

**CUSTOMERS' SATISFACTION TOWARDS SERVICES
OF THE PUBLIC HEALTH INSURANCE COMPANIES
IN SHRIRAMPUR TAHASIL, AHAMADNAGER
DISTRICT**

RAHUL M. BHANDARI, Assistant Professor,
Department of Management Studies,
Sir Visvesvaraya Institute of Technology,
Sinnar, Nashik, Maharashtra - 422 102

Dr. YOGESH GOSAVI, Director,
Matoshri College of Management and Research Centre,
Eklahare, Nashik, Maharashtra - 422 105

Abstract

The cost associated with hospitalization might be very high. Hence, health insurance policies become paramount important to help people to meet out the untoward expenses arising out of unexpected ailments. It will be a win-win situation for public and companies of increasing the penetration of health insurance products to its fullest potential. The benefit of health insurance has to be extended to the excluded population too. There is an urgent need to expand the health insurance net in Shirirampur, Ahamadnager district. Hence, the present study is undertaken to know the perception of the policyholders towards services of the health public health insurance companies.

Key words: Insurance service, health insurance, service quality, service performance, insurance industry, etc.

1. Introduction

Health insurance market in India is under developed. In rural area, there is lot of potential for the growth of health insurance. In such times health insurance provides much needed financial relief. Some of the existing health insurance schemes are: individual, family, group insurance schemes, and senior citizens insurance schemes, long-term health care and insurance cover for specific diseases Health insurance is personal insurance that provides coverage for the cost of hospital and medical expenses arising from illness or injury. Health insurance products in India cover hospitalization benefits. The health insurance is very important for individual when faced hospitalization for one or more family members, the medical bill can severely dent for individual saving. The cost

associated with hospitalization might be very high and need to be better prepared for such as emergency. The health insurance quote must emanate from a reputable company that provides full quality coverage and family.

2. Review of literature

J.D. Power and Associates (2011) reveals that frequent interaction between the customer and insurer about the services rendered by the insurance company that influences the customer satisfaction.

Ravipa Larpsiri and Mark Speece (2004) stated that magnitude of technology integration directly influences customer satisfaction whereas technology readiness of sales people and customer indirectly influences the customer satisfaction towards insurance provider.

Ashley H. Aiken, et al. (1999) stated that agents have thorough knowledge of the product, capability to understand the customer needs and recommend suitable policy to the customer, prompt delivery of product and responsiveness increases the policyholders' satisfaction.

Consumer Protection Act (1986) explores that policyholders are more satisfied with post-sales services of insurance companies such as sending premium reminder notice in time, furnishing of required data and showing response to customer needs and claim servicing especially the amount of claim settled.

Nani Javeri (2006) stated that high return policies and post-sale advisory interactions such as frequent contact, expertise and guidance in financial planning and friendliness increase the policyholders' satisfaction.

3. Rational for the study

This study would help to understand the types of services provided by the health insurance companies in Shrirampur. This study is helpful to hospitals passes health insurance claims. The study will be more helpful to elicit the opinion of policyholders on the service performance of the public and private sectors

health insurance companies namely Oriental Insurance Company Limited, and New India Assurance Company Limited.

4. Objectives of study

The following objectives are taken up for the study

1. To study the health insurance practices followed by different companies in Shrirampur.
2. To study the customer satisfaction towards services of the health insurance companies in Shrirampur.
3. To study the claim settlement process in health insurance policies.

5. Research methodology

In this study, descriptive and exploratory research method is followed. The data were collected through feedback from 50 health insurance policyholders with the help of questionnaire in Shrirampur. The secondary data were collected from journals, website, and other published sources.

6. Analysis and interpretations

Table 1

Distribution of Respondents by Age

S. No.	Age (years)	No. of Respondents
1	20-30	15
2	31-40	16
3	41-50	10
4	Above 50	09
	Total	50

Source: Primary Data.

The majority of the respondents belong to the age group 31-40 years, followed by the age of 20-30 years and 41-50 years. 9 respondents belong to the age group above 50 years.

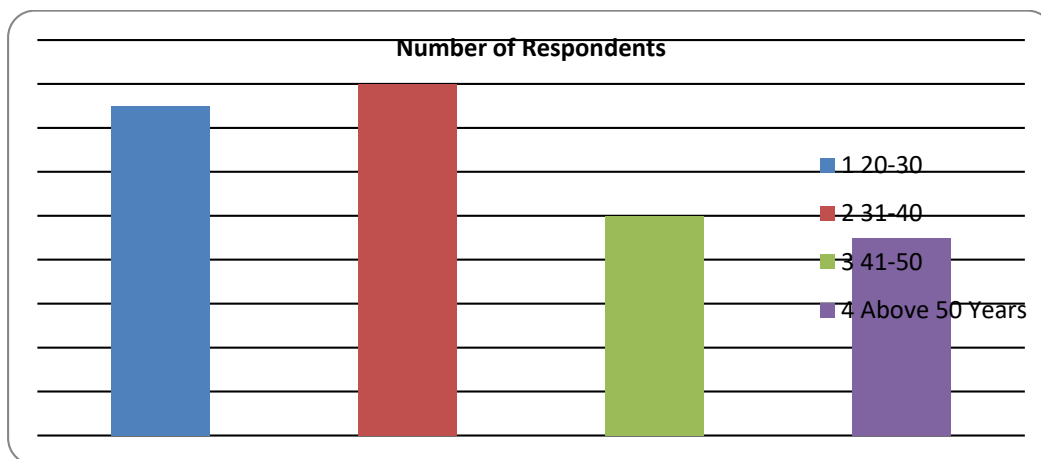


Figure 1: Distribution of Respondents by Age

Table 2

Distribution of Respondents by Income

S. No.	Annual Income (Rs.)	No. of Respondents
1	Less than 1.1 lakh	00
2	1.1-1.2 Lakhs	05
3	2.1-5 Lakhs	30
4	5.1-10 Lakhs	09
5	Above 10 Lakhs	06

Source: Primary Data.

The majority of the respondents belong to the annual income group Rs. 2.1-5 lakhs, followed by 9 respondents in Rs.5.1-10 lakhs, 6 respondents in above 10 lakhs and 5 respondents in 1.1-1.2 lakhs.

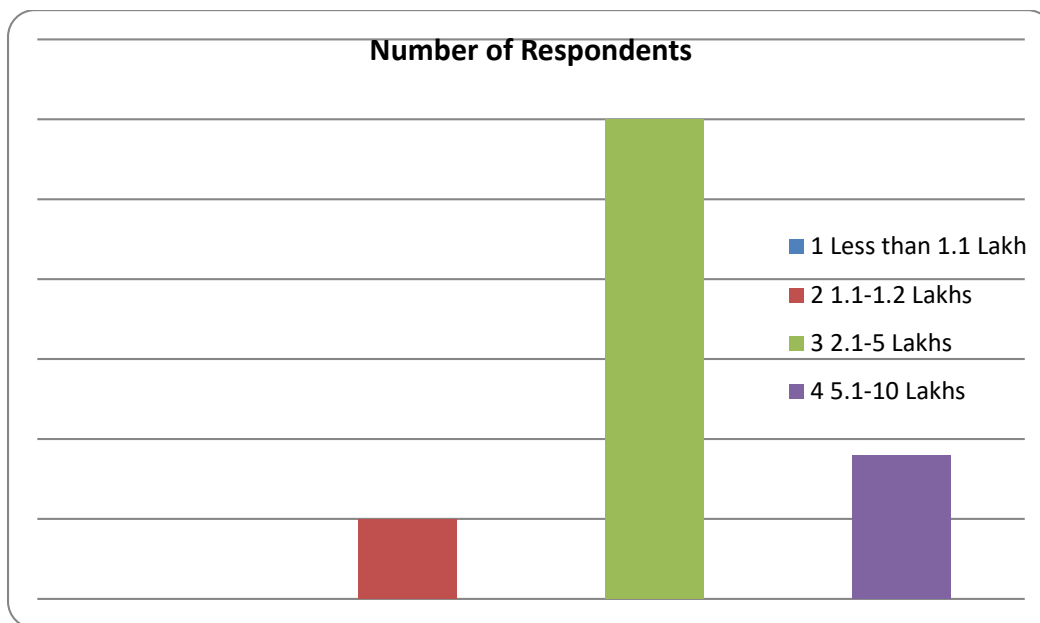


Figure 2: Distribution of Respondents by Income

Table 3

Distribution of Respondents by Company belongs to

S. No.	Company	No. of Respondents
1	The New India Assurance Company Limited	18
2	National Insurance Co. Ltd	12
3	United India Insurance Company	09
4	Oriental Insurance	11
	Total	50

Source: Primary Data

Out of 50 respondents, 18 and 12 respondents belong to the New India Assurance Company Limited and National Insurance Co. Ltd respectively. 9 and 11 respondents belong to United India Insurance Company and Oriental Insurance respectively.

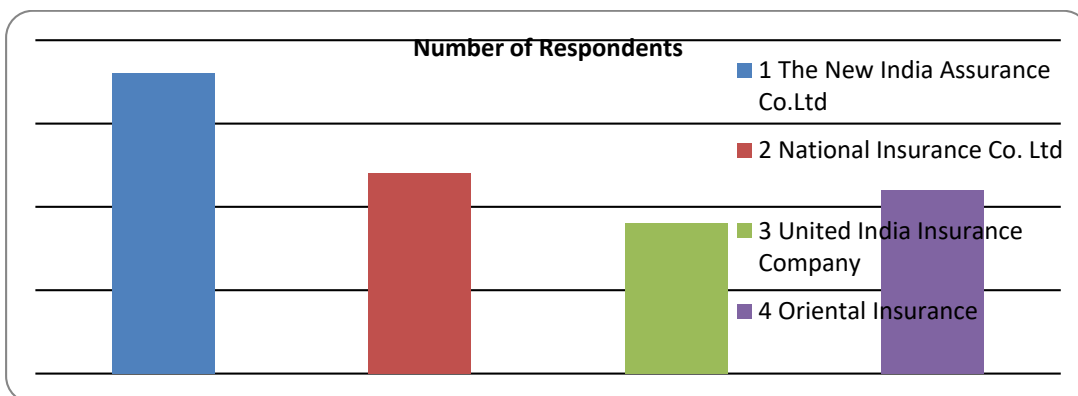


Figure 3: Distribution of Respondents by Company belongs to

Table 4
Type of Health Insurance Policy

S. No.	Insurance Policy	No. of Respondents
1	Individual health insurance	10
2	Group health insurance	12
3	Family floater health insurance	28

Source: Primary Data

Out of 50 respondents, 10 respondents taken individual health insurance policy, 12 respondents taken group health insurance policy and 28 respondents were taken family floater health insurance policy.

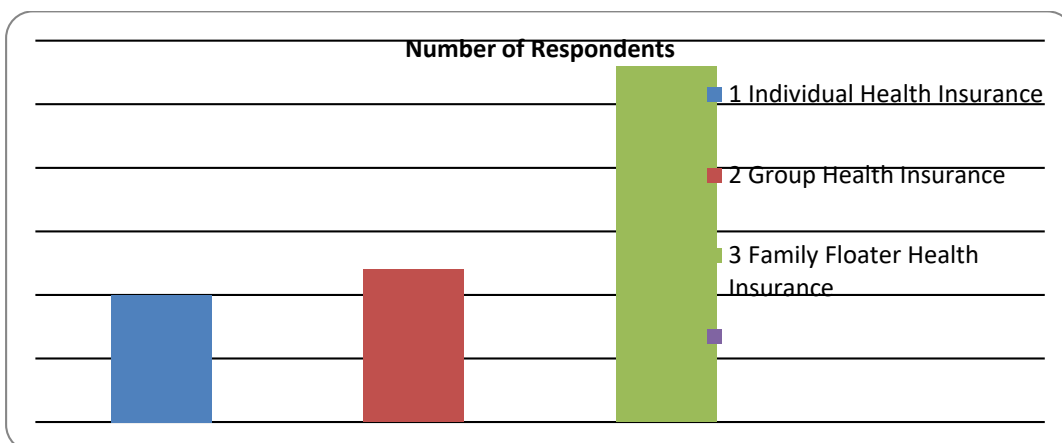


Figure 4: Distribution of Respondents by Type of Insurance Policy

Table 5

Respondents' Satisfaction towards Health Insurance Policy

S. No.	Level of Satisfaction	No. of Respondents
1	Highly satisfied	19
2	Satisfied	13
3	Neither satisfied nor dissatisfied	10
4	Dissatisfied	06
5	Highly dissatisfied	02
	Total	50

Source: Primary Data

Out of 50 respondents, 19 respondents are highly satisfied and 13 respondents are satisfied with the health insurance policies. 10 respondents, 6 respondents and 2 respondents are neither satisfied or dissatisfied, dissatisfied and highly dissatisfied respectively.

7. Findings

- The majority of the respondents belong to the age group 31-40 years, followed by the age of 20-30 and 41-50 years. 9 respondents belong to the age group above 50 years.
- The majority of the respondents belong to the annual income group Rs. 2.1-5 lakhs, followed by 9 respondents in Rs.5.1-10 lakhs, 6 respondents in above 10 lakhs and 5 respondents in 1.1-1.2 lakhs.
- Out of 50 respondents, 18 and 12 respondents belong to The New India Assurance Company Limited and National Insurance Co. Ltd respectively. 9 and 11 respondents belong to United India Insurance Company and Oriental Insurance respectively.
- Out of 50 respondents, 10 respondents taken individual health insurance policy, 12 respondents taken group health insurance policy and 28 respondents were taken family floater health insurance policy.

- Out of 50 respondents, 19 respondents are highly satisfied and 13 respondents are satisfied with the health insurance policies. 10 respondents, 6 respondents and 2 respondents neither satisfied nor dissatisfied, dissatisfied and highly dissatisfied respectively.

8. Conclusion

The study was conducted to know the policyholders' perception towards services of the public health insurance schemes in Shrirampur. The study suggests technical advancement of insurance, better physical layout for business purposes, error free information, quick service, availability of employees on time, settlement of claims on time, individual attention to customers; effective investment advice and guidance for improving the standard of health insurance schemes.

9. Reference

- Gopalakrishnan, G. (2008). The insurance customer – The Consumer Protection Act, 1986. *IRDA Journal*, VI (3), 33-35.
- Natarajan, C, (2013). Service performance of the Life Insurance Corporation of India: An empirical study. *SIT Journal of Management*, 3 (2), 552-570.
- Natarajan, C., & Renu Vij (2013). A study on occupational stress among insurance employees in Chandigarh union territory. *IIMT Business Review*, 5 (1), 55-62.
- Renu Vij., & Natarajan, C. (2011). E-CRM in insurance sector: An overview. *Journal of Commerce and Management Research*, 1 (2), 129-136.