

# **Study on Patients' Switching Intention from Government Hospitals to Private Hospitals (Special Reference to Western Province in Sri Lanka)**

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This research was discussed “patients ‘switching intention from government hospitals to private hospitals in Sri Lanka”. The problem of the study was why patients switching from government hospitals to private hospitals in Sri Lanka. From the literature review, the researcher was able to identify a research gap which was filled by the study. Based on the independent variables identified from the literature a conceptual framework was constructed and along with that model. Five hypotheses were formulated also. The research designed was both expletory and descriptive. And also the mixed method was applied in discussing the results. The research approach was deductive reasoning. Further, out of five million populations in the western province for the convenience of analysis as a sample size 250 individual was selected. By using stratified sampling technique as this empirical study more primary data was collected via online and for more information secondary data was used. Descriptive statistical tool was used for presenting data and correlation and multiple regression were run for analyzing data with the help of SPSS version 26. As per the findings customer satisfaction and customer loyalty have strong mediating role of service quality and switching intention. Further there is a significant relationship between service quality and switching intention. Out of the suggestions made, the main suggestion was that it is the responsibility of marketer that in maintaining customer retention with market offering, customer loyalty and customer satisfaction should be emphasized.

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