Conclusion

Healthcare service quality and its factors have been studied by various authors previously, but as suggested by majority of the authors, the factors contributing to healthcare service quality differ according to different healthcare setting. The present study is focused on urban and rural patients of Surat district. Using responses from both urban and rural respondents, six factors are explored, validated and confirmed for Public HealthCare Service Quality (PubHCServQual) model and are termed as Medical Service, Service Responsiveness, Discharge, Admission, Hygiene and Visual Facility for present study.

All the factors are found to have significant impact on patient satisfaction and behavioral intention except admission. Therefore, the service providers should focus more on the five factors to provide quality services to the customers.

The study concludes that expectations and perceptions of urban and rural patients differ for various items/variables. Therefore, the care givers should take proper precautions before service delivery. Also, gap analysis results in a considerable gap between expectations and perceptions of consumers, which indicates that there is a difference in expectations and perceptions of patients. The healthcare providers should try to improve the quality of services in order to reduce this gap and in turn satisfy the customers.