

AN EMPIRICAL APPROACH TO ASSESS SERVICE GAPS IN MISSIONARY HOSPITAL

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Abstract

Understanding customer expectations is the lifeblood for any industry to identify what they are doing right and what they are doing wrong. Knowing what the customer expects is the first and possibly most significant step in delivering quality products or services. Measuring the beliefs or expectations of the customer will create tangible reference points in identifying service quality. Quality of service in the hospital industry has been extensively researched during the last decade. The SERVQUAL scaling technique is adopted for this study to measure the service quality. The objective of this study is to develop a methodological analysis for the use of SERVQUAL measurement in the hospital. In this empirical work, Student's t-statistics is applied to judge the gap between expected and perceived quality of service provided by the hospital. This identifies except responsiveness the other four attribute are identical in their expected and perceived services. The reliability of SERVQUAL scales is tested and its dimensionalities are analysed. Four factors are identified through principal component analysis; they are customer orientation, competence, external appearance and credibility. Finally suggestions and recommendations are made to close the service gaps and for service improvement.

Keywords: Hospital Industry, Factor analysis, Reliability analysis, Service Quality, Paired sample t-test.