2. Research Question

Research question can be simply framed as follows:

“Is a multi specialty hospital’s market orientation positively related to the delivery of high quality services to its customers (Patients) in Gujarat State?”

This question encompasses broad aspects of the terms ‘market orientation’ and ‘service quality’.

Market orientation consists of two dimensions: customer focus and Need Assessment, here Hospital’s objectives, strategy and competitive nature are based on the understanding of customer and their needs assessment. The extent to which an Hospital monitors its own commitment and orientation towards meeting Customer/Patient needs, routinely measures and assesses customer needs and circulates to all concerned parties for gathering information about the extent to which Customer/Patient needs are being satisfied.

The term service quality encompasses multiple aspects that capture the customer’s perception about the organization’s abilities for Infrastructure, Personnel quality, Process of clinical care, Administrative procedures, Safety indicators, Hospital image, Social responsibility; and Trustworthiness of the hospital. (“A conceptual framework of service quality in healthcare Perspectives of Indian patients and their attendants” Panchapakesan Padma, Chandrasekharan Rajendran and L. Prakash Sai).