

**A STUDY ON THE SERVICE QUALITY OF
BASE HOSPITAL VALAICHENAI**

NAJEEMA MOHAMED ABOOBACKER

980



Project Report
Library - EUSL

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

-2007-

TABLE OF CONTENTS

CONTENTS	PAGE NUMBERS
Acknowledgement	i
Abstract	II
Abbreviations	IV
Table of Contents	V
List of Tables	X
List of Figures	XII
CHAPTER- ONE: INTRODUCTION	1-8
1.1 Background of the study	1
1.2 Problem Statement	5
1.3 Research Questions	5
1.4 Objectives of the Study	6
1.5 Significance of the Study	6
1.6 Scope of the Study	7
1.7 Assumptions of the Study	8
1.8 Summary	8
CHAPTER- TWO: LITERATURE REVIEW	9-34
2.1 Introduction	9
2.2 Definition of Service	9
2.3 Definitions of Quality	10
2.4 Definitions of Service Quality	10
2.4.1 Definitions of Health Service Quality	13
2.4.2 Background and Review of Service Quality	16
2.4.3 Definitions of Service Quality Gap	17
2.4.4 Customer Satisfaction and Service Quality	18

2.4.5	The Impact of Service Quality	19
2.4.6	Measuring and improving service quality	20
2.4.7	The Benefits of measuring service quality and Customer satisfaction	21
2.5	Service Quality Dimensions	21
2.6	SERVQUAL to Measure Service Quality	25
2.7	Service Quality Model	27
2.7.1	The Gaps model of Service Quality	29
2.8	Summary	34

CHAPTER- THREE: CONCEPTUAL FRAMEWORK AND OPERATIONALIZATION	35-45
--	--------------

3.1	Introduction	35
3.2	Conceptual framework	35
3.2.1	Reliability: Delivering on promises	37
3.2.2	Responsiveness: Being willing to help	37
3.2.3	Assurance: Inspiring trust and confidence	38
3.2.4	Empathy: Treating customers as individuals	39
3.2.5	Tangibles: Representing the service physically	40
3.2.6	Expectations and Perceptions of the Service Quality	41
3.3	Operationalization	42
3.4	Summary	45

CHAPTER- FOUR: RESEARCH METHODOLOGY	46-58
--	--------------

4.1	Introduction	46
4.2	Study Setting, Design, and Method of Survey	46
4.3	Population and Sampling	47
4.3.1	Sample selection	48
4.3.2	Sample size	48
4.3.3	Sampling method	48
4.4	Data Collection	49

4.4.1	Sources of data	49
4.4.1.1	Primary data	49
4.4.1.2	Secondary data	49
4.5	Method of measurement	50
4.5.1	Questionnaire	52
4.5.1.1	Questionnaire Administration	54
4.5.2	Interview	54
4.5.3	Observation	55
4.6	Method of Data analysis, Data Presentation and Data Evaluation	55
4.6.1	Method of Data analysis	55
4.6.2	Data Presentation	56
4.6.3	Method of Data Evaluation	56
4.7	Summary	57

CHAPTER- FIVE: DATA PRESENTATION AND ANALYSIS **59-90**

5.1	Introduction	59
5.2	Personal Information	59
5.2.1	Age Distribution	59
5.2.2	Gender Distribution	60
5.2.3	Civil Status	60
5.2.4	Educational Qualification	61
5.2.5	Occupation	62
5.2.6	Monthly Income	62
5.2.7	Experience as In-Patient	63
5.2.8	Times of treatment	63
5.3	Research Information	64
5.3.1	Expectations about Service Quality	64
5.3.1.1	Reliability Dimension	64
5.3.1.2	Responsiveness Dimension	66
5.3.1.3	Assurance Dimension	67
5.3.1.4	Empathy Dimension	68
5.3.1.5	Tangibles Dimension	69
5.3.2	Perceptions about service quality	71

5.3.2.1	Reliability Dimension	71
5.3.2.2	Responsiveness Dimension	72
5.3.2.3	Assurance Dimension	74
5.3.2.4	Empathy Dimension	75
5.3.2.5	Tangibles Dimension	76
5.4	Service Quality Gap Analysis	78
5.4.2	Service Quality Gap of Reliability Dimension	78
5.4.3	Service Quality Gap of Responsiveness Dimension	79
5.4.4	Service quality Gap of Assurance Dimension	80
5.4.5	Service quality Gap of Empathy Dimension	81
5.4.6	Service quality Gap of Tangibles Dimension	82
5.5	Ranking the Mean values and Gap of Dimensions	83
5.6	Comparison between overall Perceived and Expected service quality	84
5.7	Relationship between Personal Information and Research Information	85
5.7.1	Age Distribution and Service Quality Gap	85
5.7.2	Gender Distribution and Service Quality Gap	86
5.7.3	Civil Status and Service Quality Gap	87
5.7.4	Educational qualification and Service Quality Gap	87
5.7.5	Occupation and Service Quality Gap	88
5.7.6	Monthly Income and Service Quality Gap	88
5.7.7	Experience of the Patients and the Service Quality Gap	89
5.7.8	Treatment Times and Service Quality Gap	89
5.8	Summary	90

CHAPTER- SIX: DISCUSSION

91-116

6.1	Introduction	91
6.2	Personal Information	91
6.2.1	Age Distribution	91
6.2.2	Gender Distribution	92
6.2.3	Civil Status	92

6.2.4	Educational Qualification	93
6.2.5	Occupation	93
6.2.6	Income Distribution	94
6.2.7	Experience of the patients	94
6.2.8	Treatment Times	95
6.3	Research Information	95
6.3.1	Reliability	96
6.3.2	Responsiveness	100
6.3.3	Assurance	103
6.3.4	Empathy	107
6.3.5	Tangibles	111
6.3.6	Gap between Perceived and Expected Service Quality	115
6.4	Summary	116

CHAPTER-SEVEN: CONCLUSIONS AND RECOMMENDATIONS 117-126

7.1	Introduction	117
7.2	Conclusions	117
7.2.1	Expected service quality	118.
7.2.2	Perceived Service Quality	119
7.2.3	Service Quality Gap	119
7.3	Recommendations	121
7.3.1	Reliability	121
7.3.2	Responsiveness	122
7.3.3	Assurance	123
7.3.4	Empathy	124
7.3.5	Tangibles	124
7.4	Limitations of the study	125
7.5	Implications of the Study	126

References I-III

Appendices:

Appendix-01: Details of Shortages in Service Facilities	IV
Appendix-02: Questionnaire	V-XV