

Effects of Service Quality on Perceived Value, Customer Loyalty, and In-Patient Satisfaction: A Mixed-Methods Study from a Developing Country



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Purpose: Since developed-country models are inapplicable to developing-country contexts, more contextualised and patient-perspective research is needed in light of recent literature on healthcare quality. This study investigates the elements of service quality in private healthcare and their effects on customer loyalty, perceived value, and in-patient satisfaction in West Kalimantan Province, Indonesia.

Methods: The sample sizes for this mixed-method study were 5 inpatients from West Kalimantan private hospitals for the qualitative phase and 128 inpatients for the quantitative phase. In order to create a conceptual model, the qualitative analysis investigates aspects of service quality in private healthcare and integrates them with existing research. The quantitative stage examines the connection using structural equation modelling, between every construct in the conceptual model.

Results: Emotion, function, social influence, and trust were the four aspects of service quality. Customer happiness and perceived value are significantly impacted by most of these factors. The quantitative findings further support the notion that while customer perceived value has little effect on customer satisfaction, customer satisfaction and customer perceived value have a large impact on customer loyalty (word-of-mouth and desire to return).

Conclusion: The study recommends that resources be allocated by the West Kalimantan Province government and private healthcare providers to enhance the quality of services. To connect with their clientele, practitioners ought to spend money on e-services and social media branding. Future studies should compare the impact of service quality factors on customer behavioural intention and concentrate on cost-benefit analysis.

Biography:

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