

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**FACTORS INFLUENCING PATIENT SATISFACTION AND
LOYALTY TOWARDS AYE THITSAR SPECIALIST
CLINIC**

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EMBA II - 79

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ACADEMIC YEAR (2019-2022)

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**Factors Influencing Patient Satisfaction and Loyalty towards Aye Thitsar Specialist Clinic**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The ambitions of this study are to study the effect of perceived quality and perceived price on patient satisfaction, to investigate the moderating effect of the inertia on the relationship between patient satisfaction and patient loyalty and to observe the moderating effect of group conformity on the relationship between patient satisfaction and patient loyalty. 280 patients are surveyed to collect primary data by systematic random sampling method. Every 5th patients who visited to Aye Thitsar Specialist Clinic are surveyed. The study reveals that both perceived price and quality have a positive significant effect on patient satisfaction. Regression result indicates that perceived price is the most effective factor on patient satisfaction. In addition, satisfaction of the patients has positive effect on loyalty of patients towards the Aye Thitsar Specialist Clinic. Regarding moderating, both inertia and group conformity have the complete moderating effect on relationship between patient satisfaction and patient loyalty. The clinic should make price transparency by publicizing prices for each service on the pamphlet or online page. Head nurse and running nurse should need to consider the patients' health situation before accommodating them. The clinic should offer the consistent quality by referring patient's treatment history and preference data. It should apply social media as the marketing channel to promote its service. Finally, Aye Thitsar Specialist Clinic should develop promotions to build good relationship with patients.

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LIST OF ABBREVIATION

| | |
|------------|---|
| DEDC | : Digital Economy Development Committee |
| E-commerce | : Electronic Commerce |
| EO | : Entrepreneurial Orientation |
| KM | : Knowledge Management |
| KPIs | : Key Performance Indicators |
| URL | : Uniform Resource Locator |

CHAPTER 1

INTRODUCTION

Customer loyalty has become a central concept in marketing theory and practice and is one of the essential objectives for business activities. Under the market economy system, the core of enterprise competition is customer oriented, acquiring and creating customer preferences and loyalty to the company's products or service quality to achieve sustainable development of the company. The concept of customer loyalty is at the heart of marketing, and that of patient loyalty stems from customer loyalty in the business sector.

Consumer loyalty is defined as a deeply held commitment to rebuy or repeat a preferred product or service consistently in the future, causing repetitive same-brand or same-brand-set purchasing, despite the potential for situational influences and marketing efforts to cause switching behavior. Loyalty is the behavioral reaction based on prejudice as the function of psychological processes by the decision maker in the existence of one or more alternative in time (Jacoby & Keyner, 1973). Loyal patients will very likely return to the same healthcare provider, spread positive words of mouth and recommend the provider to others. Medical treatment for patients is a process of exchanging the labor value among medical service providers. Therefore, patients are a kind of customers.

Loyal patients provide measurable benefits to healthcare service institutions, not only because they return to a preferred provider when in need of healthcare services (Chang et al., 2013), but because satisfied patients serve as informal marketing agents. They promote their preferred healthcare service institution to friends, relatives, neighbors, or other people in their social networks (Chang et al., 2013).

Customer satisfaction plays a key role in services (Edvardsson et al., 2000). Patient satisfaction is a patient's level of feeling that arises as a result of the performance of health services obtained after patients compared with what was expected (Juhana, 2015). According to Oliver (1997), satisfaction is the outcome of the customer's judgment regarding this issue that to which extent features of a product or a service are able to satisfy customer's desirable expectations.

Perceived quality is the customer's judgement about a product's superiority (Zeithaml, 1988). Good quality of service will surely create user satisfaction with the

service. The quality of service has a close relationship with patient satisfaction. The perceived quality is the extent of compliance rate between perceived performance and customer expectations (Athiyaman, 1997).

According to Schiffman et al. (2007), perception of price is the relative cost that the costumers must spend to get the goods or services he wants. Perceived price is a customer perceived price - as high, as low, or as fair. Price perception is amount of money or other measurement as an exchange medium in order to get a belonging of a service or product (Tjiptono, 2014).

Patients want to go to the doctors or hospitals that they are used to. That kind of behavior is called inertia. Inertia is an individual's apathetic state that contributes to maintaining that individual's habits and routines and to preventing behavioral change (Li, 2015). Inertia prevents individuals from looking for alternative service providers and from changing consumption behaviors (Wu, 2011). In healthcare, in the absence of a strong stimulus, such as clear negative feedback about a current provider, the patient may prefer to avoid change and, consequently, remain loyal to a healthcare organization.

Group conformity is, in turn, a social influence through which individuals replicate the attitudes and behaviors of a reference group or group leader (Nitzan & Libai, 2011). Similarly to inertia, group conformity can determine, to a certain extent, customer buying behaviors, and loyalty to a healthcare provider (Tsai & Pai, 2012).

Myanmar is one of the least developed countries as identified by the UN (the United Nations), and requires general development including in the healthcare sector. In Myanmar, healthcare is provided by public (nonprofit) and private (profit) health service providers under the control of Ministry of Health. Myanmar has over 9000 number of healthcare facilities. Out of 9,000 facilities, 125 are private hospitals, 430 polyclinics and 5313 are private general clinics. Private healthcare sectors constitute more than half of the country's healthcare facilities and mainly are concentrated in large cities Yangon, Mandalay and Nay Pyi Taw (Pruitt et al., 2020). Patients have a right to receive high-quality medical care and the efforts to improve the quality of healthcare toward the needs and experiences of patients.

1.1 Rationale of the Study

Patient loyalty is important to any industry and healthcare is no exception. Competition among health care centers helps to improve the quality of their services and promotes innovative interventions, thereby benefiting patients as consumers. Private healthcare services received more patient satisfaction compared to public hospitals. Consequently, private healthcare sector is more competitively aggressive in achieving its target patients. Creating an effective loyalty strategy can deliver on consumer needs while creating a personalized experience that will help establish deeper relationships between patients, healthcare systems and providers that will last through the patient's continuum of care. Hospitals are striving for patient loyalty as a top priority objective in their marketing strategies. Loyal patients are sources of repeat business, potential users of new services, and positive spokespersons in word-of-mouth advertising.

Perceived quality and perceived price contribute to customer satisfaction. If people have health problems, people do not need to think twice about where they will get health services, based on the experience or based on the information obtained. In addition, patients used to evaluate value for money for the services. Hence, clinics or hospitals have to set reasonable price for each service. If the customers think the price is much more than they expected, they will not be satisfied and will not come again to the clinics. Patient satisfaction is a critical outcome of medical care, and it is associated with patient safety and clinical effectiveness, among other things. Patients are more likely to switch doctors or hospital if they don't get the service they expect.

Customer inertia is considered as an important factor since people go to the clinics they are familiar or used to go. On the other hand, group conformity is the social influence on decisions because patients usually take suggestions from close friends or family members. If the patients are not satisfied with the service quality or price, they will not come again and will not recommend to others. Hence, clinics have to care existing patients to improve their satisfaction and retain them.

Yangon has highest population density in the country approximately 7.9 million people in this region. Being the commercial center of Myanmar, a lot of foreign visitors, expertise, diplomats and trade people are staying in Yangon. Because of highest population density and foreigners, the demand for good quality healthcare centers is raised in Yangon.

Therefore, the private outpatient clinics play a vital role and fastest growing sector due to the limitations of public medical facilities.

There are many new hospitals and clinics in Yangon. Therefore, hospitals are trying to achieve competitive advantage by improving their service quality and service price. However, a lot of completion in the industry and loyalty of patients becomes critical factor for private hospitals. In addition, people share their experience about hospital on the social media. Perceived service quality of customers is important for retaining existing patients and acquitting new patients. Therefore, hospitals and clinics need to know which factors affect on the loyalty of patients.

As one of the hospitals and clinics in Myanmar, Aye Thitsar Specialist Clinic is also trying to survive and grow. In order to retain patients, it needs to find out which factors affect on the loyalty of patients. By focusing those factors, the clinic could improve its customer retention strategies and customers will get quality service. Therefore, this study aims to analyze the effect of inertia, patient satisfaction, and group conformity on patient loyalty.

1.2 Objectives of the Study

There are three main goals in this study.

1. To analyze the effect of perceived quality and perceived price on patient satisfaction
2. To analyze the moderating effect of inertia on the relationship between patient satisfaction and loyalty
3. To analyze the moderating effect of group conformity on the relationship between patient satisfaction and loyalty

1.3 Scope and Method of the Study

This study only focuses on the effect of inertia, group conformity and patient satisfaction on loyalty of Aye Thitsar specialist clinic healthcare services in Yangon. In this study, both descriptive and analytical research methods are carried out.

Besides, both primary and secondary data are referred in this paper. A survey questionnaire is designed with 5-point Likert scale to collect data from 280 customers. Systematic random sampling method is used to select every 5th patients who are coming to Aye Thitsar Specialist Clinic during four consecutive weeks. Secondary data are gathered from previous research papers, relevant textbooks, and reports of Aye Thitsar Specialist Clinic. The data collection period was from 1st August 2022 to 31st August 2022.

1.4 Organization of the Study

This study consists of five chapters. Chapter (1) is introduction in which rationale of the study, objectives of the study, scope and method of the study, literature review and organization of the study are included. Chapter (2) describes the theoretical background related to inertia, customer satisfaction, group conformity, reviews on previous studies and conceptual framework of the study. Chapter (3) presents the profile and services of Aye Thitsar Specialist Clinic in Yangon. Chapter (4) includes the effect of inertia, group conformity and patient satisfaction on patient loyalty. Chapter (5) presents the conclusion with findings and discussion, recommendation and suggestions, and finally limitation and need for further study.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents related literature review regarding perceived quality, perceived price, patient satisfaction, inertia, and patient loyalty. It also describes previous studies and conceptual framework of the study.

2.1 Consumer Behavior

Kotler and Keller (2011) state that consumer behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Buyer behavior has been defined as a process, which through inputs and their use through process and actions leads to satisfaction of needs and wants (Enis, 1974). Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers.

Alternatively, consumer buying behavior refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption (Kumar, 2010). From marketers' point of view issues specific aspects of consumer behavior that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others.

There are several and diverse substantive spheres of human development (physical, perceptual, cognitive, linguistic, personality, and social), assuming that behavior can be defined as a response that is observed directly or indirectly (Esposito et al., 2017). The factors that influence consumer behavior are cultural (culture, subculture, social class), social (groups, family, roles), personal (age, occupation, economic power, lifestyle, personality), and psychological (motivation, perception, learning, beliefs, and attitudes) (Kotler et al., 2022). The consumer behavior is presented as the field of study that analyzes how people, groups, and organizations select, purchase, use and discard goods, services, concepts, or experiences to satisfy the needs and desires and negative reinforcement, in the first the consumer seeks comfort and satisfaction (Schiffman & Wisenblit, 2019).

2.2 Patient Satisfaction

Patient Satisfaction is an expression of the gap between the expected and perceived characteristics of a service. Satisfaction is a subjective phenomenon and could be elicited by asking simply how satisfied or not patients may be about the service (Jenkins et al 2002). However, it has been found that, questionnaires that ask patients to rate their care in terms of how satisfied they are tend to elicit very positive ratings that are not sensitive to specific processes that affect overall quality (Fitzpatrick et al., 1983).

Patient satisfaction is a person's feeling after comparing its perceived service in relation to the expectation (Kotler, 2000). Satisfaction is the result of experience after service experience (Parasuraman et al., 1991). Patient satisfaction is defined as the state of mind of patient towards their experience which involves their positive and negative feeling. (Chang et al., 2013). It has been defined as the measurement of capability of service/product to meet customer expectation (Alan et al., 2016). Healthcare quality theory of Donabedian (1980) proposed that satisfaction was the principal outcome of the interpersonal process of care. Donabedian (1980) argued that the expression of satisfaction or dissatisfaction is the patient's judgment on the quality of care in all its aspects, but particularly in relation to the interpersonal component of care. In the health care industry, the discrepancy and transgression theories explain that the patients' orientations and the provider conditions were different, and that if these orientations and conditions were matched with the patients expectations, then the patients would be satisfied, but if not, then the patients would be dissatisfied. Since, patients' satisfaction plays an important role in measuring the quality of care and continuing their services (Gill & White, 2009).

As customer satisfaction refers to a specific evaluation of the overall service provided, it must be assessed based on the experience during the process of service delivery. According to Kotler (2003), satisfaction involves feeling happy or disappointed and derives from a comparison between one's impression of the performance (or outcome) of a product or service and one's expectations. Many researchers have found that consumer satisfaction and patient satisfaction cannot be equated (Newsome and Wright (1999).

Patient satisfaction with primary care professionals depends on personal characteristics. It has also been noted that nurses are good communicators who spend time with patients and provide adequate information about the patients' conditions. Patients are the main users of every hospital and their care is the primary function of every hospital

(Ibrahim, 2008). According to Swamy (2005) patient satisfaction is the real testimony to the efficiency of hospital administration. Additionally, Williams (1994) defined patient satisfaction as the client's personal and subjective evaluation of expectation fulfillment. Patient satisfaction is a key determinant in quality of care among others such as the establishment of corporate hospitals equipped with the latest facilities; the advent of third-party payers (insurance companies, governments, companies); increasing awareness among patients; availability of information through the internet; higher expectations of patient care; and finally the increasing litigations by unsatisfied clients. All these factors have resulted in a challenging profile for the health care industry away from the traditional concept of a noble sector toward a service industry (Prakash, 2010).

2.3 Influencing Factors of Patient Satisfaction

There are a lot of influencing factors that affect on customer satisfaction. Thus, it is important to seek to uncover which *factors* can influence on the satisfaction of the patients.

2.3.1 Perceived Quality

According to Gilmore (1974), quality is defined as a conformation to the product's design or specification. Furthermore, Broh (1982) defined quality as the degree of excellence at an acceptable price and the control of variability at an acceptable cost. Moreover, quality can be measured in terms of avoidable and unavoidable cost (Morgan & Murgatroyd, 1994).

Perceived quality can be defined as consumer's judgment about a product's overall excellence or superiority (Zeithaml, 1988). Perceived quality is clearly subjective and different from the objective quality. It is a more abstract concept compared to the specific attribute of the product (Olson & Jacoby, 1972).

According to Zeithaml et al. (1993), perceived quality can be defined as the consumer's judgement about a product's overall excellence or superiority. Perceived quality is different from actual or objective quality, a higher level of abstraction rather than a specific attribute of a product and a global assessment that in some cases resembles attitude and a judgment usually made within a consumer's evoked set. Service quality is comparing between patient's perception and expectations

Snoj et al. (2004) also defined perceived service quality as how well the client's measurement of the overall of the service. It acts as the mental comparison between price and quality that is offered by service providers. The communication method between the service provider and the receiver of a service is affected by the environment in a specific location where they work together and operate (Zineldin, 2004). Thus, perceived service quality of communication can show a patient's level of overall satisfaction or overall service quality (Ganesan, 1994). Lim and Tang (2000) stated that when customers decide to choose a hospital, perceptions of service quality is a basic element. The perception of patients about health care quality is important to health care provider's success, because it will affect patients' satisfaction and profitability of hospital (Williams & Calnan, 1991).

The perceived quality was defined as the evaluation of goods or services based on the customers' judgment (Rowley, 1998). The product quality could improve customers' perceived value (Cobelli et al., 2019). The perceived quality can influence customers' perceived value and satisfaction towards the product as it shows the brand's advantages (Samudro et al., 2020).

Pappu (2005) stated that perceived quality is not the actual quality of a product or service, but rather the mental judgment of the consumer about the overall quality of the product or service in question. As Aaker (1996) explains, perceived quality is high importance since it can impact the financial performance of a company and is one of the dimensions influencing the strategic position of many corporations, hence the increasing significance of such dimension (Seyedin, 2014). Hence, perceived quality can be defined in terms of customer understanding of the overall quality and/or advantage of a product or service (compared to others) with regard to his/her ultimate goal.

2.3.2 Perceived Price

Schiffman (2007) defined perceived price as perceived price is a customer perceived price - as high, as low, or as fair. Perception of price is the relative cost that the costumers must spend to get the goods or services he wants. According to Kim et al. (2012), perceived price is considered to be the perceived level of monetary price in one vendor in comparison with prices of other vendors. Based on the theories above perceived price could be defined as the consumer's perception of the price that must be spent to obtain an item or service.

In the simplest form, prices can be defined as the nominal value charged to the customer to acquire products and to be benefited from the ownership or use of products (Kotler & Armstrong, 1996). Perceived price is defined as the subjective customers' perception towards the objective price of the product (Jacoby & Olson, 1977). Kashyap and Bojanic (2000) defined overall perceived price as a combination of monetary price and nonmonetary price, including other factors such as convenience, time, and search costs, etc.

Perceived price can be defined as customer's subjective perception of what is given up or sacrificed to acquire the product (Zeithaml, 1988). Customers do not always remember or know the actual price of a product, but rather they subjectively encode the prices as "expensive" or "cheap". Thus, it suggests that customer's perception of price may be different from the objective price. Perceived price in terms of monetary value is measure of price paid for the service and non-monetary value measured with time and effort associated with service. (Cronin et al., 2000).

Price perception according to Tjiptono (2014) is amount of money or other measurement as an exchange medium in order to get a belonging of a service or product. As same as Kotler and Keller (2012), that price perception is mix of the most flexible marketing, price perception can shifted quickly not like a product, promotion and other distribution channel or place. Price perception also became one of customer's comparison in buying decision.

Lichtenstein et al. (1988) referred price perception as the process by which consumers translate price into meaningful cognitions. Similarly, Li (2017) defined perceived price as the price of a product codified by the consumer. Additionally, based on consumer's point of view, the definition of perceived price is the price that consumer perceived and that perceived price is more meaningful than monetary price (Bei & Chiao, 2001). Voss et al (1998) have considered price as a signal for a possible perception of the quality of services or products.

Gunmmesson (2002) that the perception of price fairness of a consumer influences his perceived value, satisfaction and thus produces different emotions and behavioral responds by the customers. This implies that a positive perception will lead to a positive responds and behavior similarly; a negative perception of perceived price fairness will also lead to a negative behavior.

2.4 Patient Loyalty

Loyalty has been defined as a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior (Oliver, 1999). Patient loyalty refers to the extent to which patients are not affected by the external environment and marketing activities, hold a positive attitude toward hospital services, and are willing to continue to consume in the future (Kandampully & Zhang, 2014).

For medical institutions, the increase in PL can help establish a good hospital image and achieve word-of-mouth communication effects (Thiele & Bennett, 2010). Loyalty is continued use of a product or service and is grounded in attitudes toward the product or service. The difference between loyal and habitual use relates to the dynamics underlying the selection of a particular product or service. A loyal buyer is, at some level, engaged in a relationship, whereas a habitual buyer is indifferently engaging in routine behavior (Knox, 1998).

Loyalty is believed to be an emotional relationship between the consumers and the service providers. The quality of services received directly influences the user's decision behavior (Kulsum, Yanuar, & Syah, 2017). Thus, loyalty is evaluated by the users relationship strength (Nogami, 2016). Continuous use of product or service shows firm belief in the system which translates into loyalty. Loyalty is reflected in the customer's attitude and behavior where attitude helps to form trust and relationship and behavior shows the willingness to repeat use of the company's product or service.

There are two dimensions of loyalty, according to Kesuma et al. (2013) that will affect customers, namely: Behavioural dimensions and attitude. Behavioral dimensions are aspects of customer behavior (such as repurchase, purchase quantity, purchase quality, purchase intensity), which are indicated at a specified period. Although purchasing is a crucial thing for marketers, interpreting loyalty only to repurchase is not enough, because repeat customers do not necessarily have a positive attitude towards the goods or services purchased. Repurchases are made not because they are satisfied but because there are other factors. In other words, there is no guarantee that the customer will repurchase it from the relevant service provider if there are other choices, both in price and service. The attitude dimension is the intention and preference of customers to buy certain services or products.

The intention to buy or recommend preferences for a company is an essential factor in determining business in the future. The higher the customer's intention to repurchase or the intention to recommend a service company indicates that the company has a future business. The existence of the attitude dimension given by Sulibhavi and Shivashankar (2017), namely: Talking positive things about the company; Willingness to repurchase; Willingness to recommend to others; Commitment to the company not to move to competitors; encourage others to do business with the company.

Highly bonded customers will buy repeatedly from a provider to which they are bonded, recommends that provider to others, and strongly defend their choices to others by the belief based on the insistence that they have chosen the “best” product or service from that provider (Kuusik, 2007).

2.5 Inertia

Inertia is an individual's apathetic state that contributes to maintaining that individual's habits and routines and to preventing behavioural change (Palacios et al., 2016). Inertia prevents individuals from looking for alternative service providers and from changing consumption behaviours (Gray et al., 2017). In healthcare, in the absence of a strong stimulus, such as clear negative feedback about a current provider, the patient may prefer to avoid change and, consequently, remain loyal to a healthcare organization. Inertia is a state of inactivity that inhibits creativity, innovative thinking and behaviour change (Chatterjee, 1998). Inertia is synonymous with apathy, habit, routine, and no changes (Gray et al., 2017). Inertia is considered as an individual's apathetic state that maintains their habits and routines and can contribute to preventing behavioral change.

Consumer inertia key aspects are automaticity, lack of awareness and very little conscious deliberation (Olsen et al., 2013). The consumer buys from the same provider because it is convenient (Wu, 2011), requires less effort (Gray et al., 2017), does not involve consideration of alternatives (Lucia-Palacios *et al.*, 2016), avoids the stress and risks associated with switching providers and prevents the need to learn new service routines and practices (Kim and Kang, 2016).

According to Maslow, stability (inertia) and freedom from illness (health) are two human needs and part of the larger group of safety needs (level 2 of Maslow's pyramid): when an individual is ill, the person may develop fear, nightmares, and a need for protection

and reassurance never seen in him before (Maslow, 1970). Until such fears concerning health are relieved – and protection and reassurance are ensured – no progress can be made toward higher levels of the pyramid (Zalenski & Raspa, 2006). The patients may not wish to abdicate the feeling of safety and reassurance (Maslow, 1970) which results from being cared for by someone familiar. They may feel safe and reassured because they are being cared for by a professional or a healthcare organisation they already know. Consequently, the relationship between inertia and loyalty might be even stronger in healthcare than in other service sectors, because inertia (stability) and health are both needs at a very important level of the Maslow (1970) pyramid.

Inertia is illustrated as a consistent pattern of purchasing the same brand almost every time a consumer shops. This is manifested by purchase of a brand out of habit and merely because less effort is required (Solomon, 1994) The reluctance to change service provider has been attributed to customer inertia (Meidan 1996). In the state of inertia, the customer avoids spending time to reassess the service dimensions of another company brand (Assael 1998).

2.6 Group Conformity

Consumer conformity is defined as compliance with group norms, susceptibility to group influence, and behavioural changes in consumption behaviour due to a reference group (Lascu & Zinkhan, 1999). Group conformity is, in turn, a social influence through which individuals replicate the attitudes and behaviours of a reference group or group leader (Nitzan & Libai, 2011). Similarly to inertia, group conformity can determine, to a certain extent, customer buying behaviours (Gu et al., 2016), and loyalty to a healthcare provider. It occurs when individuals rely on trusted members of a group to arrive at conclusions about what is true, what action to take, or what opinion to have. The consumer's decision of the purchase a product or a service is not defended only the quality of the product or a service but also be negatively or positively affected by the consumption choice of the other consumers (Ghazzai, 2012).

Group conformity can be defined as a social influence through which individuals replicate the beliefs, attitudes and behaviours of a reference group (Hornsey & Jetten, 2005). Nurses and physicians are expected to make critical collaborative decisions about patient care, but group conformity may prevent individual professionals from presenting an

alternative opinion, even when this perspective may be correct. This lost opportunity for informed decision-making may be one reason for ‘miscommunication’, which directly affects patient safety (Health Canada, 2010). It is incumbent upon universities to ensure that graduates are prepared as leaders to meet societal challenges, both domestically and globally, while meaningfully contributing to the workplace and knowledge economy.

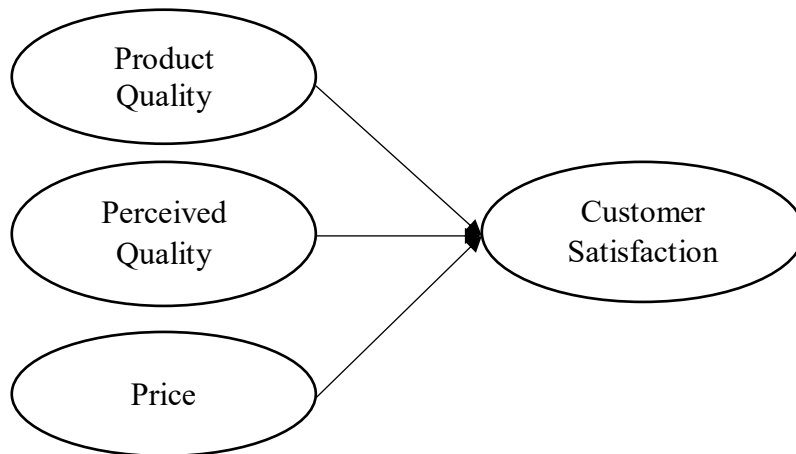
Conformity allows us to work successfully in social groupings. It is adaptive – it’s a means of organizing ourselves to achieve a common goal, maintain order, follow protocols and make collective decisions (e.g. hand washing, infection control protocols). Conformity could be potentially harmful if it can result in peer pressure and erroneous clinical decision making that can impact learning and/or limit what is achievable within groups (Gonçalves, 2020).

In simple words, consumer conformity may be defined as consumer actions or behavior at the time of purchasing and consuming in correspondence with socially accepted standards. There are broadly two levels of conformity in the society higher level of conformity and lower level of conformity. People with a high level of conformity value tend to make decisions that conform to the expectations of their close social environment, while those with a low level of conformity value are likely to focus more on their own personal needs and care less about others’ expectations (Bearden et al., 1989).

2.7 Empirical Studies of Relationship Between Perceived Quality, Perceived Price and Patient Satisfaction

Previous studies provide foundation of knowledge on topic to be examined. It also identifies the areas of research to be done. Gani & Oroh, (2021) studied the effect of product quality, service quality and price on customer satisfaction at loki store. The purpose of this study was to analyze the effect of product quality, service quality and price on customer satisfaction at the Loki store. This research used a quantitative approach consisting of primary data and secondary data. Purposive sampling was used. The sample was 150 respondents. Multiple linear regression analysis was used. Figure (2.1) presents the conceptual framework of Gani and Oroh.

Figure (2.1) Conceptual Framework of Gani and Oroh

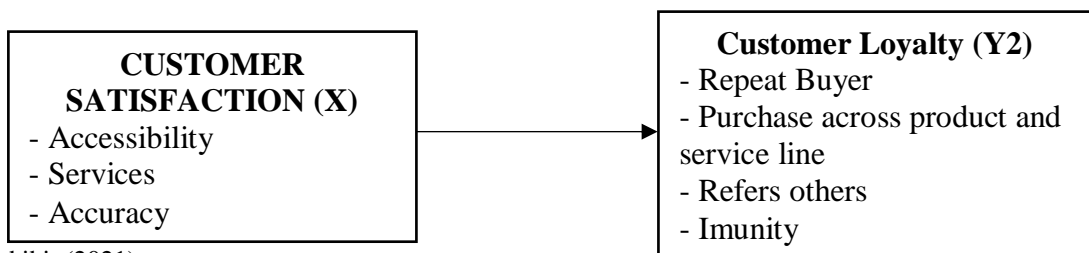


Source: Gani & Oroh, (2021)

Based on the results of the data analysis, Product quality had a significant positive effect on customer satisfaction at the Loki Store. It was found that service quality had a significant positive effect on customer satisfaction at the Loki Store. Finally, price had a significant positive effect on customer satisfaction at the Loki Store.

Habibi (2021) examined the effect of customer satisfaction on customer loyalty FABELIO.COM. Habibi (2021) discussed how much influence customer satisfaction has on Fabelio.com customer loyalty. The method used in this research is an explanative survey. The data from the research will be processed using SPSS Version 23 for Windows. Quantitative survey methods was used to survey 400 respondents by using purposive sampling.

Figure (2.2) Conceptual Framework of Habibi



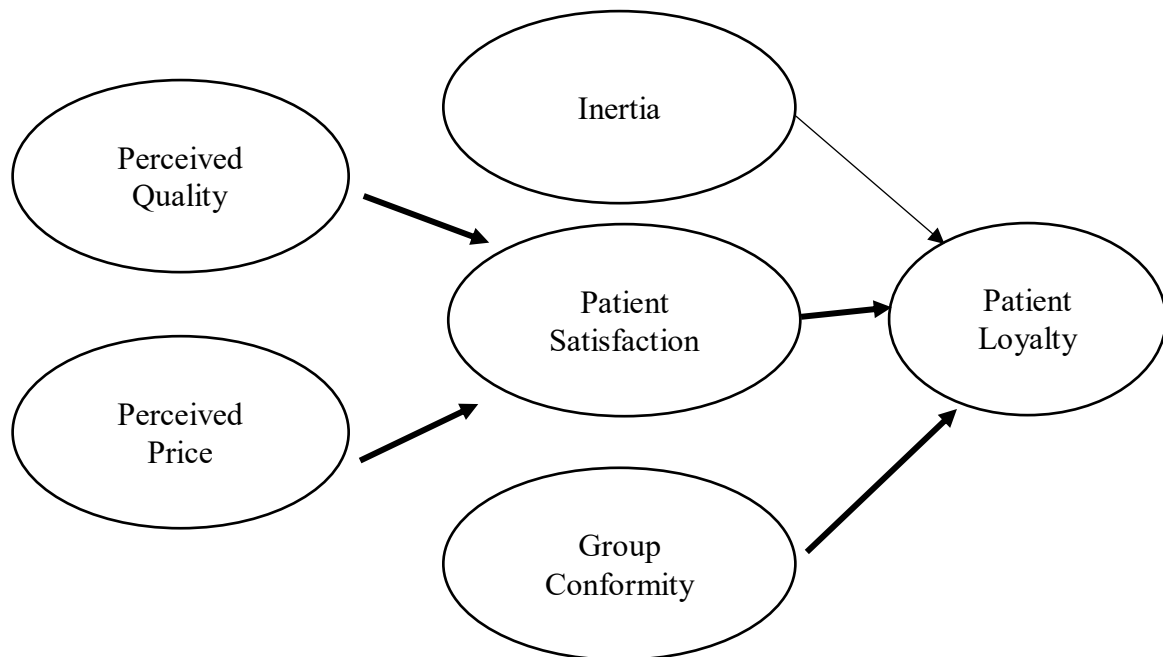
Source: Habibi, (2021)

The data analysis technique used in this research was normality test, correlation test and multiple linear regression test. The results of this study showed that the effect of customer satisfaction on customer loyalty.

Gonçalves, et al. (2020) did the research titled Inertia,group conformity and patient loyalty in healthcare in the information age. The purpose of this study was to analyze the

influence of inertia and group conformity on loyalty in healthcare. Structural equation model developed from the literature and tested with cross-sectional data from a patient online survey. Structured questionnaire was collected from 94 respondents. Figure (2.3) presents the conceptual framework of (Gonçalves, et al., 2020).

Figure (2.3) Conceptual Framework of Gonçalves, et al.



Source: Gonçalves, et al. (2020)

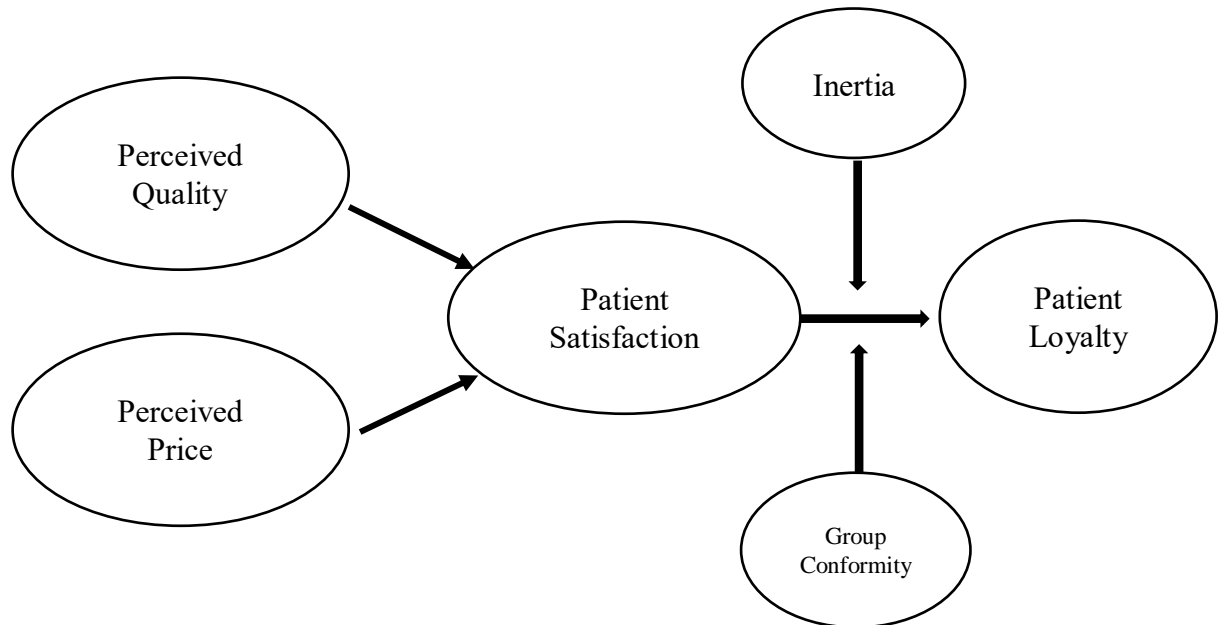
Their research was the first to study the influence of inertia and group conformity on loyalty in the healthcare sector and, from the perspective of Maslow's (1970) hierarchy of needs, it is the first to do so in any service sector. The study reveals that customer inertia and satisfaction are statistically significant antecedents of customer loyalty, as hypothesized, but group conformity is not a significant antecedent. In particular, this study finds that the strength of the impact of inertia and group conformity on loyalty depends on the customers' need that is satisfied by the service industry.

2.8 Conceptual Framework of the Study

This study is done ensured by reviewing extant literature to understand the relevant concepts and by constructing conceptual framework of the study based on the work of

Gonçalves, Cândido and Feliciano (2020). Figure (2.4) presents the conceptual framework of the study.

Figure (2.4) Conceptual Framework of the Study



Source: Adopted from Gonçalves et al., (2020)

The above conceptual framework is adapted from the work of Gonçalves et al., (2020) in order to analyze the effect of inertia, group conformity and patient satisfaction on loyalty of Aye Thit Sar specialist clinic healthcare services in Yangon. This study is intended to identify whether perceived quality and perceived price affect on patient satisfaction. In addition, it also analyzes to analyze whether inertia, patient satisfaction and group conformity have the relationship with patient loyalty.

CHAPTER 3

PROFILE AND SERVICES OF AYE THITSAR SPECIALIST CLINIC IN YANGON

This chapter presents profile of Aye Thitsar Specialist Clinic in Yangon. In this study, services of the clinic are also presented. It also includes Pricing Policy of Aye Thitsar Specialist Clinic. Finally, demographic data of the respondents are presented.

3.1 Profile of Aye Thitsar Specialist Clinic in Yangon

Aye Thitsar Specialist Clinic was established in 19th June 2021. It provides general treatments and specialist treatments. It also has laboratory services such as Urine, Stool, Blood & Sputum Examination etc. The clinic arranges pharmacy where people can buy english drugs & traditional Medicines.

Clinic has general practitioners, pediatric specialists, general physicians, and OG specialists so that everyone can come to clinic for their health issues. Medical officers and Specialists are ready 24/7 to assist patients. It has on call Specialist Services and home service. Currently, Aye Thitsar Specialist Clinic is offering General Diseases, OG, Child, Endocrine Diseases, Hypertension & Heart Diseases, Kidney Diseases, Neurological Diseases, Lungs & Chest Diseases, Orthopaedics, Surgical Diseases, Dermatological Diseases, and ENT Diseases. The slogan of the clinic is “To care of your health, Aye Thitsar is the best”. The clinic is located in building (B), (64) ward, Pyi Htaung Su Main Road and Irrawaddy Road, Near 64 Market and Minkon Market, South Dagon Township, Yangon.

3.2 Services Provided by Aye Thitsar Specialist Clinic in Yangon

Aye Thitsar specialist clinic uses digital version of the patient’s health record by using Reasonable Electronic Medical Record System (EMR) with own EMR software and ATS mobile application based on Appsheet application. EMR contains medical evidence and treatment histories of a patient. Doctors checks the patient’s records such as Ultrasound (USG) results, Echocardiogram results (Echo), Laboratory results and Operation notes at each time when the patients come. Nurses are entering the patients update status into the system. By means of using this application, clinic staffs can find and register easily for the

patients who are coming for the next follow-up visit. By this way, doctors can see the progress of the patients and give diagnosis accordingly.

Aye Thitsar specialist clinic cares appointment time on time so that patients do not have to wait for a long time. Clinic used to ask patients about the commute time. Then, it informs the patients to come to clinic before their turn based on the commute time. In addition, clinic has on call service, ambulance service and home visit for the elders or emergency case.

For patients who need operations, clinic has surgical teams that include professors, specialists and nurses. These teams discuss about the patients before operations. By doing this way, teams have synergy and get good results. After operations, professors and specialists follow up the patients by visiting the patients.

Aye Thitsar specialist clinic is aware of cleanness in all areas by cleaning with anti-septic agents. In addition, it places hand spray and hand wash at the waiting areas. At the entrance, clinic checks the temperature of the patients and all people must wear the mask before they enter the clinic. If they do not wear the mask, clinic gives mask without charge.

Aye Thitsar specialist clinic is most known for *pregnancy care* since it offers a full suite of *pregnancy care* services with reasonable fees. This *clinic* is available for early *pregnancy* (below 22 weeks of *pregnancy*) as well as postnatal (after delivery) consultations. Hence, most of the patients visit to this clinic for pregnancy care. The clinic also provides necessary items after birth and those items are shown in Table (3.1).

Table (3.1) Supplies for Mothers and Babies in The Wards

| For Mother | For Babies |
|--|--|
| <ul style="list-style-type: none"> • Pyjamas (nursing-friendly) • Towels • Toiletries* • Maternity pads(string/ adhesive)* • Waterproof sheers* | <ul style="list-style-type: none"> • Diapers* • Wet wipes* |

Source: Aye Thitsar Specialist Clinic (2022)

As shown in Table (3.1), clinic provides special Antenatal care for pregnant women by healthcare professionals. Patients will be given a series of clinic appointments to check on them and baby's health. They are offered routine scans and tests to check for certain conditions or infections. Doctor will explain the purpose of any tests offered and the results. In addition, the clinic provides all the vaccinations and special nurse in pregnancy to protect

mother and child. The clinic supplies all the essential items for the patients after delivering the babies so that the new parents do not have any difficulties. In addition, the clinic arranges 24/7 generator and large rooms equipped with aircon, TV, and bathroom etc. Clinic have enough nurses and special nurses for the patients. Hence, family members are convenient at clinic without facing any problems.

Aye Thitsar specialist clinic applies competitive pricing strategies, not much different from penetration pricing, but instead of targeting the market, the clinic aims to keep the competitors away from the customers with quality service. Table (3.2) presents the service prices of Aye Thitsar specialist clinic.

Table (3.2) Service Prices of Aye Thitsar Specialist Clinic

| Package | Service | Clinic's Price | Market Rate |
|------------------|---|----------------|---------------|
| OG | 1. Lower Segment Caesacerean Section(LSCS) | 6.5 Lakh | 10 -30 Lakh |
| | 2. Normal Labour Package | 2.5 Lakh | 4 -10 Lakh |
| | 3. D&C Package | 1.5 Lakh | 2.5 -3 Lakh |
| | 4. Manual Vacuum Aspiration(MVA) | 1.5 Lakh | 2-4 Lakh |
| | 5. Total Abdominal Hysterectomy (TAH) Package | 7 Lakh | 10 -20 Lakh |
| | 6. Ovariectomy | 6 Lakh | 10-15Lakh |
| Surgical Package | Appendicectomy | 6 Lakh | 10-15Lakh |
| | Haemorrhoidectomy | 6 Lakh | 10-15Lakh |
| | Myomectomy | 6 Lakh | 10-15Lakh |
| Orthopaedics | Manipulation Under Anaesthesia & Plaster of Paris | 0.5 Lakh | Above 1 Lakh |
| | Open Reduction & Internal Fixation(ORIF) | 7 Lakh | 15Lak-20 Lakh |
| | K Wire Insertion | 2 Lakh | 4 Lakh |

Source: Aye Thitsar Specialist Clinic (2022)

By offering fair price for each service, Aye Thitsar specialist clinic achieves a competitive advantage. The clinic monitors the market rate and always adjust the prices lower the market rate. There are 3 main packages offered by Aye Thitsar specialist clinic. The clinic arranges various services for every class of the people to get good healthcare with a lower price than the market rate. Aye Thitsar specialist clinic tries to maintain its competitive advantage especially in terms of affordable prices.

In addition, Aye Thitsar specialist clinic offers 15% discount for pregnant women if patients delivered child at this hospital. Similarly, immediate family members will be offered 10% discount. For family or company, the clinic offers 5% discount for any service if all the members take the service from clinic.

3.3 Profile of the Respondents

This section presents the profiles of 280 patients who completed and returned the structured questionnaire. In the Table (3.3), profiles of the respondents are expressed by frequency and percentage.

According to the Table (3.3), female respondents making up 71.71 percent of the respondents while male respondents make up the remaining. Thus, majority of the respondents are female patients because Aye Thitsar clinic is mainly famous for OG specialist and OG services. In addition, they also make up 54.29 percent of the respondents and are aged between 21 and 35. This age range means most of the patients are women, reproductive age because they are coming to clinic especially for OG services. The second largest group is between 51 to 65 years old representing 18.57 percent of respondents. Only 5 percent of the total respondents are below 20 years old, which is a minority of the respondents. It is also found that majority of the respondents are married people representing 83.57 percent of total respondents while the remaining of the respondents are single people.

Among 280 respondents, majority of the respondents occupy bachelor and master degree holders presenting 47.14 percent and the second largest group refers high school graduates representing 27.86 percent, and the minority group is middle school level referring 25 percent.

Table (3.3) Profile of Respondents

| Sr. No. | Particular | Frequency | Percentage |
|---------|--|------------|---------------|
| | Total | 280 | 100.00 |
| 1 | Gender | | |
| | Male | 82 | 29.29 |
| | Female | 198 | 70.71 |
| 2 | Age (Years) | | |
| | Below 20 | 14 | 5.00 |
| | 21 -35 | 152 | 54.29 |
| | 36 -50 | 42 | 15.00 |
| | 51 – 65 | 52 | 18.57 |
| | Above 65 | 20 | 7.14 |
| 3 | Marital Status | | |
| | Single | 46 | 16.43 |
| | Married | 234 | 83.57 |
| 4 | Educational Status | | |
| | Middle School | 70 | 25.00 |
| | High School | 78 | 27.86 |
| | Graduated/Master Degree | 132 | 47.14 |
| 5 | Occupational Status | | |
| | Unemployed | 43 | 15.36 |
| | Student | 27 | 9.64 |
| | Company employed | 131 | 46.79 |
| | Self employed | 22 | 7.86 |
| | Government service | 57 | 20.36 |
| 6. | Income Level per Month | | |
| | < 300,000 MMK | 24 | 8.57 |
| | 300,000 – 500,000 MMK | 93 | 33.22 |
| | 500,001 – 1,000,000 MMK | 146 | 52.14 |
| | 1,000,001 – 2,000,000 MMK | 17 | 6.07 |
| 7. | Reason of Taking Services | | |
| | Self | 189 | 67.50 |
| | Care Taker | 91 | 32.50 |
| 8. | Purpose of Visit | | |
| | Consultation with General Practitioner | 74 | 26.43 |
| | Consultation with Specialists | 171 | 61.07 |
| | Emergency treatment | 13 | 4.64 |
| | Investigation service | 14 | 5.00 |
| | Pharmacy Service | 8 | 2.86 |
| 9. | Frequency of Visit in a Month | | |
| | Once | 93 | 33.21 |
| | 2-4 times | 187 | 66.79 |

Source: Survey Data (2022)

Regarding occupation, 46.79 percent of the total respondents are company employees presenting the majority group among 280 respondents. The second largest group includes government employees followed by unemployed people representing 20.36 percent and 15.36 percent of total respondents respectively while students representing 9.64 percent, and self-employed people representing 7.86 percent of all.

In accordance with income, the majority of the respondents earn 500,001 MMK to 1,000,000 MMK representing 52.14 percent while the second largest group earn 300,000 MMK to 500,000 MMK representing 33.21 percent and the minority group earn 1,000,001 MMK to 2,000,000 MMK representing 6.07 percent of all.

Regarding to taking services, a large majority of the respondents are taking the service for the purpose of self-health care representing 67.50 percent. Among 280 respondents, the majority of the respondents 171 are taking consultation with specialists comprising 61.07 percent and the second largest group is consulting with general practitioners representing 26.43 while the minority of the group is taking pharmacy service representing 2.86 percent respectively. Majority of the respondents visit Aye Thitsar Specialist Clinic 2 to 4 times a month while others go to the clinic only once a month.

3.4 Research Design

This study simply focuses on the effect of perceived price and perceived quality on patient satisfaction and the effect of inertia, group conformity and patient satisfaction on loyalty of Aye Thitsar specialist clinic healthcare services in Yangon. Descriptive and analytical research methods are applied in this study.

Both primary and secondary data are used in this study. A survey questionnaire is designed with 5-point Likert scale to collect data from (280) customers. Systematic random sampling method will be used to select every 5th patients who are coming to Aye Thitsar Specialist Clinic during four consecutive weeks. Secondary data are gathered from previous research papers, relevant textbooks, and reports of Aye Thitsar Specialist Clinic. The questionnaire is organized with two main parts: demographic factors and variables to be analyzed. The main variables are perceived price, perceived quality, patient satisfaction and patient loyalty. Moreover, the moderating effects are also include in this study such as inertia and group conformity. For data analysis, multiple linear regression method is applied.

3.5 Reliability Test

Reliability test mainly measures the solidity or uniformity of the variables in the survey questions. Questions are established by applying 5-point Likert scale. The result of the reliability test by Cronbach's Alpha is presented in Table (3.4).

Table (3.4) Reliability Test

| Sr. No. | Variable | No. of Items | Cronbach's Alpha | Reliability Level |
|----------------|----------------------|---------------------|-------------------------|--------------------------|
| 1 | Perceived Quality | 5 | .748 | Reliable |
| 2 | Perceived price | 5 | .870 | Reliable |
| 3 | Patient Satisfaction | 6 | .823 | Reliable |
| 4 | Patient Loyalty | 6 | .852 | Reliable |
| 5 | Inertia | 8 | .732 | Reliable |
| 6 | Group Conformity | 5 | .818 | Reliable |

Source: Survey Data (2022)

According to Table (3.4), at all variables, Cronbach's Alpha values are greater than 0.7. Therefore, the findings in this study are reliable and valid. Researcher can proceed to achieve the research objectives.

CHAPTER 4

ANALYSIS OF THE EFFECT OF INERTIA, GROUP CONFORMITY AND PATIENT SATISFACTION ON PATIENT LOYALTY

This chapter presents patients' perceptions to influencing factors. Then, it describes the effect of Influencing Factor on Patient Satisfaction. Furthermore, it presents the effect of patient satisfaction on patient loyalty. Finally, it presents the moderating effects on the relationship between patient satisfaction and patient loyalty.

4.1 Influencing Factors

The influencing factors can affect the satisfaction of the patients who are coming to the Aye Thitsar Specialist Clinic. In this study, influencing factors include perceived quality, and perceived price.

Structured questionnaire with 5-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree) is used to collect the primary data. According to Best (1977), the mean value of five point Likert scale items are interpreted as follow.

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree.

(a) Perceived Quality

Service quality of the healthcare is very important for the patients. Right diagnosis and treatments, friendly staffs are critical for the clinic. The perception of patients to quality of Aye Thitsar Clinic is presented in Table (4.1).

Table (4.1) Perceived Quality

| Sr. No. | Perceived Quality | Mean Score | Std. Dev. |
|----------------|---|-------------------|------------------|
| 1. | Acceptable level of quality, if we compare it to other clinic | 3.69 | 0.87 |
| 2. | Always kind and friendly staff | 3.83 | 0.73 |
| 3. | Well organized clinic | 3.86 | 0.70 |
| 4. | Right diagnosis and the treatment right | 3.57 | 0.79 |
| 5. | Maintaining service quality throughout the contact | 3.84 | 0.90 |
| | Overall Mean | 3.76 | |

Source: Survey Data (2022)

According to the overall mean score 3.76, respondents agree that Aye Thitsar Specialist Clinic offers high standard of care, accurate diagnosis and treatment. The patients feel that Aye Thitsar Specialist clinic is well organized because the clinic uses digital version of the patient's health record by using Reasonable Electronic Medical Record System (EMR) with its own EMR software and ATS mobile application which gives the respondents the impression to the clinic. EMR records a patient's medical evidence and treatment histories. Every time a patient visits, doctors review the patient's records. In addition, the respondents claim that the medical team correctly diagnosed the problem and provided the appropriate care and that the clinic has surgery teams made up of professors, experts, and nurses. Before procedures, these teams discuss about the patients. Hence, teams have synergy and get good results by operating in this manner.

(b) Perceived Price

The perceived price can be described as customers' subjective assessments of the fairness of a price for a good or service in comparison to the reference pricing of other services. The perception of patients to price of Aye Thitsar Clinic is presented in Table (4.2).

Table (4.2) Perceived Price

| Sr. No. | Perceived Price | Mean Score | Std. Dev. |
|----------------|---|-------------------|------------------|
| 1. | Inexpensive and affordable price | 3.85 | 0.87 |
| 2. | Compatible price with the service quality | 3.69 | 0.86 |
| 3. | Not high service cost | 3.68 | 0.79 |
| 4. | Well worth for money spent | 3.77 | 0.75 |
| 5. | Good service for what the patient paid | 3.66 | 0.78 |
| | Overall Mean | 3.73 | |

Source: Survey Data (2022)

According to the overall mean score 3.73, respondents agree that Aye Thitsar Specialist Clinic's charges are reasonable. The patients state that service cost is not expensive and affordable to most people because Aye Thitsar specialist clinic applies competitive pricing strategies. The clinic constantly monitors the market price and adjusts the costs to be less expensive than the market rate. Additionally, the respondents believe that the money was effectively spent because Aye Thitsar Specialist Clinic provides all necessary materials for patients after babies are delivered so that the new parents do not experience any difficulties.

4.2 Analysis on the Effect of Influencing Factor on Patient Satisfaction

The setting when a patient visits, medical costs, service standards, medical equipment, and other factors are sub-aspects of patient satisfaction. Basic sociological and demographic parameters are the key determinants of patient satisfaction.

(a) Patient Satisfaction

Patient satisfaction is a crucial and frequently used metric for assessing the quality of medical service. Customer satisfaction is very important for the business to grow and sustain its position. The satisfaction level of patients at Aye Thitsar is presented in Table (4.3).

Table (4.3) Patient Satisfaction

| Sr. No. | Patient Satisfaction | Mean Score | Std. Dev. |
|----------------|---|-------------------|------------------|
| 1. | Satisfied with the prices of Aye Thitsar Specialist clinic | 3.80 | 0.84 |
| 2. | Visiting Aye Thitsar Specialist clinic changed for the better perspective on private clinic | 3.58 | 0.88 |
| 3. | Going to the Aye Thitsar Specialist clinic was a wise one | 3.76 | 0.79 |
| 4. | Feeling good about decision regarding Aye Thitsar Specialist clinic | 3.94 | 0.74 |
| 5. | Satisfied with the services of Aye Thitsar Specialist clinic | 3.74 | 0.73 |
| 6. | Satisfied with the treatments of doctors at Aye Thitsar Specialist clinic | 3.44 | 0.93 |
| | Overall Mean | 3.71 | |

Source: Survey Data (2022)

According to the overall mean score 3.71, respondents agree that Aye Thitsar Specialist Clinic's services are satisfactory. The respondents feel good about their decision of choosing Aye Thitsar Specialist clinic because the clinic offers general practitioners, pediatric specialists, general physicians, and OG specialists so that everyone can visit to clinic for their medical issues. Medical officers and Specialists are available 24/7 to assist patients. Additionally, the respondents are happy that they went to Aye Thitsar Specialist clinic because Aye Thitsar clinic offers good doctor, lower price than market price, good care, clean, and no waiting time for their visit.

(b) The Effect of Influencing Factor on Patient Satisfaction

This section analyses the effect of influencing factor on patient satisfaction on Aye Thitsar Specialist Clinic. To determine the impact of influencing factors on patient satisfaction, multiple regression analysis is used, and the regression result is presented in Table (4.4).

Table (4.4) Effect of Influencing Factor on Patient Satisfaction

| Variable | Unstandardized Coefficients | | Standardized Coefficients (Beta) | t | Sig |
|-------------------|-----------------------------|-----------|----------------------------------|--------|------|
| | B | Std Error | | | |
| (Constant) | 1.149 | .165 | | 6.960 | .000 |
| Perceived Quality | .107* | .061 | .101 | 1.747 | .082 |
| Perceived Price | .578*** | .050 | .663 | 11.453 | .000 |
| R Square | .545 | | | | |
| Adjusted R Square | .542 | | | | |
| F Value | 165.902*** | | | | |

Source: Survey Data (2022)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to the regression result, perceived quality has the expected positive sign, and the coefficient of the variable is significant with patient satisfaction of Aye Thitsar Specialist clinic at 10 percent level. The positive effect means that the better perceived quality leads to more patient satisfaction. As the clinic applies EMR system that records a patient's medical evidence and treatment histories. Every time a patient visits, doctors review the patient's records. Hence, patients get the correct treatments and they are satisfied with the service of Aye Thitsar Specialist clinic.

Perceived price has the expected positive sign, and the coefficient of the variable is significant with patient satisfaction of Aye Thitsar Specialist clinic at 1 percent level. The positive effect means that the more perceived price leads to more patient satisfaction. Aye Thitsar Specialist clinic offers various price schemes for each treatment. It also sets the price under the market price or that of competitors. Hence, patients agree that the price of the clinic is affordable and they are satisfied with the pricing schemes of Aye Thitsar Specialist clinic.

According to Standardized coefficient (Beta) score, perceived price is the most effective factor on patient satisfaction. Since Aye Thitsar specialist clinic offers 15% discount for pregnancy patients come again for birth. Similarly, immediate family members will be offered 10% discount. Thus, patients are satisfied with the pricing policy of the clinic.

4.3 Analysis on the Effect of Patient Satisfaction on Patient Loyalty

Patient satisfaction can lead to loyalty of the patients. When people meet the service according to their expectations, they will be delighted and revisit to the clinic again. The satisfied people will show loyalty behaviors such as recommendation to others.

(a) Patient Loyalty

Loyalty refer to the revisit action, considering as the first choice, and recommendation to others etc. Patient to loyalty at Aye Thitsar Specialist clinic is presented by frequency and standard deviation in Table (4.5).

Table (4.5) Patient Loyalty

| Sr. No | Patient Loyalty | Mean Score | Std. Dev |
|---------------|--|-------------------|-----------------|
| 1. | Considering the Aye Thitsar Specialist clinic as first choice | 3.76 | 0.93 |
| 2. | Visiting to attend the Aye Thitsar Specialist clinic in the future | 3.81 | 0.80 |
| 3. | Recommending the Aye Thitsar Specialist clinic to someone who seeks advice | 3.42 | 0.88 |
| 4. | Encouraging friends and relatives to go to the Aye Thitsar Specialist clinic | 3.60 | 0.75 |
| 5. | Saying positive things about the Aye Thitsar Specialist clinic to other people | 3.92 | 0.84 |
| | Overall Mean | 3.70 | |

Source: Survey Data (2022)

The overall mean score (3.70) suggests that the respondents are loyal to the clinic. The respondents say positive things about Aye Thitsar Specialist Clinic. Patients are satisfied with their decisions regarding selecting Aye Thitsar Specialist Clinic since they get timely appointments, access to qualified specialists, get right treatment and good communication with medical professionals. Besides, the respondents recommend relatives and friends to go to Aye Thitsar Specialist Clinic because patients are satisfied with the prices of the services and treatments of the doctors at the clinic. Aye Thitsar Specialist Clinic keeps the treatment history in the computerized system so that patients get the right and consistent treatment from the clinic.

(b) Effect of Patient Satisfaction on Patient Loyalty

This section analyses the effect of patient satisfaction on patient loyalty towards Aye Thitsar Specialist Clinic. Regression analysis is applied. The regression result is shown in Table (4.6).

Table (4.6) Effect of Patient Satisfaction on Patient Loyalty

| Variable | Unstandardized Coefficients | | Standardized Coefficients (Beta) | t | Sig |
|----------------------|-----------------------------|-----------|----------------------------------|--------|------|
| | B | Std Error | | | |
| (Constant) | .589 | .149 | | 3.943 | .000 |
| Patient Satisfaction | .839*** | .040 | .785 | 21.112 | .000 |
| R Square | .616 | | | | |
| Adjusted R Square | .614 | | | | |
| F Value | 445.699*** | | | | |

Source: Survey Data (2022)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

According to Table (4.6), the variable of patient satisfaction has the expected positive sign, and the coefficient of the variable is strongly significant with patient loyalty at 1 percent level. The positive effect means that the increase in patient satisfaction leads to more patient loyalty. Patients are happy with their decisions as they get quality healthcare service with fair price. Aye Thitsar Specialist Clinic provides complete pregnancy care service package with reasonable fees, and majority of the respondents are satisfied with the service and price. Hence, respondents used to give recommendations Aye Thitsar Specialist clinic to other people who search good pregnancy care clinic. In addition, they do not go to other clinic if they have any health issues since they are satisfied with Aye Thitsar Specialist clinic.

4.4 Analysis on the Moderating Effects of Inertia on the Relationship between Patient Satisfaction and Patient Loyalty

This section examines the moderating effect of Inertia on the relationship between patient satisfaction and patient loyalty, by moderating variable Inertia. Regression analysis is applied to find out the moderating effect and the regression results are presented in Table (4.8).

(a) Inertia

Inertia is the resistance to changes as they people prefer to norms or customs and they do not want to try new things. The inertia aptitude level of patients of Aye Thitsar Specialist clinic is presented in Table (4.7).

Table (4.7) Inertia

| Sr. No. | Inertia | Mean Score | Std. Dev. |
|----------------|---|-------------------|------------------|
| 1. | Very inconvenient when switching to a new one | 3.82 | 0.84 |
| 2. | Changing to a new one would be a bother | 3.85 | 0.74 |
| 3. | Intending to keep the services of the Aye Thitsar Specialist clinic | 3.44 | 0.87 |
| 4. | Switching the clinics are high as time, money and effort | 3.62 | 0.73 |
| 5. | A hassle changing clinics | 3.95 | 0.78 |
| 6. | Taking a lot of time and effort for changing clinics | 3.43 | 0.86 |
| | Overall Mean | 3.68 | |

Source: Survey Data (2022)

According to the overall mean score 3.68, patients agree that they have some degrees of inertia. The respondents state that changing clinic would be hassle because the patients are already satisfied with Aye Thitsar Specialist clinic because they obtain high quality service, competitive price, and 24 hour service clinic. Additionally, according to the respondents, switching clinics would take a lot of time and effort because patients are already accustomed to the good service provided by the Aye Thitsar Specialist clinic and they do not want to seek another clinic.

(b) Moderating Effects of Inertia on the Relationship between Patient Satisfaction and Patient Loyalty

Inertia can often affect decisions of the people to change or continue use the products or services. The moderating effects of inertia on the relationship between patient satisfaction and patient loyalty are shown in Table (4.8).

Table (4.8) Moderating Effects of Inertia on the Relationship between Patient Satisfaction and Patient Loyalty

| Variables | Model 1 | | | | Model 2 | | | |
|----------------------|-----------------------------|------------|----------------------------------|------|-----------------------------|------------|----------------------------------|------|
| | Unstandardized Coefficients | | Standardized Coefficients (Beta) | Sig | Unstandardized Coefficients | | Standardized Coefficients (Beta) | Sig |
| | B | Std. Error | | | B | Std. Error | | |
| (Constant) | -.351 | .086 | | .000 | .878 | .307 | | .005 |
| Patient Satisfaction | .389*** | .027 | .364 | .000 | .063 | .082 | .059 | .443 |
| Inertia | .708*** | .026 | .675 | .000 | .346*** | .091 | .330 | .000 |
| PS_I | | | | | .095*** | .023 | .591 | .000 |
| R Square Change | .006 | | | | | | | |
| R Square | .895 | | | | .901 | | | |
| Adjusted R Square | .894 | | | | .900 | | | |
| F Value | 1175.075*** | | | | 835.296*** | | | |

Source: Survey Data (2022)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Table (4.8) presents the regression result that inertia has the complete moderating effect on relationship between patient satisfaction and patient loyalty according to multiple regression results in Model 2. Therefore, most respondents agree that inertia improve the effect between patient satisfaction and patient loyalty. This is because Aye Thitsar Special clinic maintains patient system in the database and doctors give the treatment based on the treatment history. If patients go to the unfamiliar or new clinic, they have to carry all medical documents and talk health issues from the beginning. In addition, patients do not want to switch doctors or clinic as they find satisfactory. Thus, patients used to visit Aye Thitsar Specialist clinic since they get the right treatments by doctors.

According to the regression result of Model 2, a positive moderating effect is detected where Inertia reinforces the positive relationship between patient satisfaction and patient loyalty. When patient satisfaction is increased by 1 unit, it will increase the patient loyalty by 0.095 unit while inertia plays as a moderating factor. Therefore, if the patients are satisfied with the clinic, they will stick to the clinic and will not search other clinics.

4.5 Analysis on the Moderating Effects of Group Conformity on the Relationship between Patient Satisfaction and Patient Loyalty

This section analyzes the effect of patient satisfaction on patient loyalty by moderating variable group conformity. Regression analysis is applied to analyze the moderating effects of group conformity on relationship between patient satisfaction and patient loyalty.

(c) Group Conformity

Group conformity is to align one's view, beliefs, and behaviors to the norms, beliefs, and practices of the group. Patients often take the ideas or suggestions from their close friends, peers or relatives. The result of group conformity is shown in Table (4.9).

Table (4.9) Group Conformity

| Sr. No. | Group Conformity | Mean Score | Std. Dev. |
|----------------|--|-------------------|------------------|
| 1. | Often trying to choose the same clinic to be like someone | 3.60 | 1.19 |
| 2. | Important that others like the clinic I used to go | 3.87 | 0.77 |
| 3. | Rarely choosing a new clinic until friends approves it | 3.89 | 0.66 |
| 4. | Often identifying the good clinic with other people | 3.46 | 0.85 |
| 5. | Choosing a clinic that others will like | 3.62 | 0.73 |
| 6. | Often going to the clinic that friends suggest | 3.96 | 0.76 |
| 7. | Predicting what clinic make good impressions on others | 3.45 | 0.84 |
| 8. | Achieving a sense of belonging by choosing a clinic that others choose | 3.26 | 1.18 |
| | Overall Mean | 3.64 | |

Source: Survey Data (2022)

According to the overall mean score (3.64), patients agree that they have some degrees of group conformity. The respondents mention that they often go to the clinic which people expect them to choose because Aye Thitsar Clinic is well known among people for its good service, reasonable charges, on time appointments, and other factors. Besides, the respondents feel a sense of belonging by selecting a clinic that others choose because the

patients feel most at ease visiting a clinic which is recommended by someone they know like a family member, co-worker or friends.

(d) Moderating Effects of Group Conformity on the Relationship between Patient Satisfaction and Patient Loyalty

Group conformity occurs when individuals rely on trusted members of a group to arrive at conclusions about what is true, what action to take, or what opinion to have. The moderating effects of Group Conformity on the relationship between patient satisfaction and patient loyalty are shown in Table (4.10).

Table (4.10) Moderating Effects of Group Conformity on the Relationship between Patient Satisfaction and Patient Loyalty

| Variables | Model 1 | | | | Model 2 | | | |
|----------------------|-----------------------------|------------|----------------------------------|------|-----------------------------|------------|----------------------------------|------|
| | Unstandardized Coefficients | | Standardized Coefficients (Beta) | Sig | Unstandardized Coefficients | | Standardized Coefficients (Beta) | Sig |
| | B | Std. Error | | | B | Std. Error | | |
| (Constant) | -.863 | .143 | | .000 | 1.481 | .661 | | .026 |
| Patient Satisfaction | .580*** | .034 | .542 | .000 | -.042 | .174 | -.040 | .809 |
| Group Conformity | .663*** | .043 | .488 | .000 | .016 | .183 | .011 | .932 |
| PS_GC | | | | | .170*** | .047 | .922 | .000 |
| R Square Change | .009 | | | | | | | |
| R Square | .795 | | | | .794 | | | |
| Adjusted R Square | .805 | | | | .803 | | | |
| F Value | 538.551*** | | | | 379.221*** | | | |

Source: Survey Data (2022)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Table (4.10) presents the regression result that group conformity has the complete moderating effect on relationship between patient satisfaction and patient loyalty according

to multiple regression results in Model 2. Therefore, most respondents agree that group conformity improve the effect between patient satisfaction and patient loyalty since patients used to take the recommendations from their close friends and they rarely go to the clinic that friends do not recommend. Most people used to take ideas from people who have pregnancy experience. Word of mouth or recommendation is very effective in selecting the clinic since patients trust other people who already had similar health issues.

According to the regression result of Model 2, a positive moderating effect is detected where group conformity reinforces the positive relationship between patient satisfaction and patient loyalty. When patient satisfaction is increased by 1 unit, it will increase the patient loyalty by 0.170 unit while group conformity plays as a moderating factor. Hence, patients used to take and follow the suggestions from other people who had similar health experience.

CHAPTER 5

CONCLUSION

This chapter presents the findings and discussions. It also includes the suggestions and recommendations for Aye Thitsar Specialist Clinic in Yangon. Finally, it presents the need for further research.

5.1 Findings and Discussion

The main objectives of this study are to analyze the effect of perceived quality and perceived price on patient satisfaction, to analyze the moderating effect of the inertia on the relationship between patient satisfaction and patient loyalty and to examine the moderating effect of group conformity on the relationship between patient satisfaction and patient loyalty. 280 customers are surveyed by Systematic random sampling method to select every 5th patients who are coming to Aye Thitsar Specialist Clinic during four consecutive weeks.

According to the findings, majority of the respondents are females because Aye Thitsar clinic is mainly popular for OG specialist and OG services. In addition, majority of the respondents are in early adulthood. This age range means most of the patients are women, reproductive age because they are coming to clinic especially for OG services. They are educated since most of the patients have bachelor and/ or Master Degree. Most of the patients are company employees followed by government staff. They earn median income and are taking the service for the purpose of self-health care. They used to take consultation with specialists at least a couple times a month..

The findings reveal that both perceived price and quality have a positive significant effect on patient satisfaction in Aye Thitsar Specialist Clinic. Regression results indicates that perceived price is the most effective factor on patient satisfaction. Among these two, perceived price is the most effective factor on patient satisfaction in Aye Thitsar Specialist Clinic, which offers various price schemes for each service and sets the price under the market price or that of competitors.

The study found that satisfaction of the patients have positive effect on loyalty of patients towards the Aye Thitsar Specialist Clinic. Patients are satisfied with the services

of clinic as they get quality healthcare service with fair price. As the result, they do not go to other clinics if they have health issues.

According to multiple regression result, inertia has the complete moderating effect on relationship between patient satisfaction and patient loyalty because Aye Thitsar Special clinic maintains patient system in the database and doctors give the treatment based on the treatment history. Thus, patients are satisfied as they get the right service with fair price. Hence, they do not go to other clinics whenever they have health issues.

It is also found that group conformity has the complete moderating effect on relationship between patient satisfaction and patient loyalty according to multiple regression results. In choosing the services of the clinic, people are more attracted when they get recommendation from others.

5.2 Suggestions and Recommendations

Aye Thitsar Specialist Clinic should continue offering the better price than the market price and that of competitors by monitoring the market and competitors. The clinic should make price transparency by publicizing prices for each service on the pamphlet or online page. By price transparency, customers will have more trust to the price of the clinic since price transparency enables patients to select for the most effective, lowest-cost health care available. In addition, company should offer discount rates by introducing the family and company package. By offering competitive pricing for services, the increase in patient volume will make up for the competitive pricing.

To improve the perceived quality, Aye Thitsar Specialist Clinic should take survey the Patients' experiences with quality of care and satisfaction every time they visit to Aye Thitsar Specialist Clinic. Healthcare personnel should be aware of the patients' perspective on life in relation to hospital stay, and patients' need of a balance between privacy and companionship when planning and conducting care. Head nurse and running nurse should need to consider the patients' health situation before accommodating them. Healthcare personnels should do their utmost to provide patients with person-centered care. Then, patients will have high perceived quality and they will continue coming to Aye Thitsar Specialist Clinic whenever they need.

By focusing the inertia characteristics, the clinic could retain the patients. Aye Thitsar Specialist Clinic should improve the convenience of patients by recording all data

of the patients. Then, the clinic should offer the consistent quality by referring those data so that patients do not need to talk about their appointments, treatment history and preferences such as room choice etc. In addition, patients do not need to bring the X-ray chart and other documents since the clinic stores all records and lab tests for all the patients. By doing the consistent service, patients will feel that they are cared and they will not consider to go to other clinics.

For group conformity, Aye Thitsar Specialist Clinic should apply social media as the marketing channel to promote its service. The clinic should arrange live health talks by famous doctors then many people will have awareness of the clinic. In addition, the clinic should offer good customer service and maintain good service quality so that patients will be satisfied and will recommend to others.

Finally, Aye Thitsar Specialist Clinic should develop promotions to build good relationship with patients. The clinic should send gifts for the special days of the child birth in this clinic. Moreover, the clinic should save patient's for the life-long duration so that patient will not go to other clinic and become loyal to the clinic.

5.3 Limitations and Need for Further Study

This study only focuses on the effect of perceived price and quality of the Aye Thitsar Specialist Clinic on satisfaction and loyalty of the patients. It also analyzes the satisfaction and loyalty of the patients based on inertia and group conformity of the patients. There could be other factors that can affect on satisfaction and loyalty of the patients. In addition, it does not cover all special clinics in Myanmar. Hence, further study should focus the additional influencing factors that may affect on satisfaction and patients. The further study should be extended by focusing special clinic in Myanmar so that it will cover the special clinic industry.

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APPENDIX A

Structured Questionnaire

Instruction: Please choose the category for each question that best describes you by making “√” symbol in the box.

PART I: Demographics

Please tick the answer you have chosen.

1. Gender

- Male Female

2. Age

- Below 20 51 – 65
 21 -35 Above 65
 36 -50

3. Marital Status

- Single Married

4. Educational Status

- Primary Graduate/ Master Degree
 Middle School Other....
 High School

5. Occupational Status

- Unemployed Self employed
 Student Government service
 Company employed Other....

6. Income Level per Month

- < 300,001 MMK
- 300,001 – 500,000 MMK
- 500,001 – 1,000,000 MMK
- 1,000,001 – 2,000,000 MMK
- 2,000,000 MMK and above

7. Reason of taking services

- Self
- Care Taker

8. Purpose of visit

- Consultation with General Practitioner
- Consultation with Specialists
- Emergency treatment
- Investigation service
- Pharmacy Service

9. Frequency of visit in a month

- Once
- 2-4 times
- 5-7 times
- > 7 times

PART II: Perceived Quality, Perceived price and Patient Satisfaction.

How much degree do you agree for the following factors?

Scale definition: (1 = Strongly disagree, 2 = Disagree, 3 = Neither disagree nor agree, 4 = Agree, 5 = Strongly agree)

| No | Construct & Items | 1 | 2 | 3 | 4 | 5 |
|-----------------------------|--|---|---|---|---|---|
| Perceived Quality | | | | | | |
| 1. | It has an acceptable level of quality, if we compare it to other clinic. | | | | | |
| 2. | The staff were always kind and friendly. | | | | | |
| 3. | The Aye Thitsar Specialist clinic was well organized. | | | | | |
| 4. | The medical team got the diagnosis and the treatment right. | | | | | |
| 5. | Service quality was maintained throughout the contact with the clinic. | | | | | |
| Perceived price | | | | | | |
| 1. | The price offered is inexpensive and affordable. | | | | | |
| 2. | The price is compatible with the service quality. | | | | | |
| 3. | Service cost was not high. | | | | | |
| 4. | The money spent was well worth it. | | | | | |
| 5. | The service was good for what I have paid. | | | | | |
| Patient Satisfaction | | | | | | |
| 1. | I was satisfied with the prices of Aye Thitsar Specialist clinic. | | | | | |
| 2. | My visit to the Aye Thitsar Specialist clinic changed for the better my perspective on private clinic. | | | | | |
| 3. | My choice to go to the Aye Thitsar Specialist clinic was a wise one. | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 4. | I feel good about my decision to go to the Aye Thitsar Specialist clinic. | | | | | |
| 5. | I am satisfied with the services of Aye Thitsar Specialist clinic. | | | | | |
| 6. | I am satisfied with the treatments of doctors at Aye Thitsar Specialist clinic. | | | | | |

PART III: Inertia and Group Conformity

How much degree do you agree for the following factors?

Scale definition: (1 = Strongly disagree, 2 = Disagree, 3 = Neither disagree nor agree, 4 = Agree, 5 = Strongly agree)

| No | Construct & Items | 1 | 2 | 3 | 4 | 5 |
|-------------------------|---|---|---|---|---|---|
| Inertia | | | | | | |
| 1. | Unless I became very dissatisfied with the Aye Thitsar Specialist clinic, switching to a new one would be very inconvenient for me. | | | | | |
| 2. | Unless I became very dissatisfied with the Aye Thitsar Specialist clinic, changing to a new one would be a bother. | | | | | |
| 3. | Unless other clinic provide very advantageous conditions, I intend to keep the services of the Aye Thitsar Specialist clinic. | | | | | |
| 4. | For me, the costs in time, money and effort to switch the clinics are high. | | | | | |
| 5. | In general, it would be a hassle changing clinics. | | | | | |
| 6. | It would take a lot of time and effort changing clinics. | | | | | |
| Group Conformity | | | | | | |
| 1. | If I want to be like someone, I often try to choose the same clinic. | | | | | |
| 2. | It is important to me that others like the clinic I choose. | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 3. | I rarely choose a new clinic until I am sure my friends approve it. | | | | | |
| 4. | I often identify with other people by choosing the same clinic they attend. | | | | | |
| 5. | When choosing a clinic, I choose the one I think others will approve. | | | | | |
| 6. | If others can see I choose a clinic, I often go with the one they expect me to choose. | | | | | |
| 7. | I like to know what clinic make good impressions on others. | | | | | |
| 8. | I achieve a sense of belonging by choosing a clinic that others choose. | | | | | |

PART IV: Patient Loyalty

How much degree do you agree for the following factors?

Scale definition: (1 = Strongly disagree, 2 = Disagree, 3 = Neither disagree nor agree, 4 = Agree, 5 = Strongly agree)

| No | Construct & Items | 1 | 2 | 3 | 4 | 5 |
|------------------------|--|---|---|---|---|---|
| Patient Loyalty | | | | | | |
| 1. | I consider the Aye Thitsar Specialist clinic my first choice when I need medical care. | | | | | |
| 2. | I intend to attend the Aye Thitsar Specialist clinic in the future. | | | | | |
| 3. | I recommend the Aye Thitsar Specialist clinic to someone who seeks my advice. | | | | | |
| 4. | I encourage friends and relatives to go to the Aye Thitsar Specialist clinic. | | | | | |
| 5. | I say positive things about the Aye Thitsar Specialist clinic to other people. | | | | | |

APPENDIX B

Effect of Influencing Factor on Patient Satisfaction

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .738 ^a | .545 | .542 | .40558 |

a. Predictors: (Constant), Perceived price Mean, Perceived Quality Mean

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 54.580 | 2 | 27.290 | 165.902 | .000 ^b |
| | Residual | 45.565 | 277 | .164 | | |
| | Total | 100.144 | 279 | | | |

a. Dependent Variable: Patient Satisfaction Mean

b. Predictors: (Constant), Perceived price Mean, Perceived Quality Mean

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.149 | .165 | | 6.960 | .000 |
| | Perceived Quality Mean | .107 | .061 | .101 | 1.747 | .082 |
| | Perceived price Mean | .578 | .050 | .663 | 11.453 | .000 |

a. Dependent Variable: Patient Satisfaction Mean

The Effect of Patient Satisfaction on Patient Loyalty

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .785 ^a | .616 | .614 | .39787 |

a. Predictors: (Constant), Patient Satisfaction Mean

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 70.553 | 1 | 70.553 | 445.699 | .000 ^b |
| | Residual | 44.007 | 278 | .158 | | |
| | Total | 114.560 | 279 | | | |

a. Dependent Variable: Patient Loyalty Mean

b. Predictors: (Constant), Patient Satisfaction Mean

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .589 | .149 | | 3.943 | .000 |
| | Patient Satisfaction Mean | .839 | .040 | .785 | 21.112 | .000 |

a. Dependent Variable: Patient Loyalty Mean

Moderating Effects of Inertia on the Relationship between Patient Satisfaction and Patient Loyalty

| Model Summary | | | | | | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
| | | | | | | F Change | df1 | df2 | |
| 1 | .946 ^a | .895 | .894 | .20882 | .895 | 1175.075 | 2 | 277 | .000 |
| 2 | .949 ^b | .901 | .900 | .20293 | .006 | 17.315 | 1 | 276 | .000 |

a. Predictors: (Constant), Inertia Mean, Patient Satisfaction Mean

b. Predictors: (Constant), Inertia Mean, Patient Satisfaction Mean, PS_I

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|----------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 102.481 | 2 | 51.240 | 1175.075 | .000 ^b |
| | Residual | 12.079 | 277 | .044 | | |
| | Total | 114.560 | 279 | | | |
| 2 | Regression | 103.194 | 3 | 34.398 | 835.296 | .000 ^c |
| | Residual | 11.366 | 276 | .041 | | |
| | Total | 114.560 | 279 | | | |

a. Dependent Variable: Patient Loyalty Mean

b. Predictors: (Constant), Inertia Mean, Patient Satisfaction Mean

c. Predictors: (Constant), Inertia Mean, Patient Satisfaction Mean, PS_I

| Coefficients ^a | | | | | | |
|---------------------------|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.351 | .086 | | -4.092 | .000 |
| | Patient Satisfaction Mean | .389 | .027 | .364 | 14.564 | .000 |
| | Inertia Mean | .708 | .026 | .675 | 27.059 | .000 |
| 2 | (Constant) | .878 | .307 | | 2.862 | .005 |
| | Patient Satisfaction Mean | .063 | .082 | .059 | .768 | .443 |
| | Inertia Mean | .346 | .091 | .330 | 3.815 | .000 |
| | PS_I | .095 | .023 | .591 | 4.161 | .000 |

a. Dependent Variable: Patient Loyalty Mean

Moderating Effects of Group Conformity on the Relationship between Patient Satisfaction and Patient Loyalty

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| | | | | | | F Change | df1 | df2 | |
| 1 | .892 ^a | .795 | .794 | .29086 | .795 | 538.551 | 2 | 277 | .000 |
| 2 | .897 ^b | .805 | .803 | .28467 | .009 | 13.184 | 1 | 276 | .000 |

a. Predictors: (Constant), Group Conformity Mean, Patient Satisfaction Mean

b. Predictors: (Constant), Group Conformity Mean, Patient Satisfaction Mean, PS_GC

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 91.125 | 2 | 45.563 | 538.551 | .000 ^b |
| | Residual | 23.435 | 277 | .085 | | |
| | Total | 114.560 | 279 | | | |
| 2 | Regression | 92.193 | 3 | 30.731 | 379.221 | .000 ^c |
| | Residual | 22.366 | 276 | .081 | | |
| | Total | 114.560 | 279 | | | |

a. Dependent Variable: Patient Loyalty Mean

b. Predictors: (Constant), Group Conformity Mean, Patient Satisfaction Mean

c. Predictors: (Constant), Group Conformity Mean, Patient Satisfaction Mean, PS_GC

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -.863 | .143 | | -6.015 | .000 |
| | Patient Satisfaction Mean | .580 | .034 | .542 | 17.301 | .000 |
| | Group Conformity Mean | .663 | .043 | .488 | 15.594 | .000 |
| 2 | (Constant) | 1.481 | .661 | | 2.242 | .026 |
| | Patient Satisfaction Mean | -.042 | .174 | -.040 | -.242 | .809 |
| | Group Conformity Mean | .016 | .183 | .011 | .085 | .932 |
| | PS_GC | .170 | .047 | .922 | 3.631 | .000 |

a. Dependent Variable: Patient Loyalty Mean

