

## **FACTORS AFFECTING PERCEIVED SERVICE QUALITY IN PUBLIC AND PRIVATE HEALTH FACILITIES IN GHANA.**

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### **Abstract**

The main purpose of the study is to understand service quality in both the public and private healthcare facilities in Ghana. The study sought to find out factors affecting perceived service quality of health facilities in Ghana. The study made use of a mixed method, which was in the form of a sequential exploratory research design. This qualitative study made use of exploratory in-depth interviews with various healthcare stakeholders. A total sample of 30 healthcare stakeholders were used as part of the study. They made up of administrators of both public and private hospitals; medical doctors and other health givers, nurses and pharmacists to identify the factors affecting the quality of service they render to patients. The study revealed that organizational factors, patient related factors, provider-related factors and other environmental factors affects the quality of service delivered to patients of both public and private healthcare facilities. Further to this, a quantitative research was conducted with larger sample of five hundred (500). The researcher employed multiple regression analysis to analyse the data. The results of the study revealed that there was a positive and significant relationship between technical knowledge, provider responsiveness, effective leadership and collaboration. The study also presented results relating to service quality of patients in both public and private healthcare facilities. Among other important implications, the study recommended that, as a results of the positive and significant relationship established between the supported variables, stakeholders and management invest more into the training of hospital staff in these critical areas of service delivery. The study presented that healthcare providers should be able to communicate with other professional in delivering healthcare.

**Keywords:** Service Quality, Patients, Healthcare, Private and Public Healthcare Facilities.