A STUDY ON MEASURING THE ROLE OF DEMOGRAPHIC FACTORS IN PATIENT SATISFACTION TOWARDS THE SERVICE QUALITY PROVIDED IN PRIVATE HOSPITALS

S.SHARMILA*; DR.JAYASREE KRISHNAN**

*RESEARCH SCHOLAR,
FACULTY OF BUSINESS ADMINISTRATION,
SATHYABAMA UNIVERSITY.

**DEAN AND HOD,
DEPT., OF MGT. STUDIES,
ST’JOSEPH’S COLLEGE OF ENGINEERING.

ABSTRACT
In this liberalized and globalised business environment talking about the concept of quality within the healthcare is very relevant and strong. Presently in India the healthcare sector is facing a tremendous development and hence it becomes necessary for the hospitals to maintain a standard quality of services to retain and to gain patients loyalty. This service quality can be measured by the use of SERVQUAL model by Parasuraman et.al, (1988). Recent days studies indicate that measurement of patient satisfaction and service quality will provide valuable information for health researchers (Attkisson and Greenfield, 1994). The current study sought to ascertain, the role of demographic factors in patient satisfaction with service quality in the light of SERVQUAL model provided in private hospitals. A questionnaire specifically designed for this study has been utilized for data collection (N=505). The results suggest that the factors like Education and income level of the respondents have significant impact in patient satisfaction towards the service quality contrary to previous research by Calnan et al., (1994); Cleary & McNeil, (1988) and Quintana et al, (2006). Factors like Age and Sex do not have significant impact in patient satisfaction towards the service quality.

KEY WORDS: Patient satisfaction, service quality, private hospitals.