ABSTRACT

In today’s competitive world delivering services on par with global standards at very reasonable cost is the key for success. The trend is such that satisfied customers now form the foundation of any successful business because the customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth. Indian health care sector is the fastest proliferating and vibrant sector due to its high standards of service quality. At the same time it faces hectic competition and requires advancement in medical technologies at par with the global standards. In this current scenario, it is highly imperative to gauge the patient’s perception on the service quality attributes to standardize and fecund their services.

The understanding and measurement of service quality and customer satisfaction as seen by the patients is important aspect for delivery of health care. It is a concept that gives better provision and more focused on the quality service for patients. In order to gain this position it is necessary to capture information from patients on their need, thought, expectations and perceptions to measure their satisfaction about the service they have received. By doing so services providers can identify the areas of improvement and do the needful for the betterment of the services provided to the patients.

The main purpose of the study is to examine the patient’s perception which determines the service quality with respect to three classifications of hospitals in Bangalore. Descriptive research design was employed. Bangalore city of India was selected as the sampling framework by choosing three classifications of hospitals, private owned, corporate owned and Government hospital as sampling units in which five specialties with in-patients were studied. Primary data were collected using survey method by pre-tested questionnaire with a total sample size of 875 in-patients.

The results revealed that there are no similarities between the variables influencing patient’s satisfaction in the selected categories of hospital. This implies that each category of hospital needs to design its own policies to improve patients’ satisfaction. Based on the result operational strategies were recommended the amended RATERAP.

**Keywords:** Health care, Service quality, SERVQUAL, patients’ satisfaction, patients, service quality dimensions.