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**IMPACT OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ON
CUSTOMER DEMAND OF PRIVATE HOSPITALS: SPECIAL REFERENCE TO
THE JAFFNA DISTRICT**

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ABTRACT

Demand generation is the art and science of creating, nurturing, and managing purchase interest in your products and services through campaign management, lead management, marketing analysis, and data management. The idea of demand generation is to get most possible long term surveys from customer demand. Medical clinic would be able to decide which demand is high and which demand would be focused on in order to long term surveys. Nowadays the services of Private Hospital are important in the world. There are many Private Hospital provide services to the people. The Private Hospital are providing variety of services to the people. The Private Hospital use different strategies to attract the customers The Private Hospital Industry is a major service sector in the world economy. The industry encompasses an extensive variety of service industries that include 24 hours service, Ambulance Service, Free service. Private Hospital Industry suffers from fluctuations within an economy every year. In this study, based on the correlation and regression results, Hypotheses H₁, H₂ and H₃ were accepted. Cronbach's alpha reliability analysis was conducted on the independent variables in order to determine the reliability of the instrument used. Afsar (2009) has suggested 0.60 as the acceptable level for reliability measure. Alpha values ranged from 0.689 to 0.756, thus indicating an acceptable level of reliability. This finding has confirmed a significant positive relationship among customer satisfaction, customer loyalty and demand of private hospitals in Jaffna district.

Keywords: Customer Satisfaction, Customer Loyalty, Customer Demand