

## **Influence of Service Quality Standards as a Marketing Strategy on Organisation Performance of Private Hospitals in Uasin Gishu County, Kenya**

**Dr. Kennedy Ntabo Otiso \***

Senior Lecturer, Department of Business Administration and Management Science, School of Business, Koitaleel Samoei University College, (A Constituent College of the University of Nairobi), Kenya

### **Abstract:**

Private health sector has received much attention in recent times and are crucial in expansion of access to quality healthcare. Majority of private hospitals in the country are undergoing performance challenges due to inability to retain and satisfy their customers. Because of the improvements in health provision by county governments, private hospitals are facing increasing performance challenges due shortage of human resource personnel, shortage of medical services and inadequate medical infrastructure. Therefore, this study sought to find how the level of implementation of service quality standards and organisation performance of private hospitals. This study is supported by Service Quality (SERVQUAL) model. The study is quantitative in nature guided by correlational research design. The study was conducted in Eldoret town covering major hospitals classified from Level 3B and above. The target population involved 1875 employees from 25 private hospitals in Eldoret town. A sample size of 319 respondents was chosen through Cochran sample size formula to be the representative of the whole population. The respondents (319) out of 1875 were selected using stratified and random sampling technique. The research instrument used in data collection was questionnaire. Data analysis was undertaken through use of descriptive statistics; frequencies, percentages, means and standard deviation and inferential statistics; correlation and linear regression with the help of Statistical Product and Service Solutions computer software. Findings showed service quality standards ( $\beta=0.240$ ) had a significant positive effect on the performance of private hospitals in Eldoret town. It is concluded that performance of hospitals dependent on the extent to which service quality standards were implemented by the management of private hospitals in Eldoret. The study recommends that private hospitals need to regularly collect customers' feedback to improve on the standards of services/ The study findings provide solutions to private hospitals on the way to improve on their performance through adoption of quality healthcare service strategies in delivery of services to patients.

### **Keywords:**

Service, Quality, Standards, Performance, Private, Hospital.