

Antecedents of Inpatient Complaining Behavior

Fezeena Khadir¹, R. Swamynathan² and A. Mansur Ali³

*¹Department of Fashion Management Studies, National Institute of Fashion Technology
(Ministry of Textiles, GOI), Kannur 670 562, Kerala, India*

*²PSG Institute of Management, PSG College of Technology, Peelamedu, Coimbatore 641004,
Tamilnadu, India*

*³PSG Institute of Management, PSG College of Technology, Peelamedu, Coimbatore 641004,
Tamilnadu, India*

KEYWORDS Amenities. Dissatisfaction. Hospitality. Infrastructure. Patient Care

ABSTRACT The purpose of this paper is to identify the antecedents that lead to complaining and non-complaining behaviors of inpatients post dissatisfaction in hospitals. This is a study that aims to explore, by way of extensive literature review and empirical data, the post-purchase behavior of inpatients and their bystanders who had utilized the services of various private and cooperative hospitals in Kerala, one of the southern states of India. A self-administered, structured questionnaire was used to collect primary data. The paper successfully classified seventeen items covering various aspects of hospital services into four factors using exploratory factor analysis. These four factors were 'hospitality', 'patient care and concern', 'amenities' and 'infrastructure'. The results of this study are expected to be valuable to hospitals that are alert about revenue generation and goodwill, to establish better complaint management and service recovery strategies. Moreover, it is also hoped that this paper would add more inputs to the existing literature on Consumer Complaining Behavior in the service sector, especially in healthcare.