Preface

Service quality is a term which describes a comparison of expectations with performance. Receiving a high level of service is important to consumers but understanding how to evaluate the service quality received is more difficult. Service qualities include such items as color, style, fit, feel, smell, and price. Consumer goods such as shoes, jeans, refrigerators and lawn mowers are high in search qualities. Business goods such as raw materials, component parts and office supplies also tend to be high in search qualities. Because these goods are high in search qualities, consumers can easily evaluate the quality of goods prior to purchase.

A hospital is a home away from home where you pay for your health and happiness. It is the place that takes away your illnesses, ailments, diseases and pains of course!! Along with your bank balance. Thus, a Hospital is a health care institution providing patient treatment with three S’s:- skilled professionals, serviceable staff and safe equipments. Thus it is of critical importance that hospitals must have strong service quality for better customer satisfaction. Improving service quality of hospitals is regarded to be one of the top priorities in all the developing countries around the world.

Research is not an existing bag of techniques. Research is not a fishing expedition or an encyclopedic gathering of assorted facts. Research is a purposeful investigation providing a structure for diagnosis of the problem. There are three parts involved in any investigation (1) the implicit question posed or the problem raised. (2) The explicit answer or the solution proposed. (3) Collection, analysis and interpretation of the information leading from the question (problem) to the answer (solution). This third part is the defense that justifies the recommendation and is viewed as research.

The current study aims at testing the service quality dimensions of SMS, Jaipuriya, SDMH and Fortis Hospitals. This study also sheds light on the opinion of the patients on the service quality within the selected hospitals. Furthermore, a secondary aim of this study is to determine the effects of six dimensions on service quality of hospitals. In so doing, the current study also aims to contribute to the literature in the field of service quality.
This research study has five chapters, the first three chapters of this thesis describe background, method and literature respectively, with the remaining two chapters each presenting analysis of data, findings, conclusion and recommendation. The first chapter gives a broad overview of service quality and customer satisfaction, history of hospital, functioning and hospital regulatory framework with the second chapter providing sketch on overview of Indian hospitals and selected hospitals. Chapter three includes description on research methodology pertaining to this research. It includes review of literature, relevance of the study, objectives of the study, hypothesis, and variables related to service quality and customer satisfaction have also be listed. Chapter fourth provides data analysis and interpretation. Questionnaire administered to service quality and customer satisfaction have been analyzed and interpreted. Hypothesis testing is important part in chapter which is being done by using tools like Cronbach’s alpha, independent t-test and paired t-test. Chapter five includes findings, conclusion, recommendations, limitation of the study and scope for further research.