

Service Quality and Patients' Satisfaction (With Special Reference to Hemas Capital Hospital (Pvt) Ltd Thalawathugoda

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Private healthcare sector has become most competitive and fast growing service sector in the present business world. In health quality is the most important icon and most of the patients as customer evaluate the private healthcare organization services base on the quality of services which they are offered. Most of the private healthcare organizations are paying their attention to provide quality service to attract patients and improve their satisfaction. But some are going to generate only income through the various ways. On the other hand providing good quality healthcare service to patients is the key success factor for any private healthcare organization. To build the good healthcare brand and survive in the healthcare market for longer period of time, always patients should be satisfied with the services which is offered by the private hospitals. Therefore private healthcare organizations have to provide quality service for their patients. Within the literature background, this research paper focus to identify the impact Service Quality And Patients' Satisfaction in Thalawathugoda Hemas Capital Hospital. So in health hospital patients were selected as the population. Sample size of this study was 100 and convenience sampling method was used to select the respondent, Survey method was used as the research strategy and a self-administered, standard structured questionnaire was distributed among respondents to collect data for the study. Hypotheses were tested by using correlation analysis and results showed there was a positive relationship between service quality and patient's satisfaction in Thalawathugoda Hemas capital hospital.

Keywords: Service Quality, Customer Satisfaction, Health care service.