



SERVICE QUALITY, CUSTOMER SATISFACTION AND REPUTATION OF PRIVATE HEALTH CARE PROVIDERS IN MBARARA DISTRICT

ABSTRACT

The study sought to establish the relationship between service quality, customer satisfaction and reputation of private health care providers in Mbarara district.

The study adopted across sectional and correlation quantitative design using a sample size of 36 health care providers in Mbarara district and patients as the respondents or the unit of inquiry.

The data were tested for reliability and validity, analyzed using SPSS version 21 and results presented based on the study objectives.

The correlation coefficient analysis revealed positive and significant relationships between service quality, customer satisfaction and reputation of private health care providers in Mbarara district which implies that when one variable is improved it leads to improvement of the other.

Furthermore, the hierarchical regression results indicate that service quality combined with customer satisfaction have a greater influence on reputation (Adj R^2 of .876). However, it was further revealed that service quality has a more direct effect on the reputation of health care providers with ($\beta = .875$; $p < .05$) and the improvement in the related activities leads to an

improvement in reputation. Therefore more emphasis should be put on improvement of all the activities related to tangibility, reliability, responsiveness, assurance and empathy.

The researcher therefore recommends that health care providers should improve on their service quality in order to maintain and improve their reputation.