Summary

The present study is an attempt to understand the dimensions of healthcare service quality in Surat District. The study considers two groups of people, separated by their area of residence i.e. urban and rural. The study explores and confirms six factors affecting quality of healthcare services such as Medical Service, Service Responsiveness, Discharge, Admission, Hygiene and Visual Facility using exploratory and confirmatory factor analysis, respectively. The PubHCServQual scale has been developed to measure public healthcare service quality. The study concludes that all five factors except admission significantly impact patient satisfaction and behavioral intention. Further, the effect of length of stay on service quality gap has been studied. The urban and rural consumers are compared on the basis of service quality gaps. The service quality gaps are positive for all six dimensions indicating that there is a difference between what is expected by users and what is being delivered to them. For various dimensions, the service quality gaps differ for urban and rural consumers which indicate that the caregivers should be cautious while delivering services.