

Title	PATIENT SATISFACTION AND SERVICE QUALITY AT LANKA HOSPITALS, SRI LANKA
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ABSTRACT

Today, consideration of patient satisfaction has become a vital part of hospital management around the globe and also an essential necessity for healthcare providers. Service quality has been viewed as a determinant of customer satisfaction. However, the challenge for healthcare providers is to understand what elements of service quality significantly influence patient/client satisfaction. Various researchers have identified several dimensions of service quality. This study aims to investigate the most important dimensions of service quality that affects patient/client satisfaction based on SERVQUAL developed by Parasuraman et al, (1985). In addition, the study analyzes if there is a relationship between dimensions of service quality and customer satisfaction. This study is based on a qualitative approach. The data are derived from twenty five semi structured in-depth interviews conducted with Maldivian patients/clients who sought medical assistance from Lanka Hospitals. The interviews were transcribed and categorised in to themes and codes for the analysis process. The findings revealed that there is a significant correlation between customer satisfaction and the dimensions of service quality which are reliability, tangibility, assurance, empathy and responsiveness. Also, the study reveals that the most important factor of service quality for Maldivians is reliability. Recommendations to further improve service quality and enhance customer satisfaction are proposed.