

## LIST OF CONTENT

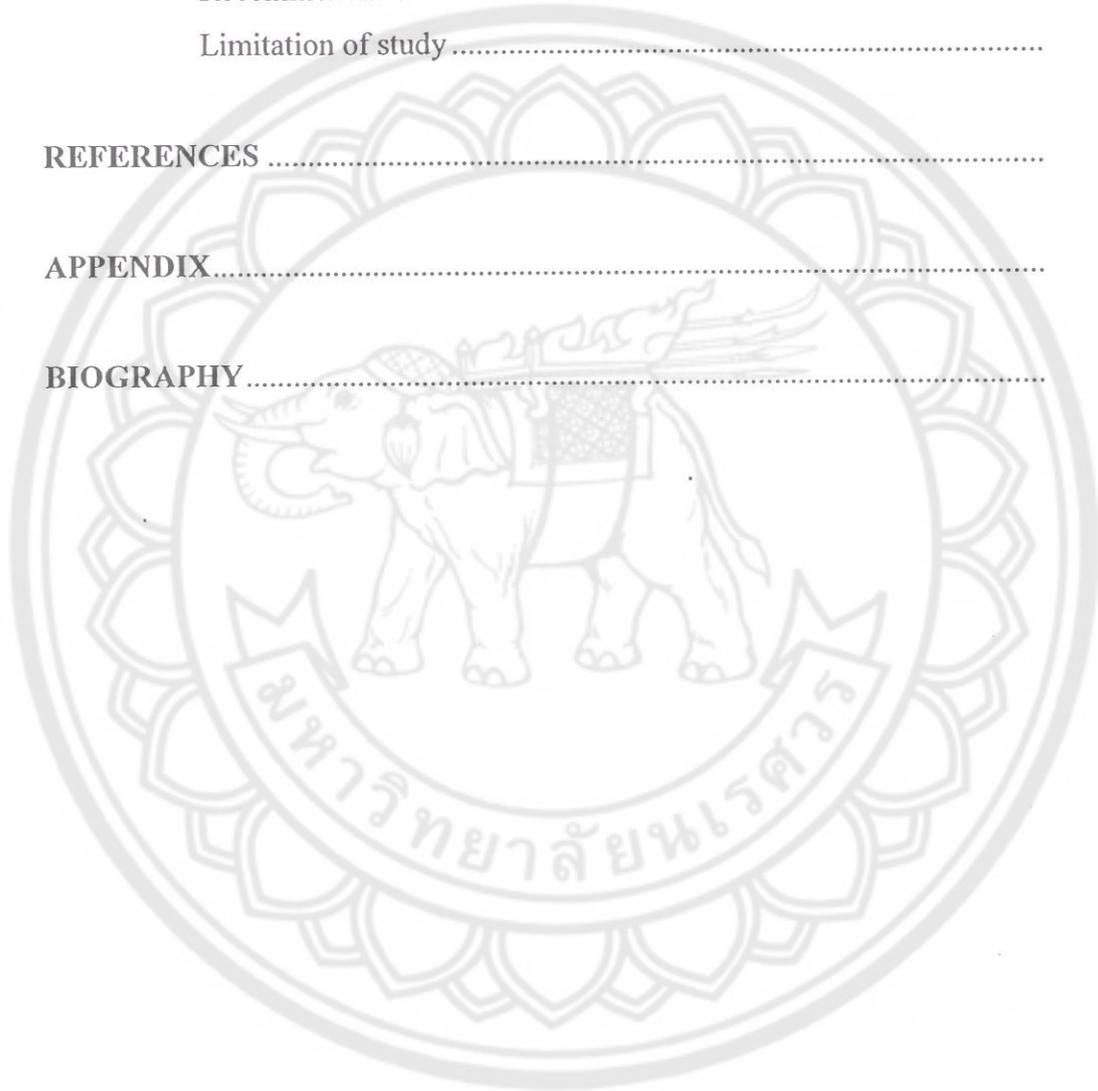
| Chapter   | Page     |
|---|----------|
| <b>I INTRODUCTION.....</b>  | <b>1</b> |
| Rationale for the Study .....                                       | 1        |
| Purpose of the Study .....  | 1        |
| Significance of the Study .....                                     | 2        |
| Scope of the Study .....  | 2        |
| Research Questions .....  | 3        |
| Conceptual framework.....   | 3        |
| Definition of Terms.....  | 4        |
| <b>II REVIEW OF RELATED LITERATURE AND RESEARCH.....</b>            | <b>5</b> |
| Introduction.....   | 5        |
| The service encounter .....   | 7        |
| Service Quality.....  | 8        |
| Five critical aspects of service quality .....                      | 9        |
| SERVQUAL .....  | 10       |
| SERVQUAL gap analysis.....  | 12       |
| Customer (patient/client) Satisfaction .....                        | 14       |
| Factors influencing customer's expectation.....                     | 15       |
| Factors that affect patient/client satisfaction.....                | 17       |
| Disconfirmation Theory .....  | 18       |
| Relationship between service quality and customer satisfaction .... | 19       |

## LIST OF CONTENT (CONT.)

| Chapter  | Page      |
|--|-----------|
| <b>III RESEARCH METHODOLOGY .....</b>  | <b>21</b> |
| Introduction.....  | 21        |
| Population and Sample .....  | 21        |
| Research Instrument.....   | 22        |
| Data Collection .....  | 23        |
| Analysis of Data.....  | 24        |
| <b>IV RESULTS.....</b>   | <b>25</b> |
| Demographic profile of respondents .....   | 25        |
| Main influence in choosing Lanka hospitals.....                                  | 30        |
| Quality criteria considered in seeking medical care from Lanka<br>Hospitals..... | 30        |
| Experience with procedures .....   | 31        |
| Service Dimensions.....  | 33        |
| Assurance .....  | 36        |
| Empathy .....  | 36        |
| Responsiveness.....  | 37        |
| Reliability.....   | 38        |
| What respondents liked best about Lanka Hospitals.....                           | 39        |
| What respondents liked least about Lanka Hospitals.....                          | 40        |
| Most important service quality dimension.....                                    | 40        |
| Relationship between service quality experience and patient<br>satisfaction..... | 41        |
| Overall satisfaction.....  | 42        |
| <b>V CONCLUSION, DISCUSSION AND RECOMMENDATION.....</b>                          | <b>43</b> |
| Conclusion.....  | 43        |
| Discussion .....   | 43        |

## LIST OF CONTENT (CONT.)

| Chapter                                   | Page |
|---|------|
| Recommendation.....                       | 45   |
| Recommendations for further studies ..... | 45   |
| Limitation of study .....                 | 46   |
| REFERENCES .....                          | 47   |
| APPENDIX.....                             | 53   |
| BIOGRAPHY.....                            | 66   |



## LIST OF TABLES

| Table   | Page |
|---|------|
| 1 Summary of demographics .....   | 63   |
| 2 Summary of most important service quality dimension for respondents ... | 65   |



## LIST OF FIGURES

| Figures |  | Page |
|---------|--|------|
| 1       | Conceptual Framework based on SERVQUAL .....                     | 3    |
| 2       | Worldwide Medical Tourism Industry (Billions of U.S. dollars)... | 5    |
| 3       | Medical and healthcare tourism component .....                   | 6    |
| 4       | The service encounter triad .....                                | 3    |
| 5       | five critical aspects of service quality .....                   | 9    |
| 6       | Extended service quality model .....                             | 11   |
| 7       | Gap Model .....  | 13   |
| 8       | Factors influencing customer's expectations .....                | 16   |
| 9       | Expectation disconfirmation theory .....                         | 19   |
| 10      | Data triangulation.....  | 23   |
| 11      | Steps involved in the analysis of data .....                     | 24   |
| 12      | Gender.....  | 25   |
| 13      | Category .....   | 26   |
| 14      | Salary per month .....   | 27   |
| 15      | Profession.....  | 28   |
| 16      | Marital Status .....   | 28   |
| 17      | Number of visits to Lanka Hospitals .....                        | 29   |