

**THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF  
FOREIGNERS IN AYURVEDA PANCHAKARMA CENTERS IN  
SOUTHERN PROVINCE SRI LANKA**

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FGS/GWAI/MAAI II /2011/12

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**ABSTRACT**

customers are the key stakeholders in health care providers and it is extremely important to increase their satisfaction level. Patient satisfaction is a subject of great interest to the health care providers and researchers alike. As there are a lot of factors related to health care providers that causes patient selection and rejection. Since competition has increased in recent years, this exerts more pressure on health care providers to render more improved service quality in addition to build trust and gain high reputation.

Improved quality of service has now become an important aspect of patient satisfaction, building trust is now a crucial milestone and gaining high reputation is considered the key for any health care provider. In practice and theory it has been proven that service quality dimensions, trust and reputation is related to patient satisfaction. For this, I took SERVEQUAL model of the service quality combine with trust and reputation, and how it affects patient satisfaction is the main theme of the study.

The purpose of this study is to investigate that how SERVEQUAL model of the service quality, trust and reputation can effect patient satisfaction in health care sectors, for this study we researched at the tourist *Ayurveda panchakarma* health centers. This research is focused towards exploring the perceptions of patients who consume or undertook