis of Variance** | | | | | |
| ***Model*** | ***SS*** | ***df*** | ***MS*** | ***F*** | ***Sig.*** |
| Regression | 146.658 | 2 | 73.329 | 314.526 | 0 |
| Residual | 97.220 | 417 | .233 |  |  |
| **Total** | **243.878** | **419** |  |  |  |
| **Source:** The authors | | | | | |

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| **Table 13. Coefficients of the Regression Model** | | | | | | | |
| **Predictors** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** | **Collinearity Statistics** | |
| ***B*** | ***SE*** | ***Beta*** | ***Tolerance*** | ***VIF*** |
| (Constant) | -.173 | .236 |  | -.734 | .463 |  |  |
| *X1* | .721 | .063 | .468 | 11.449 | .000 | .573 | 1.745 |
| *X2* | .324 | .034 | .384 | 9.409 | .000 | .573 | 1.745 |

**Source:** The authors

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| **Table AI: Interview Schedule** | |
| **A. Socio-economic and Other Demographic Indicators** | |
| ***Sl. No.*** | ***Particulars*** |
| 1 | Name |
| 2 | Department Consulted |
|  | *(i) OPD (ii) IPD (iii) Casualty* |
| 3 | Address |
|  | *(i) Urban (ii) Rural* |
| 4 | District |
|  | *(i) Aizawl (ii) Lunglei (iii) Champhai (iv) Serchhip (v) Siaha (vi) Kolasib (vii) Mamit (viii) Lawngtlai* |
| 5 | Age |
| 6 | Gender |
|  | *(i) Male (ii) Female* |
| 7 | Educational Qualification |
|  | *(i) Graduate & Above (ii) High School/Diploma (iii) Elementary (iv) Illiterate* |
| 8 | Disease or problem |
|  | *(i) Viral infections (ii) Critical illness (iv) Chronic (v) Accidental (vi) Delivery & child health* |
| 9 | Occupation |
|  | *(i) Govt. employee (ii) Corporate (iii) Self-employed (iv) Daily labourer (v) Agricultural worker (vi) Dependent (vii) Unemployed* |
| 10 | Monthly income of the family |
| 11 | Ration Card |
|  | *(i) Green (ii) Yellow (iii) White* |
| 12 | Housing type |
|  | *(i) Pucca (ii) Semi-pucca (iii) Kutcha* |
| 13 | Family's annual expenditure on healthcare |
|  | *(i) Below 10000 (ii) 10000-30000 (iii) 30000-50000 (iv) Above 50000* |
| 14 | Post-hospital visits spending during the past one year |
|  | *(i) Below 1000 (ii) 1000-5000 (iii) 5000-10000 (iv) Above 10000* |

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| **Table AII. SERVQUAL, SATISFACTION & WOM** | |
| ***Sl. No.*** | ***Questions: Perception and Expectation*** |
| 15 | The Hospital has modern-looking, quality equipment |
| 16 | The infrastructures at the hospital are visually appealing |
| 17 | Employees of the hospital are neat appearing |
| 18 | Materials associated with the services of the hospital are visually appealing |
| 19 | When the hospital promises to do something by a certain time, they do so |
| 20 | When patients have problems, employees show sincere interest in solving it |
| 21 | The hospital performs the service right the first time |
| 22 | The hospital provides their services at the time they promise to do so |
| 23 | The hospital insists on error free records |
| 24 | Employees inform patients exactly when a service will be performed |
| 25 | Employees deliver prompt services to patients |
| 26 | Employees are always willing to help patients |
| 27 | Employees are never too busy to respond to patients' requests |
| 28 | The behaviour of employees instil confidence in patients |
| 29 | Patients feel safe in their transactions |
| 30 | Employees are courteous (respectful) towards patients |
| 31 | Employees are knowledgeable to patients' queries |
| 32 | The hospital gives patients individual attention |
| 33 | The hospital has operating hours convenient to all their patients |
| 34 | The hospital has employees who give personal attention to patients |
| 35 | The hospital has the patients' best interest at heart |
| 36 | The employees understand specific needs of their patients |
| 37 | I am satisfied with the healthcare services provided by the staff of the hospital |
| 38 | I am satisfied with other services provided by the hospital |
| 39 | How likely are you to say positive things about the hospital to others? |
| 40 | How likely are you to recommend the hospital to someone who seeks your advice? |
| 41 | How likely are you to encourage others to choose the hospital when they require healthcare services? |

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| **Table AIII. Determination of Sample Size** | | | |
| ***Sl. No.*** | ***Name of the District*** | ***Total Patient Population in 2022-23*** | ***Sample Size*** |
| 1 | Aizawl District | 524468 | 243 |
| 2 | Lunglei District | 98381 | 61 |
| 3 | Champhai District | 35901 | 18 |
| 4 | Serchhip District | 37985 | 25 |
| 5 | Siaha District | 24487 | 17 |
| 6 | Kolasib District | 48343 | 29 |
| 7 | Mamit District | 21617 | 12 |
| 8 | Lawngtlai District | 29809 | 15 |
|  | **Total** | **820991** | **420** |