
**Service Quality On Patient Satisfaction In Public Hospitals In Kenya; A Case Study Of Narok
County Referral Hospital**

Jane Onchwari

Department of Business Management, Maasai Mara University

P.O Box 861-20500, Narok, Kenya

Email: janeonchwari@mmarau.ac.ke

Abstract

Adequate access to a well-programmed healthcare system that ensures service quality within a country is very important for economic growth and development. Generally, service quality is a multidimensional construct whose measurement focuses on customer fulfilment. In the health sector, the relationship between service quality and customer satisfaction is reciprocal. A patient's service quality expectation has an unquestionable effect on the preference of a healthcare provider. This study will examine the impact of healthcare service quality on patient satisfaction in public hospitals. The study will categorically address the impact of quality tangibility, reliability, responsiveness, empathy and assurance on patients' satisfaction levels in Narok County Referral Hospital. The study will adopt a descriptive research design where the target population will be Narok County Referral Hospital's average number of in-patients and the staff totalling 650. The sample size will be 248 respondents. A questionnaire will be the main instrument to be used to collect data whereas SPSS-Version 20.0 will be utilized to analyse data and findings presented in the form of tables. This study will be relevant in informing the management of public hospitals on whether tangibility, reliability and assurance as service quality dimensions affect patient satisfaction which will result in providing a steady platform for devising the necessary remedies to enhance effectiveness to counter the prevailing scenario.

Keywords: patient satisfaction, healthcare system, Narok

