

# **The Impact of Service Quality on Customer Satisfaction in Private Sector Hospitals in Sri Lanka.**

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Private healthcare sector has become most competitive and fast growing service sector in the present business world.. Most of the private healthcare organizations are paying their attention to provide quality service to attract patients and improve their satisfaction. But some are going to generate only income through the various ways. It's not good situation in the private healthcare sector. This study focus to identify the impact of environment quality, process quality and interaction quality on patient's satisfaction in private hospitals in Colombo district. This study mainly based on simple survey and Sample size of this study was 150 and convenience sampling method was used to select the respondent, Survey method was used as the research strategy and a self-administered, standard structured questionnaire was distributed among respondents to collect data for the study. Hypotheses were tested by using Multiple Regression Analysis and results showed that environment quality, process quality and process quality has a significant positive impact on patients' satisfaction of the private hospital while interaction quality has not significant impact on patients' satisfaction. Findings of this study provide implications for hospital management to improve the service quality furthermore and contribute to the existing body of knowledge.

**Keywords:** Healthcare service quality, Patient's satisfaction.