

Abstract

Measuring healthcare service quality although is not a new phenomenon, the instruments used to measure are timeworn. With the shift in focus to patient recognizing healthcare to be different compared to other services, service quality measurement needs to be tuned specifically to healthcare. The purpose of this paper is to describe hospital service quality of Nepal's private hospital as perceived by Nepalese patients and to which patients satisfaction of health service quality impact upon their behavioral intention. Descriptive survey study design was adopted for this study. Survey method and 400 questionnaires were distributed to the out- patient. only four private hospitals was evaluated in Kathmandu city. The data were analyzed and summarized by using Statistical Package for Social Science (SPSS). Simple Linear Regression Analysis and Pearson Correlation Coefficient Analysis was applied to envisage the relation between dependent and independent variables.

The findings of the research is to identify Nepal's perception of hospital service quality that has impact upon customer satisfaction and to identify patients satisfaction of hospital service quality that has impact upon their behavioral intention. The researcher found that there exists a correlation between customer satisfaction and behavioral intention. Also, hospital service quality has an impact upon customer satisfaction. From the findings the researcher concludes to develop the right approaches personalization need to be improved which stabilizes the system appropriately and be contextualized to the true environment of the Nepalese consumers. Healthcare provider and hospital management should allocate the effort towards personalization to maximize patient satisfaction and to improve the perceived quality of healthcare services.