

1857

ABSTRACT

The problem identified in the research was the "Mismatch in consumer perceptions of that of the Hospital Manager as service provider and the patient as the consumer contributing to poor quality in Private sector hospitals." Three hypotheses were organized and the first was the Higher Consumer perception of quality of care is positively related to the improvement of the effectiveness of quality of care in Private Hospitals., and Higher Hospital Manager perception of Service quality is positively related to the improvement of the effectiveness of quality of care in private hospitals as the second. Discrepancy of the perception on quality between Hospital Managers and Consumers will disrupt the quality of care in the private sector selected as the third hypothesis.

Quantitative method has been utilized for this study mainly focusing on private sector quality of care. The conceptual model was based on three quality dimensions, that of the Consumer, the Hospital Manager and the effectiveness of the quality of care. The Consumer aspect was assessed through SERVQUAL service quality model and Hospital Managers aspect was assessed through Quality Assurance standards of hospital services. The perception Gap was analyzed aligning with Gap model of service quality. The effectiveness of quality of care was assessed with the aid of six Key Dimensions of hospital performance measurement of WHO.

Taking the overall objective of the study into consideration the questionnaire has been forwarded to both Consumer and the Hospital Managers in Western province in Sri Lanka. The questionnaire was forwarded to 100 hospital Managers and 100 Consumers.

It was revealed that Higher Consumer perception of quality of care is positively related to the improvement of the effectiveness of quality of care in Private Hospitals and second hypothesis was also proven, where higher Hospital Managers' perception of quality of care is positively related to the improvement of the effectiveness of quality of care in Private Hospitals. Further it was revealed that no discrepancy has been found on the perception on quality between Hospital Managers and Consumers, hence the disruption of the effectiveness of quality of care in the private sector.