

Customer Satisfaction and Loyalty in Rajah Ayurveda Centre, Kerala

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Abstract - *In this study, the level of satisfaction of patients with ayurvedic tourism services was analysed and evidence for quality services was presented. Patients' loyalty was also assessed in the study. The study was conducted using a descriptive research design. A survey questionnaire was utilised as a data gathering tool, backed by tourists interviews and observation. The research was done by studying the ayurveda tourist visitors to the Rajah Ayurveda Centre in Thrissur district, Kerala. Patients at Rajah Ayurveda Centre were highly pleased with the high quality of ayurvedic medical care they received, according to the survey results. For the sake of keeping patients happy, Rajah Ayurveda Center should endeavor to retain its current level of excellence.*

Keywords – *Ayurveda Medical Tourism, Ayurveda Healthcare Centres, Customer Satisfaction, Customer Loyalty,*

1. Introduction

The goal of clinicians and researchers to quantify results that represent the unique perspective of patients has resulted in an increased focus on measuring customer satisfaction in behavioral health services. In the same way, gauging customer satisfaction offers a sound foundation for forecasting future sales and formulating strategies to boost customer satisfaction even further. When it comes to assessing the quality of a product or service, the customer is in the finest position. In today's fast-paced, fiercely competitive service industry, increasing yield rates and competitiveness necessitate a focus on proactive, effective, and enhanced service quality. Customer happiness is directly related to the quality of the service provided. A similar statement can be made about the medical services industry. For consistent and meeting customer expectations, clear policies regarding service quality, and up-to-date medical treatment and

service quality, medical administrative departments in hospitals must focus on the needs of their customers. As a result, all of the above can help to improve and boost the loyalty of both customers and hospital staff members alike. Additionally, in order to remain competitive, healthcare providers must raise the bar on the services they provide.

There has been a noticeable shift in the global market from agricultural to service sectors. Everyone in the service industry, from hospitals to restaurants to car washes, is constantly striving to provide better service to its clients. In order to meet the basic needs and expectations of the consumers, hospital administration is increasingly placing more emphasis on quality standards. Hospital management is more likely to anticipate and meet the demands and desires of their customers when they have a thorough understanding of their customers' needs and wants. Customers are more inclined to return if they have a positive experience.

2. Review of Literature

There is a wide range of studies into customer happiness in social psychology, marketing research, and consumer behavior. Service quality has established a great deal of attention from academics and practitioners in recent decades because of its impact on corporate success, customer happiness, customer loyalty, and profitability (Santouridis & Trivellas, 2010).

Customers who are satisfied with their products and services are more likely to return, reduce future transaction costs, lower their price elasticity, and have a lower risk of defecting. Customer satisfaction was defined as the ability of customers to receive more value for their money than they paid for. Total quality management hinges on ensuring that customers are happy. Customer satisfaction is usually less vulnerable to seasonal variations, cost adjustments, or changes in accounting processes than other standard performance measurements (Lee, 2006).

Client loyalty shows that customer satisfaction is still being met (Sunto et al., 2013). Whether it's a one-time incentive, or a long-term series of initiatives, customer loyalty can have a significant impact on sales. As rebates or freebies, buy-one-get-one-free promotions were extremely popular. Offering the customer a free trial of a product or service is another way to win customers and keep them as loyal customers as possible. They're sometimes called "brand loyalty" incentives because they're aimed at getting clients to keep coming back and try new things as well as buy more of the same thing from the business (Kiran, 2010).

There is a good chance that patients will be dissatisfied with their medical care if it does not include some kind of must-be quality, but even if wide-ranging quality is there, patients will be less likely to be satisfied if must-be quality is absent. Even if a service lacks some enticing characteristics, it may nevertheless become a patient's favourite if such characteristics are made available. As a result, medical service providers must work to improve customer satisfaction and build customer loyalty by incorporating attractive components into their services.

In order to get a competitive edge, a firm must provide high-quality medical services to its customers. The strategic imperative for firms is to build client loyalty to gain a competitive edge. Finding out what your consumers want and expect from your organisation is the first step in delivering exceptional customer service. Services at Rajah Ayurveda Centre aren't just about today's tourism industry, they're also an important part of every country's foreign currency profits. No business can survive today if it doesn't meet or exceed the expectations of its customers in terms of service quality and customer happiness. Customer loyalty to Rajah Ayurveda Centre grows when the ayurveda centre provides better service quality. The success of a company is primarily dependent on attracting and retaining customers. A loyal client is one who has been pleased with a company's products or services.

Because of this, customer happiness and loyalty can either result from the comparison of expected and actual performance, or it can be a result that occurs without comparing expectations and aids in the improvement of service quality in the long run. To be able to offer the greatest possible solution for customer satisfaction, a researcher is a member of management and must have access to the company's baseline data.

3. Objectives of the study

To examine the tourists' satisfaction and loyalty in Rajah Ayurveda Centre, Kerala.

Ho: There is no significant relationship between customer satisfaction and loyalty of Rajah Ayurveda Centre.

4. Methodology

To gather information, the researcher employed a variety of methods, including surveys, interviews, and direct observation. The groups were not subjected to any experimental manipulation or random selection. Random sampling was used to pick a total of 100 tourists for the study, and each sample had an equal probability of being selected from the overall population. Data were gathered through the use of a questionnaire. The customer's expectations and perceptions of Rajah Ayurveda Centre treatment and personnel were examined by the researcher. 100 patients were given the survey to fill out about their time at Rajah Ayurveda Centre. Medical tourists at Rajah Ayurveda Centre were asked to rate their level of satisfaction with the quality of the services they received on a scale of 1 to 5. (5 being the highest and 1 being the lowest). 5 Excellence (E), 4 Very Good (VG), 3 Satisfactory, 2 Needs Improvement and 1 Poor (P).

5. Data analysis

The following methods were used to tabulate, evaluate, and analyse the collected data: The profile was analysed and interpreted using frequency distribution. Respondent satisfaction and loyalty to the Rajah Ayurveda Centre's service were evaluated using the weighted mean. The following scalar was used to measure satisfaction; (4.5-5.0 Outstanding) ; (3.5 – 4.49 Very Good) ; (2.5 – 3.49 Satisfactory) ; (1.5 – 2.49 Needs Improvement) ; (1.0 – 1.49 = Poor).

Table 1. Level of satisfaction of ayurveda tourists on Rajah Ayurveda Centre

Sl. No	Satisfaction Attributes	Mean	Standard Deviation	Rank	Interpretation
1	Physical ambience and equipment used for treatment	3.83	1.11	4	Very Good
2	Significant improvement in health condition	3.79	1.45	7	Very Good
3	Hygienic treatment procedures	3.84	1.22	3	Very Good

4	Skillful of the masseurs and Expertise physicians	3.94	1.02	1	Very Good
5	Hospitality and prompt responses of the staff	3.82	1.16	5	Very Good
6	Additional services	3.67	1.39	12	Very Good
7	Indoor and Outdoor entertainment	3.72	1.35	9	Very Good
8	Value for healthcare services	3.70	0.81	10	Very Good
9	Hotel and Accommodation facilities	3.86	1.12	2	Very Good
10	Local tourism attraction	3.80	1.42	6	Very Good
11	Administrative procedures	3.68	1.46	11	Very Good
12	Transportation facility services	3.74	1.04	8	Very Good

Source: Primary Data

According to the data in the Table.1, Rajah Ayurvedic Centre's ayurveda tourists are quite happy. The respondents' mean score was higher than the median score of 3.50. It's clear that the visitors at Rajah Ayurveda centre are happy with their experience. The best masseurs and doctors received the highest marks (mean 3.94). Hotel and lodging facilities (mean 3.86) come in second, followed by the physical environment and the equipment used for treatment (mean 3.83). The staff's hospitality and responsiveness (mean 3.82) rated fifth, followed by the local tourist attractions (mean 3.62). Transportation facility services (mean 3.74) and significant improvement in health (mean 3.79) are placed seventh and eighth, respectively. Value for healthcare services (mean 3.70) ranked tenth, with indoor and outdoor recreation (mean 3.72) in ninth place. Administrative procedures (mean 3.68), which came in at number eleven, and extra services (mean 3.67), which came in at number twelve, rounded out the list.

Table 2. Level of loyalty of ayurveda tourists on Rajah Ayurveda Centre

Sl. No	Items	Mean	Rank	Interpretation
1	Delivered superior value	2.89	2	Better
2	Authentic medical treatment	2.91	1	Better
3	Positive memories and experience	2.55	5	Better
4	Recommend to others	2.77	3	Better
5	Revisit to the same centre	2.68	4	Better
Composite mean		2.76		Better

Source: Primary Data

Since most tourists were satisfied and delighted with the ayurveda medical treatments and ayurveda centre facilities and equipments, Rajah Ayurveda Centre has been scored higher in this research than in previous ones. The majority of those polled said they would suggest Rajah Ayurveda Centre to family and friends in need of medical care. Using a composite mean of 2.76 to evaluate patient loyalty, the degree of satisfaction was rated as "Better" by the respondents. Some of the reasons given by tourists for their devotion to the ayurveda centre include the following: The most common reaction was that Rajah Ayurveda Centre personnel demonstrated that they were giving legitimate medical treatment and delivering superior value to customers. The exceptional service provided by the staff and personnel ensured that the patients had a great experience and that the tourists returned with positive recollections of their stay. Employees at Rajah Ayurveda Centre treat customers as they would like to be treated.

Conclusion

Satisfied consumers gave Rajah Ayurveda Center an excellent rating. Rajah Ayurveda Centre discovered the clients to be devoted customers. Loyalty is not a function of how satisfied customers are. The Rajah Ayurveda Centre's quality of service has been improved by a recommended action plan. Ayurveda services provided by the Rajah Ayurveda Centre can be expected to meet or exceed the highest industry standards at all times. Tourists' commitment to Rajah Ayurveda Centre may prompt Rajah Ayurveda Centre to do more to urge staff to treat patients with respect and civility. The Rajah Ayurveda Centre may step up its marketing efforts

in order to keep customers coming back for more. Other important variables may be included in future research on Rajah Ayurveda Centre.

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