

**CUSTOMER LOYALTY TO CONTENT BASED
WEBSITES – THE CASE OF AN ONLINE HEALTH
CARE SERVICES IN SRI LANKA**

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ABSTRACT

Quality Management has been proposed to improve customer satisfaction and has received considerable attention in the recent studies. Despite the recent effort on Quality Management, little work has been done on the effect of on Customer satisfaction in healthcare services Sri Lanka. This study sought to establish the effect of Quality Management practices on Customer satisfaction in institutions of healthcare services a case of selected healthcare services in Batticaloa. The general purpose of the study was to investigate the effect of quality management practices on customer satisfaction in institutions of Health care services and the specific objective was to examine the effect of trust security, responsiveness, continual improvement of products and services and systems/process approach on customer satisfaction in healthcare services The findings were expected to be significant to all the inward patients, outward patients and employees. The target population comprised of the out ward and inward customers of healthcare services the scope of the study targeted selected five healthcare services at Batticaloa. This study used a descriptive research design. The study was based on primary data. The data was collected through a semi-structured questionnaires targeting /inward and out ward patients Content Validity Index was used to establish whether the questionnaire measured what it was intended to measure. The study recommends that healthcare services should strive to focus on the conformance to customer requirements and continuous improvement in order to gain customer satisfaction.

Key Words:- Customer satisfaction, Customer loyalty, Trust, Healthcare Services, Perceived Risks, Perceived Benefits

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