

## INTERNAL SERVICE QUALITY IN HEALTHCARE SECTOR WITH REFERENCE TO NEW HOPE MEDICAL CENTRE, KILPAUK

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### ABSTRACT

*The vital area within the service sector is the measurement of service quality. Many attempts were made for the measurement of external quality of services provided by various organizations. While identifying that relationships between wage-earners within a service environment are important, this study has been conducted into the identification and measurement of internal service quality. This paper focuses on the measurement of internal service quality dimensions in the complex service environment of an internal healthcare service chain. The nature of service quality dimensions in an internal healthcare service network using quantitative study has been examined. The following problems are identified in this research study: the dimensions used to evaluate service quality in internal healthcare service network, how do dimensions used in service quality evaluation in internal healthcare service network differ from those used in external quality evaluation and how do different group within internal service network evaluate service quality. Differences in service expectations between groups in the internal service chain, and differentiation of perceptions of dimensions used to evaluate others from those perceived used in evaluations by others were found. Difficulty in evaluating the technical quality of services provided in internal service chains is also confirmed. This study assists in supporting the development of measurement tools for working relationship, perception, expectation and attributes to evaluate the internal service quality using t-test for managerial effectiveness. The findings of the study with reference to new hope hospital reveal that the deficiency in resources leads to lack of internal service quality.*

**KEYWORDS:** Internal Service Quality, Working Relationship, Perception, Expectation, Attributes, Dimensions

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