

# STP STRATEGIES AND CUSTOMER DEMAND OF PRIVATE HOSPITALS: SPECIAL REFERENCE TO JAFFNA DISTRICT

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## ABSTRACT

*The aim of this research is to investigate the impact of Customer services on Customer Demand This study was designed to use the survey research method and the convenience sampling technique was used in collecting the sample data. Questionnaires were distributed to qualified respondents who stayed in the private hospitals. A total of 330 respondents were participated in this study. The data were analyzed and summarized with SPSS 21 software and Correlation analysis and Regression analysis were used to find out the impact of Customer services on Customer Demand. The results of this research indicated that relationship between Customer services and Customer Demand. Correlation analysis was carried out to find out the nature of relationship among the variable based on the value of correlation. Customer services and Customer Demand are significantly correlated at 0.01 level. The correlation value between Customer services and Demand is 0.720 which is significant at 0.01 levels. Regression analysis was carried out to the test the impact of Customer services on Customer Demand. Research observed that Customer services are influenced by customer demand by 51.7% respectively. The facilities to be provided to the customer in order to enhance their customer Demand. Private Hospitals can build up the commitment among customers by customer Demand both individual and Organizational objectives. Furthermore future research direction should be in the factor analysis to find out the factors affecting on the customer demand of other sectors.*

**Keywords:** *Customer Services, Customer Demand and Jaffna district.*

## 1. BACKGROUND OF THE STUDY

Nowadays the services of Private Hospital are important in the world. There are many Private Hospital provide services to the people. The Private Hospitals are providing variety of services to the people. The Private Hospital use different strategies to attract the customers. Such as advertisement, providing advices to the customers,

introducing new attract scheme, providing free services to the poor customers. Due to rapid changes in today's economic, social, political, legal, demographic, competition, technological and limited resources, there has been a great shift in customers' taste, demand and expectations. Customers are surrounded by unlimited choices. Businesses, especially the service providers

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