

ABSTRACT

This is a phenomenological research study within the perspectives of service marketing concepts by which deductive approach was used to collect views of respondents.

Two-stages stratified sampling technique was employed to select the elementary units of the sampling frame, in which empirical evidence were obtained from the service renders (Doctors, Nurses & Supportive Staff of the Hospital) and service recipients (patients and their relatives, those who had obtained services from the Kurunegala Teaching Hospital).

Questionnaire No.1, which was administered among the service providers was structured upon the service characteristics and on the basis of the four service provider-gaps it was the primary concept of the present research.

Questionnaire No.2, which was administered among the selected service recipients was structured on the perceived service quality and service satisfaction on the operational performance and the level of capability relating to service delivery, willingness to help patients and relatives to provide a prompt service to convey the trust and confidence and individualized attention to the customer needs. The same concept stated above was also used in here too.

Lickert score mean and the standard deviation was used to check the level of significance of each factor influencing the operational performance of the Hospital service. Regression Analysis was used to find the strength of each independent variable i.e reliability of the Service (x_1) Empathy (x_2) and Tangibility (x_3) Encounter satisfaction (x_4) Functional quality (x_5) Technical quality (x_6) where as those were independent variables of the model at which the operational performance was the y variable (dependent variable) of the Research Model.

Research finding revealed that grater proportion of operational performance depends on the amount of responsiveness of the officers of the Hospital Health Care Service. Study further indicates that physical & logistical facilities such as Logistics, communication channels and other comforts must be provided to the customers that would enhance the ~~of the~~ service satisfaction resulting the greater service encounter satisfaction.

It was found that a greater proportion of performance improvement depends & on the provision of high quality service environment which conceptually, becomes the background of the service point, in relation to the service organization.