

Gender Perception towards Spiritual Health Seekers Satisfaction and Service Quality at Yog Gram, Haridwar

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Abstract

Present study is evaluating gender perception towards treatment and service quality at Yog Gram. Gender is Independent variables categorised in male and female. Dependent variables are patient satisfaction and service quality. Study is based on formative scale and data is collected on deliberate sampling. Analysis is performed using software JAMOVI for computing t-test. Findings include there is significant difference found in the perception of spiritual health seekers satisfaction and service quality at Yog Gram.

Key words: Health, Seeker, Spiritual, Treatment

Introduction

Health is not only attained by physiological aspect but also spirituality, psychology and other factors are related to it are concerned. That's why muskurana (Smiling) and shukrana (Be thankful) are the two ornaments given by Yog Gram for being healthy. Enjoy with the concerns you are blessed with as well as thankful to god and everybody and everything made by almighty God. Are these spiritual therapies are related to patient satisfaction for male and females present in Yog Gram, is the research question to be answered in this paper.

Literature Review

Chatterjee and Ramu (2017) in a survey segues into a round table discussion with a distinguished set of women entrepreneurs, academics and scientists on the challenges to the

participation of women in Indian innovation and entrepreneurship and how it could be facilitated. Kuamr and Mehrotra (2006) studied the requirement of health study related to complementary and alternative medicine (CAM) and checked the effectiveness of self-care ad found significant. Hasan, etal(2001) also found high recurrence of self-awareness using CAM in Malaysian was significant. Choi(2017) etal found conventional medicine was managing parallel form and was important in treatment. Farooqui (2016) studied on tumor patients and found that using local herbs were found useful with the treatment as they were claiming cure of sarcoma. Wazaify(2011). studied in Jordon and found herbal use among patients was found commendable. Also Qureshi(2016) estimated the presence of CAM use provided affirmative insolence towards CAM. Kumar, Mamidala Jagadesh(2017) laid impact of happiness with technology advancement. In A

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survey, Sharma and Prajapati and Tripathi (2018) presented a state of art over diverse attitudes engaging PM-QPSK skills for accomplishment as well as development of several ophthalmic concert rebukes. Arora M (2018) observed two types of customers. Consequently different profiles have been described. The obtained cluster groups in users are labelled as techno shrewdness and nonengrossed. The above literature review shows that there is gap to study on Gender Perception towards spiritual health seekers satisfaction and service quality at Yog Gram, therefore present study is intended to fill the research gap.

Research Methodology:

Paper is descriptive. Data used is primary and

secondary. Primary data from patients based on structured questionnaire from males and females. Based on selective sampling sample size of 54 is enough as it covers about 25 per cent of population of about 200 patients available. Data analysis is done using open software JAMOVI. Cronbach alpha for internal consistency in statement, Mean, Standard deviation for analysis and t-test is used for validity of results at 5 per cent and 1 per cent level of significance.

Results and Discussions:

Cronbach's α results for patient satisfaction are .815 which shows internal consistency for statement is justified being $>.60$. also Cronbach's α for service quality is .860 calculated using JAMOVI also $>.60$.

Scale Reliability Statistics for Constructs

Constructs/Latent variable	Cronbach's α
Patient Satisfaction	0.815 (4 items)
Service quality	0.860 (4 items)

Subsequent table shows descriptive related patient satisfaction (PS), service quality (SQ) and

Spiritual therapy (Spi).

Descriptives for patient satisfaction, service quality and Spiritual Treatment

	Gender	PS	SQ	Spi
N	Male	28	28	28
	Female	26	26	26
Mean	Male	4.15	3.94	4.25
	Female	4.09	3.88	4.28
Standard deviation	Male	0.853	0.436	0.658
	Female	0.840	0.668	0.676

From above table it is clear that male feels more patient satisfaction (Mean=4.15, SD=.853) than female respondents (Mean=4.09, SD=.840), male feels more service quality at yog gram (Mean=3.94, SD=.436) than female

respondents (Mean=3.88, SD=.668). But that female feels more spiritual treatment (Mean=4.28, SD=.676) than male respondents (Mean=4.25, SD=.658)

Patient satisfaction

Ps1:	I intend to continue coming to yog gram
PS2:	I have confidence in recommending yog gram to friends and relatives
PS3:	I resist influences for me to switch to other naturopathy centres
PS4:	Loyalty programmes will make me strongly connected to the yog gram

Descriptive for Patient satisfaction

	Gender	Ps1	Ps2	PS3	Ps4
Mean	Male	4.59	4.56	3.93	3.85
	Female	4.32	4.12	3.88	4.28
Standard deviation	Male	0.636	0.751	1.14	1.03
	Female	1.03	1.33	1.27	0

Independent Samples T-Test for Patient satisfaction

		statistic	df	p
Iintendtocontinuecomingtoyoggram	Student's t	1.158 ^a	52.0	0.252
Ihaveconfidenceinrecommendingyoggramtofriendsandrelati	Student's t	1.466 ^a	52.0	0.149
Iresistinfluencesformetoswitchtoothernaturopathycentre	Student's t	0.137	52.0	0.891
Loyaltyprogrammeswillmakemestronglyconnectedtotheyoggr	Student's t	-1.600	52.0	0.116

^a Levene's test is significant ($p < .05$), suggesting a violation of the assumption of equal variances

Service Quality

My concerns are highly valued by yog gram
My treatment experiences with yog gram has exceeded my expectations
Environment at yog gram temperature, light were virtuous
The level of ICT applications in customer service at the yog gram are comprehensive

Independent Samples T-Test for Service Quality

		statistic	df	p
ThelevelofICTapplicationsincustomerserviceattheyoggra	Student's t	0.110	52.0	0.913
Environmentatyoggramtemperaturelightwerevirtuous	Student's t	-0.319	52.0	0.751
Mytreatmentexperienceswithyoggramhasexceededmyexpectat	Student's t	1.555	52.0	0.126
Myconcernsarehighlyvaluedbyyoggram	Student's t	1.050 ^a	52.0	0.299

^a Levene's test is significant (p < .05), suggesting a violation of the assumption of equal variances

The independent sample t-test for service quality shows that there is no significant difference between opinion of male and female regarding the concerns are highly valued by Yog gram (p=.299), treatment experiences with Yog gram has exceeded the expectations(p=.751),

Environment at Yog gram temperature, light were virtuous (p=.751) and The level of ICT applications in customer service at the Yog gram are comprehensive (p=.913) at 5 per cent level of significance therefore null hypothesis is accepted.

Correlation Matrix of spiritual treatment, overall transformation, patients satisfaction and service quality

	Overall	PS	SQ	Spi	Gender
Overall Pearson's r	—	0.706 ***	0.187	0.757 ***	0.043

Correlation Matrix of spiritual treatment, overall transformation, patients satisfaction and service quality

	Overall	PS	SQ	Spi	Gender
p-value	—	<.001	0.142	<.001	0.758
PS	Pearson's r	—	0.093	0.646 ***	-0.035
	p-value	—	0.467	<.001	0.800
SQ	Pearson's r		—	0.243	-0.055
	p-value		—	0.055	0.692
Spi	Pearson's r			—	0.016
	p-value			—	0.906
Gender	Pearson's r				—
	p-value				—

Note. * p < .05, ** p < .01, *** p < .001

Correlation matrix shows there is correlation between overall transformation and patient satisfaction which shows higher the patient satisfaction, higher will be overall transformation.

Also higher is the spiritual treatment, higher is the overall transformation. Results are also significant at 5 per cent and 1 per cent level.

Findings and Recommendations:

Male feels more patient satisfaction than female respondents, male feels more service quality at yog gram than female respondents but that female feels more spiritual treatment than male respondents. High degree of correlation is found between overall transformation and patient satisfaction which shows higher the patient satisfaction, higher will be overall transformation.

Also higher is the spiritual treatment, higher is the overall transformation. It is recommended that more patient satisfaction will lead to more overall transformation of health seekers so efforts should be made to know the satisfaction level of patients.

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