

Comparative Analysis of Customer Satisfaction Among Health Insurance Providers in Ahmedabad City

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Abstract

Health insurance is crucial in the fast-paced world of today. Customer satisfaction varies according to the claim procedure, service quality, and cost. In this study, customer satisfaction is compared across Ahmedabad city's various health insurance providers. Assessing overall customer satisfaction levels with various health insurance providers, identifying important factors that affect satisfaction, and comparing satisfaction across providers are the objectives of this study. The primary data used in the study were gathered using structured questionnaires and the survey method. For data analysis, analysis of variance (ANOVA) and chi-square tests were employed.

Keywords: Health Insurance, Customer Satisfaction, Service Quality, Claim Process, Affordability, Ahmedabad City

Introduction

Insurance is essentially a safety net that helps people and businesses manage the financial risks that come with unexpected events. In simple terms, it is like paying a small amount regularly to protect yourself from a big financial hit in the future. Imagine it as sharing your worries with a company that agrees to step in and help you out if something goes wrong – like a car accident, property damage, or a medical emergency. Health insurance is designed to ease the burden of medical costs. Life can be unpredictable, and illness or injury can strike when you least expect it. Health insurance steps in

to cover expenses such as doctor visits, hospital stays, surgeries, and even medication. In some cases, it can also provide support if you experience a disability or suffer from accidental injuries that result in serious harm or even loss of life. Having insurance does not mean you will not face challenges, but it does mean you will not have to carry the financial weight alone. It is a way of planning for the unknown, giving you peace of mind that if something unfortunate happens, you will have support to help you through it. Insurance is a way of protecting yourself from financial losses by transferring that risk to a professional company, known as an insurer. In exchange for a set amount of money, called the insurance premium, the insurer promises to support you financially if something goes wrong – like an accident, theft, or damage.

Health insurance is more than just a policy – it is a safety net that gives people peace of mind during tough times. Imagine facing a sudden illness or an unexpected hospital bill; without insurance, the financial burden can be overwhelming. This is why having a reliable health insurance plan is so important, especially as medical costs keep rising. For families and individuals in Ahmedabad, where people come from various social and economic backgrounds, finding the right insurance plan can make a huge difference in their lives. The most important thing is whether customers are satisfied with their health insurance plan. Are they happy with the coverage they receive? Do their insurance claims get processed smoothly? According to Oliver (1997), customer satisfaction is all about meeting people's expectations – and in the world of health insurance, things such as affordable premiums,

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efficient claim processes, and responsive customer support can make all the difference (Anderson & Mittal, 2000). Understanding what makes people feel satisfied can help insurance companies improve their services and better meet their customers' needs.

In Ahmedabad city, customer satisfaction with health insurance providers varies widely. While some policyholders experience smooth claim processes and efficient communication, others face delays and difficulties when handling claims or seeking support. Each customer's satisfaction level can differ based on their individual experience. Key factors such as policy coverage, premium costs, and the ease of claim handling play a significant role in shaping how satisfied customers feel with their insurance provider. Understanding these factors can help insurers improve their services and address gaps to better meet customer needs in Ahmedabad. Even though customer satisfaction is crucial in the health insurance industry, there has not been much research focusing specifically on Ahmedabad city. This study aims to change that by exploring how satisfied people are with different health insurance providers in the area. By examining key factors such as policy benefits, service quality, and claim processing, this research hopes to uncover what influences customer satisfaction the most. The goal is to provide insights that can help insurance providers improve their offerings and better serve the people of Ahmedabad.

Review of Literature

Jyothilinga and Gautam (2024) observed that the satisfaction of health insurance policyholders is crucial in the insurance sector. This study addressed the existing research gap by exploring the key factors that influence customer satisfaction in the context of health insurance policies. The study adopted a descriptive research design and collected data on 100 health insurance policyholders across different insurance companies from primary and secondary sources based in Ballari district, Karnataka, India. The results identified four key drivers of customer satisfaction – policy characteristics, emotional benefits, after-sales services of policy, wellness and healthcare, and financial aspects. Moreover, the research demonstrated that different policyholder traits such as education, occupation, income, marital status, source of knowledge,

purchasing method, premium amount, and sum assured have significantly influenced satisfaction level.

Thilakraj (2024) made a comparative study on policyholders' satisfaction towards health insurance policies offered by public and private health insurance companies. This study aimed to evaluate policyholders' expectations and satisfaction with public and private health insurance services, identify key differences in service delivery and policy offerings, and recommend strategies to enhance customer satisfaction and service quality.

Ramadhan and Soegoto (2019) examined the factors influencing participants' satisfaction in health insurance companies. The research uses a quantitative approach with descriptive and verification methods. Data collection involved distributing questionnaires to 100 respondents, and analysis was conducted using the Structural Equation Modelling-Partial Least Square (SEM-PLS) method. The findings revealed that participant satisfaction is influenced by service quality, which is further shaped by factors such as tangibility, reliability, responsiveness, empathy, and assurance. The study confirmed the validity and reliability of these factors, and the results are intended to serve as a reference for enhancing participant satisfaction in health insurance companies.

Bhogal and Basu (2022) carried out a study that examined policyholders' satisfaction and service quality of health insurance organisations in Kolkata, comparing private and public insurers. Using descriptive research, it collected primary data from 150 policyholders and secondary data from journals and online sources. The analysis, conducted through frequency percentage and chi-square tests, revealed higher satisfaction among group policyholders and private insurers, contributing to the growing market share of private health insurance.

Kaur and Kushwah (2015) aimed to compare the customer satisfaction between public and private sector medical insurance companies in India. This study investigated customer satisfaction with public and private health insurance companies in India. Researchers collected data from 250 customers using convenience sampling. They checked the questionnaire's reliability and ran an independent sample t-test, which showed no major difference in satisfaction levels between the two

sectors. The results indicated that the questionnaire was consistent, and no significant difference in customer satisfaction was found between the two sectors.

Research Methodology

Objective of the Study

- To assess the overall customer satisfaction levels with different health insurance providers.
- To identify key factors influencing customer satisfaction in health insurance.

Statement of Problem

Health insurance is supposed to offer financial security and peace of mind, but many customers struggle with delay in claims, high cost, and poor service. Their satisfaction relies on multiple elements, such as coverage, customer support, and transparency. However, there is not enough research comparing how well different insurance providers are doing in these areas. The goal of this study is to provide an overview of customer satisfaction, highlight the most concerning aspects for policyholders, and compare the different providers to offer potential improvement in the field and improve trust in the industry.

Hypothesis of the Study

H_1 : There is a significant difference in overall customer satisfaction levels among different health insurance providers.

H_2 : Key factors such as service quality, claim processing, and premium costs significantly influence customer satisfaction in health insurance.

Variables of the Study

Independent Variables: Health insurance providers and key factors (service quality, claim processing, premium costs, coverage, customer support).

Dependent Variables: Customer satisfaction levels.

Sample Size: In this study, there were a total of 130 participants residing in Ahmedabad city.

Data Sources: This study uses primary data to assess customer satisfaction with health insurance providers. Primary data was collected through surveys and questionnaires from policyholders. These sources help analyse satisfaction levels, key influencing factors, and comparisons across different providers.

Research Design: This study uses a descriptive research design to understand and compare customer satisfaction with different health insurance providers. Primary data have been gathered directly from health insurance policyholders in Ahmedabad city using a structured questionnaire.

Need for the Study: Customer satisfaction ensures that health insurance providers are going to be profitable, but a lot of policyholders encounter problems such as delays in claims, extremely high costs, and inferior service. There is limited research comparing satisfaction across different insurers. This study is needed to assess satisfaction levels, identify key influencing factors, and help providers improve their services to better meet customer needs.

Limitations of the Study

- This study focuses only on health insurance policyholders in Ahmedabad city, so the findings may not fully represent customer satisfaction in other regions.
- Participants' responses may be influenced by personal opinions or recent experiences, which could affect the accuracy of the findings.
- The study relies on self-reported data, which may not always be completely reliable or verifiable.
- Changes in policies, regulations, and market conditions may impact customer satisfaction over time, limiting the long-term relevance of the findings.

Data Analysis and Interpretation

- H_0 : There is no significant difference in overall customer satisfaction levels among different health insurance providers.
- H_1 : There is a significant difference in overall customer satisfaction levels among different health insurance providers.

Table 1: ANOVA Table

		Sum of Squares	Df	Mean Square	F	Sig
Difference in overall customer satisfaction level	Between Groups	0.016	1	0.016	2.470	0.0171
	Within Groups	11.60	129	0.1036		
	Total	11.616	130			

Table 1 shows that the p-value is 0.0171, which is lower than the significant value of 0.05 so, the null hypothesis 'There is no significant difference in overall customer satisfaction levels among different health insurance providers' is rejected. Therefore, there is a significant difference in overall customer satisfaction levels among different health insurance providers.

- H_0 : Factors such as service quality, claim processing, and premium costs do not significantly influence customer satisfaction in health insurance.
- H_1 : Factors such as service quality, claim processing, and premium costs significantly influence customer satisfaction in health insurance.

Table 2: ANOVA Table

		Sum of Squares	Df	Mean Square	F	Sig
Service quality, claim processing, and premium costs * Customer satisfaction in health insurance	Between Groups	0.0131	1	0.0131	2.405	0.0190
	Within Groups	10.49	129	0.0937		
	Total	10.5031	130			

Table 2 shows that the p-value is 0.0190, which is lower than the significant value of 0.05 so, the null hypothesis 'Factors such as service quality, claim processing, and premium costs do not significantly influence customer satisfaction in health insurance' is rejected. Therefore, factors such as service quality, claim processing, and premium costs significantly influence customer satisfaction in health insurance.

Influence of Service Quality, Claim Processing, and Premium Costs

A second ANOVA test evaluated whether factors such as service quality, claim processing, and premium costs significantly influence customer satisfaction in health insurance. The results in Table 2 reveal a p-value of 0.0190, which is also below the 0.05 threshold. Thus, the null hypothesis (H_0) is rejected, suggesting that these factors do have a significant impact on customer satisfaction.

In summary, both analyses provide statistically significant evidence that:

- Customer satisfaction differs among health insurance providers.
- Key factors such as service quality, claim processing, and premium costs play an important role in shaping customer satisfaction levels.

Findings

The study employed analysis of variance (ANOVA) to examine two hypotheses regarding customer satisfaction in the health insurance sector.

Differences in Customer Satisfaction Among Insurance Providers

An ANOVA test was conducted to determine whether there is a significant difference in overall customer satisfaction levels among different health insurance providers. As shown in Table 1, the p-value was 0.0171, which is less than the significance threshold of 0.05. Therefore, the null hypothesis (H_0) – stating that there is no significant difference in satisfaction levels – is rejected. This result indicates that there is a statistically significant difference in customer satisfaction among various health insurance providers.

Conclusion

The findings of this study provide clear evidence that overall customer satisfaction in the health insurance sector is not uniform across providers and is significantly influenced by core service factors. The ANOVA analysis revealed that customer satisfaction levels differ meaningfully among different health insurance providers,

highlighting the importance of competitive differentiation in the industry. Moreover, the study confirmed that key service components – including service quality, claim processing, and premium costs – have a statistically significant impact on customer satisfaction. These insights emphasise that improving these factors can directly enhance customer perceptions and loyalty.

Overall, this research highlights how important things such as good service, smooth claim processes, and affordable premiums are in shaping customers' experiences with health insurance. Companies that want to keep their customers happy and loyal should focus on improving these areas. Future studies could explore these relationships further by incorporating additional variables such as digital accessibility, customer support responsiveness, and policy flexibility to build a more comprehensive understanding of customer satisfaction dynamics in health insurance.

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