

**APPRAISING SERVICE QUALITY OF MEDICAL CLINICS ON  
CUSTOMER VALUE IN MANMUNAI NORTH BATTICALOA**



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## ABSTRACT

The healthcare system contributes to continued sustainable economic growth in Sri Lanka, as the country's economic growth is directly proportional to the healthcare system. Medical Clinics play a remarkable role in the country's development as they provide medical equipment and deliver medical facilities to patients. Also, there is a gap in literature to reveal the impact of service quality on customer value among the customers (patients), especially in selected Medical Clinics.

The purpose of this research is to investigate the impact of service quality on customer value in Medical Clinics through the SERVQUAL Model. The sample consists of customers (patients) and samples selected through a convenience sampling method. The researcher collected 240 Self-Adminstrated questionnaires by the survey, and a five-point Likert scale was assigned to measure the variables. The Statistical Package for Social Sciences (SPSS 22) was used to present and analyze data using descriptive statistics, correlation, and regression analyses in order to find the results of the study objectives.

Based on the findings of the study, this research concludes that service quality is in high level. As well as each of the existing levels of the independent variable dimensions, such as tangible, reliability, responsiveness, assurance, and empathy are also at a high level. Further, the finding of this study shows that there is a high level of customer value among those who are using Medical Clinics in Manmunai North Batticaloa. As well, there is a strong positive correlation between service quality and customer value, as well as each of the service quality dimensions, such as tangible, reliability, responsiveness, assurance, and empathy indicated a strong positive correlation with customer value. Six hypotheses were developed and tested. And this study also concludes that there is an impact of service quality on customer value. Finally, the multiple regression analysis indicated that there is a positive significance impact of tangible, reliability, responsiveness, assurance, and empathy on customer value.

**Key words: SERVQUAL Model, Service quality, Tangible, Reliability, Responsiveness, Assurance, Empathy, Customer value, Medical Clinics.**

## TABLE OF THE CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	<b>i</b>
<b>ABSTRACT</b> .....	<b>ii</b>
<b>TABLE OF THE CONTENTS</b> .....	<b>iii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>xi</b>
<b>LIST OF ABBREVIATION</b> .....	<b>xii</b>
<b>CHAPTER ONE</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Study .....	1
1.2 Research Problem .....	3
1.3 Research Questions.....	3
1.4 Research Objectives.....	4
1.5 Significance of the Study.....	4
1.6 Scope of the Study .....	4
1.7 Chapter Organization .....	5
1.8 Chapter Summary .....	6
<b>CHAPTER TWO</b> .....	<b>7</b>
<b>LITERATURE REVIEW</b> .....	<b>7</b>
2.1 Introduction.....	7
2.2 Service Quality.....	7
2.3 SERVQUAL Model.....	9
2.4 Customer value .....	12
2.5 Relationship between service quality and customer value .....	14
2.5.1 The relationship between tangible and customer value.....	15
2.5.2 The relationship between reliability and customer value.....	15

2.5.3	The relationship between responsiveness and customer value .....	16
2.5.4	The relationship between assurance and customer value .....	16
2.5.5	The relationship between empathy and customer value .....	17
2.6	Chapter Summary .....	18
<b>CHAPTER THREE .....</b>		<b>19</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION .....</b>		<b>19</b>
3.1	Introduction .....	19
3.2	Conceptualization .....	19
3.3	Conceptual Framework .....	19
3.4	Definition of Key Concepts .....	20
3.4.1	Service Quality .....	20
3.4.2	SERVQUAL dimension .....	21
3.4.2.1	Tangible (5 Elements) .....	21
3.4.2.2	Reliability (4 Elements) .....	21
3.4.2.3	Responsiveness (4 Elements) .....	21
3.4.2.4	Assurance (4 Elements) .....	22
3.4.2.5	Empathy (5 Elements) .....	22
3.4.3	Customer Value .....	22
3.5	Hypotheses of the Research .....	23
3.6	Operationalization .....	23
3.7	Chapter Summary .....	26
<b>CHAPTER FOUR .....</b>		<b>27</b>
<b>RESEARCH METHODOLOGY .....</b>		<b>27</b>
4.1	Introduction .....	27
4.2	Research Philosophy .....	27
4.3	Research Approach .....	28
4.4	Research Strategy .....	28
4.5	Methodological Choice .....	29

4.6	Time Horizon .....	29
4.7	Research Site.....	30
4.8	Research Design.....	30
4.9	Population .....	30
4.10	Sample Size.....	31
4.11	Sample Technique.....	32
4.12	Method of data Collection .....	32
4.13	Research Instrument.....	32
4.14	Coding.....	34
4.15	Recoding .....	36
4.16	Source of Measurements.....	37
4.17	The Pilot Study .....	37
4.18	Validity and Reliability.....	38
4.19	Unit of Data Analysis.....	39
4.20	Date Presentation .....	39
4.21	Method of Data Analysis .....	40
4.21.1	Objective one .....	40
4.21.1.1	Univariate Analysis .....	40
4.21.2	Objective Two.....	41
4.21.2.1	Correlation Analysis.....	41
4.21.3	Objective Three.....	41
4.21.3.1	Simple Regression Analysis .....	41
4.21.3.2	Multiple Regression Analysis.....	41
4.22	Method of Data Evaluation .....	42
4.22.1	Univariate Analysis.....	42
4.22.2	Correlation Analysis.....	43
4.23	Hypothesis Testing.....	43



5.4.2.1.5	Correlation Analysis between Assurance (AS) & Customer Value (CV) .....	60
5.4.2.1.6	Correlation Analysis between Empathy (EM) & Customer Value (CV).....	61
5.4.3	Regression Analysis .....	61
5.4.3.1	Simple Regression .....	61
5.4.3.1.1	Simple regression analysis .....	62
5.4.3.1.2	Multiple Linear Regression analysis .....	63
5.5	Hypothesis Testing .....	66
5.6	Chapter Summary .....	68
<b>CHAPTER SIX</b>	<b>.....</b>	<b>69</b>
<b>DISCUSSION OF FINDINGS</b>	<b>.....</b>	<b>69</b>
6.1	Introduction .....	69
6.2	Respondents Profile .....	69
6.2.1	Name of the Clinics .....	69
6.2.2	Gender of Respondents .....	69
6.2.3	Age of Respondents .....	69
6.2.4	Civil Status of Respondents .....	70
6.2.5	Occupation of Respondents .....	70
6.3	Discussion of Research Information .....	70
6.3.1	Discussion – Objective One .....	70
6.3.1.1	Level of Service Quality .....	70
6.3.1.2	Level of Tangible .....	71
6.3.1.3	Level of Reliability .....	71
6.3.1.4	Level of Responsiveness .....	72
6.3.1.5	Level of Assurance .....	72
6.3.1.6	Level of Empathy .....	73
6.3.1.7	Level of Customer Value .....	73
6.3.2	Discussion – Objective Two .....	74
6.3.2.1	Relationship between service quality and customer value .....	74

6.3.2.2	Relationship between tangible and customer value.....	74
6.3.2.3	Relationship between reliability and customer value.....	74
6.3.2.4	Relationship between responsiveness and customer value.....	75
6.3.2.5	Relationship between assurance and customer value.....	75
6.3.2.6	Relationship between empathy and customer value.....	75
6.3.3	Discussion – Objective Three .....	76
6.3.3.1	Simple regression analysis .....	76
6.3.3.2	Multiple linear regression.....	76
6.4	Testing Hypothesis.....	78
6.5	Chapter Summary .....	80
<b>CHAPTER SEVEN.....</b>		<b>81</b>
<b>CONCLUSION AND RECOMMENDATION .....</b>		<b>81</b>
7.1	Introduction.....	81
7.2	Conclusion .....	81
7.3	Contribution of the study .....	82
7.4	Recommendation .....	83
7.5	Limitation of the study.....	84
7.6	Direction for the future studies .....	85
<b>LIST OF REFERENCES.....</b>		<b>86</b>
<b>APPENDIX 01: The Questionnaires Used for the Study .....</b>		<b>95</b>