

Service quality and patient satisfaction: A study of private hospitals in Anuradhapura City

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Abstract

Understanding customers' views on service quality is importance for any service provider. Health care facilities in private hospitals would always have a capacity to attract customers. Under dynamic competitive industry, private hospitals need to provide competitive augmented services to its customers while upgrading their profit objectives. Therefore, this study examines the effect of service quality enhancement in the hospitals on satisfaction. Being aligning to research's direction, researcher has selected service quality as an independent variable while patient satisfaction as the dependent variable. At the conceptualization, independent variables were identified on SERVQUAL instrument and data were collected from 100 patients selected through a convenient sampling method from three private hospitals in Anuradhapura City. The researcher utilized descriptive statistics and hypotheses were tested by correlation analysis and regression analysis. The results showed that there is a positive relationship between service quality dimensions and patient satisfaction. Finally researcher has suggested private hospitals to enhance quality of their services to become more competitive in the industry.

Keywords: *Patient satisfaction, private hospitals, service quality.*