The last quarter of the 20th century saw a spurt in the growth of Service Industry. It has grown leaps and bounds during the last few years; in many developed countries, services have gone past manufacturing in terms of revenue and employment. Among the service sectors, three major flagships have been Tourism, Health, and Education. In U.S.A., service sector constitutes nearly sixty percent of its GDP. The developing countries, too, are progressing towards higher reliance on the services sector.

The closing years of the last decade belong to Health sector in particular, which has done real wonders in the service industry. This growth can mainly be attributed to the participation of private players. The Health sector has come up with a holistic view of health provided as a package rather than individual specializations alone. Gamuts of services are made available under a single brand name. Hence, we hear of MAX Health Care, APOLLO Health Street etc.

In spite of great achievements, as discussed above, all is not well with the health sector. India continues to lag behind in this sector even after over five decades of independence. The remarkable growth that we are witnessing in private and public hospitals, in the urban areas, has been both, good and bad for
the consumers. It is good because choice is more, but bad, due to absence of compliance of strict regulation and quality standards, an abundance of choice also gives a free run to dubious health facilities run by quacks.

The present study has tried to locate those aspects of quality, which are found important by doctors as well as patients and their attendants. This study has been conducted in three different cities; Delhi, Aligarh, and Amroha representing the metropolitan, large district headquarters and small city respectively. Two separate sets of questionnaire have been administered on both doctors, patients/attendants.

The Thesis has been divided under seven chapters. The first Chapter introduces the study and provides a brief description of different concepts. The second chapter states a brief overview of the health industry in general. The third Chapter gives overview of different aspects of quality with respect to health industry. Chapter four deals with a detailed literature review, on the subject from India and abroad. Fifth Chapter deals with the Methodology of the study, here details of Sample, Questionnaire and methods of analysis have been given. Sixth Chapter gives detailed analysis and interpretation of the collected data. Each dimension of different demographic characteristic has been presented in separate tables, and interpretation of each table has been provided there after. Final (7th) chapter mentions the conclusion of the study.