

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**THE EFFECT OF HEALTHCARE SERVICE QUALITY
ON PATIENT SATISFACTION AND LOYALTY
OF MOE KAUNG TREASURE HOSPITAL**

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EMBA II – 49
EMBA 18th BATCH (NAYPYITAW)**

NOVEMBER, 2022

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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 **“The Effect of Healthcare Service Quality on Patient Satisfaction and Loyalty of Moe Kaung Treasure Hospital”** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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NOVEMBER, 2022

ABSTRACT

The objectives of this study are to elaborate the effect of service quality dimensions on patient satisfaction of Moe Kaung Treasure Hospital and to examine the influence of patient satisfaction on patient loyalty of Moe Kaung Treasure Hospital. The data are collected from 360 patients with structured questionnaires with 5-point Likert scale. In the analysis of service quality, patient satisfaction and patient loyalty, the study focused on six dimensions; physical environment, customer-friendly environment, communication, privacy and safety, responsiveness, and affordability and accessibility. Descriptive statistics and regression analysis are used to analyze the data. The study found that the respondents have high perception in each dimensions of service quality. Among these dimensions, physical environment dimension and affordability and accessibility dimension are significantly influence on patient satisfaction. This analysis also indicates that customer satisfaction has significant effect on customer loyalty to Moe Kaung Treasure Hospital. The study recommends that the management of Moe Kaung Treasure Hospital should have to get patients trust by giving high quality services, showing respect for patients, concern for the health of their patients in order to increase the satisfaction of patients and their loyalty at the hospital.

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CHAPTER 1

INTRODUCTION

Services sector is largest and fastest growing sector in the world economy, accounting largest share in total output and employment in most developed countries. Many services activities with important social functions - in health, finance, energy, transport and telecommunications - are indispensable to achieving the Sustainable Development Goals. Among them, private healthcare industry is a key service area that can attract major income for the country.

Private healthcare services are a crucial part of the global health system. Private healthcare providers have increasingly become involved in health systems, both in scale and scope, because of their potential. General hospital industry made progress and more productive and growing rapidly along with the increase in technology and medical science. Service quality is one of the internal factors that need improvement for the purpose of betterment and advancement of hospital management system that led to maximum performance. The hospital is a health care business based on the principle of trust; thus, service quality, patient satisfaction and loyalty of patients determine their success.

The role of service quality is widely identified as being a crucial determinant for the success and survival of any organization in today's competitive environment. Parasuraman et al. (1994) stated that service quality is a concept consisting of five dimensions, namely tangible, reliability, responsiveness, assurance and empathy. These five dimensions are instrumental in shaping customer loyalty levels. However, the dimensions have been modified, as per the functioning of healthcare service organization as physical environment, customer-friendly environment, communication, privacy and safety, responsiveness, affordability and accessibility.

Customer satisfaction is the value that customers get by comparing the expectations of the product or service and the perception of the product or service it receives. If they get fit or even more than expected, then they can be said to be satisfied, and if not then it can be said not satisfied. Customer satisfaction has been recognized in marketing thought and practice as an important goal of all business activities.

Customer satisfaction is a crucial factor in the healthcare sector and influences customer loyalty. Customer satisfaction affects the trust and commitment, and they

are antecedent of loyalty. Loyal customers are the ones that spread positive word-of-mouth to others and would engage in repurchase again and again. Customer loyalty is advantageous in many aspects. It helps in reducing advertising expenses through positive word of mouth that influences other customers to adopt the product or service of the brand that the customer is referring to. Therefore, an organization's success lies in the satisfaction of customers as it makes the customers loyal at certain point of time with the help of other factors like trust, commitment, etc.

Besides of having an importance for businesses based on its effect on loyalty and word-of-mouth communication, customer satisfaction is also labelled as the cheapest promotion tool. Combining the purchase and consumption processes with the phenomenon of post-purchase, customer satisfaction may be a guide for tracking and developing the current and potential performance of businesses (Zairi, 2000).

Perception of patients on health care service quality has been considered by health care administrators. Service quality is perceived as an important element for building customer loyalty. High quality services can attract new customers and maintain the current customers. According to Nelson et al. (2004), patient perceptions of quality have been shown to account for 17 -27 per cent of the variation in a hospital's financial measures such as earnings, net revenue, and return on assets. As such, the importance of service management and service quality in the health care industry is also expected to increase in future. Naturally, any decline in customer satisfaction due to poor service quality would be a matter of concern. Moe Kaung Treasure Hospital is one of the large and most modern healthcare centers in Myanmar, was established in 2nd May 2021. Therefore, the effects of healthcare service quality dimensions of Moe Kaung Treasure Hospital on patients' satisfaction and loyalty need to study.

1.1 Rationale of the Study

Health care service sector is one of the important sectors in service industry. In the globalized competitive hospital environment, service quality has been increasingly identified as the main factor in distinguishing between services and building competitive advantages. Service quality is also an important indicator to get patient satisfaction and their loyalty.

In Myanmar, according to the Health Care Guide by the department of Medical Services in 2020, there were 193 private hospitals, 201 private specialist

clinics, 3910 private general clinics and 776 private dental clinics (MOH, 2021). The numbers of private hospitals are increasing in current years and foreign investment of other private hospital like popular Thailand private hospitals such as Bumrungard, Samitivej and Bangkok hospitals are setting up representative agencies and giving health care services in Myanmar. The recent growth and development of the private sector has been encouraged by the releasing of foreign investment regulations, seventy percentage of foreign ownership permitted in hospitals and clinics in 2014 (Latt et al., 2016). Therefore, the competitiveness is not only in the local hospital investment and but also in the foreign hospital investment.

Moe Kaung Treasure Hospital sets the standard for outstanding high quality care and patient safety through innovations in medical and surgical treatment, applications of evidence-based interventions and patient-centered compassionate care. Moe Kaung Treasure Hospital also offers the highest quality in terms of design, infrastructure facilities, patient care, medical, paramedical, and general staff. Moe Kaung Treasure Hospital established the aim to provide individual responsibility and community contribution towards an enhanced quality of life.

For any business, it is hard to thrive without loyal consumers. Healthcare business is no exception Patient satisfaction will significantly influence the mind of intend to return and to recommend services to others and increase loyalty to the hospital. Loyal patients drive revenue up, drive costs down, and end up healthier than disloyal counterparts. Increased customer loyalty is the single most important driver of long term financial performance of an organization. Service quality is priority for any private hospitals to get competitive advantages among its rivals. Measuring health care service quality is critical in order to accomplish continuous improvement in the hospitals. Therefore, this study is focused on service quality dimensions that effect on customer satisfaction and their loyalty on Moe Kaung Treasure Hospital in Yangon.

1.2 Objectives of the Study

- (1) To analyze the effect of service quality dimensions on patient satisfaction of Moe Kaung Treasure Hospital
- (2) To examine the influence of patient satisfaction on patient loyalty of Moe Kaung Treasure Hospital

1.3 Scope and Method of the Study

This study mainly emphasizes on the healthcare service quality, patient satisfaction and loyalty of Moe Kaung Treasure hospital. There are 4,600 total patients who visit to Moe Kaung Treasure Hospital for 2 times and onward. It uses both primary and secondary data. A sample of 360 patients are selected by using Raosoft sample size calculator. The primary data is collected by simple random sampling method and collected from August, 2022 to October, 2022. They are asked structured questionnaires by 5-point Likert scales to study the effect of service quality dimensions on patient satisfaction and patient loyalty. The secondary data are obtained from the department of Ministry of Health and from relevant text books, previous research, papers, and online sources. The effect of service quality dimensions on customer satisfaction and loyalty is analyzed by regression analysis.

1.4 Organization of the Study

This paper is organized by five chapters. Chapter one is introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two is theoretical background concerning concept of service quality, review on previous studies and conceptual framework. Chapter three explores profile and service quality dimensions of Moe Kaung Treasure Hospital. Chapter four is the analysis on the effect of service quality upon patient satisfaction and patient loyalty to Moe Kaung Treasure Hospital. Chapter five describes conclusion that includes findings and discussions, suggestions and recommendation and limitation and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This Chapter presents about the theoretical background of this study. In this chapter, concept of service quality, measurement of service quality, customer satisfaction, and customer loyalty, are included. Then it is followed by the conceptual framework of the study.

2.1 Concept of Service Quality

Services are deeds, processes, and performances. The increasing interest in the services sector has been followed by considerable disagreement and debate as to what constitutes a service and whether service marketing is a prominent subject area. In order to create transparency on service as a concept, it is attractive to look at the way many kinds of researchers and scholars have defined it over the years.

American Marketing Association (1960) defined services as activities, benefits, or satisfactions which are offered for sale, or provided in connection with the sale of goods. This definition took a very limited view of services as it proposed that services are offered only in connection with the sale of goods. The other definition which was suggested in 1963 by Regan advised that “services represent either intangible yielding satisfactions directly (transportation, housing etc.), or intangibles forming satisfactions jointly when bought either with commodities or other services (credit, delivery, etc.)”. For the first time services are regarded as pure intangibles – able to give satisfaction to the customer and can be marketed like tangible products (Wang & Lo, 2002).

Bessom(1973) proposed that for the consumer, services are activities offered for sale that provide valuable benefits or satisfactions; activities that he cannot perform for himself or that he chooses not to perform for himself. Another definition given by Blois (1974) said that, a service is an activity tendered for sale which give way benefits and satisfactions without forming to a physical change in the form of a good. Stanton (1974) defined service as separately recognizable, intangible activities which give want satisfaction when marketed to consumers and/or industrial users and which are unnecessarily fixed to the sale of a product or another service. Kotler and Bloom (1984) defined service as any activity or profit that one party can offer to

another that is mainly intangible and does not come out in the ownership of anything. Its production may or may not be tied to a physical product. Gronroos (1984) defined a service as an activity or series of activities of more or less intangible feature that naturally, unnecessarily, take place in contacts between the customer and service providers and physical resources or goods and systems of the service provider, which are supported as result to clients problems. Customer has a important role to perform in the production process as the services are supported as solution to the problems of customers result. The service production may be closely related to a physical product (Gronross, 1990).

The development of service industries can be outline to the economic development of community and the socio-cultural changes that have followed it. Changing environmental forces caused the various types of services in frontline of the economy. These environmental forces separately or in combination form new type of service (Clow et al., 2003). There is a increasing market for services and dominance of services in economies all over the world. Services are a prominent force in countries all over the world as can be seen in the worldwide feature. The forceful growth and economic providing of the service sector have formed increasing attention to the problems of service industries. There was a time when it was considered that the industrial revolution was the only way to solve the problems of poverty, unemployment and other deficit of society. However, the service sector commits to fulfill the task. Services touch the everyday lives person whether it is in the area of food services, communication, leisure services, maintenance services, travel, amusement parks, to name only a few. Services are increasingly being used by the corporate and the household (Dehghan et al., 2005).

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers. Customers use services as a response to specific desire. They either consciously or unconsciously have certain class and expectations for how an organization's delivery of services fulfills those needs. An organization with high service quality offers services that match or exceed its customers' expectations.

Quality is such an important aspect that it is considered a really major concept in our real life. It is considered as a strategic weapon. And the crucial need of increasing service organizations and advancing their services needs the measurement of service quality. The rivals have made the hospitals to provide higher services in

order to retain in the competitive environment. Hospitals provide the various types of services but with different quality if the therefore quality can be considered as one of the important as one of the important strategy to create the competitive advantage (Dehghan et al., 2005).

Crosby defined Quality as constancy with fixed stipulation and this agrees with Karim's definition, who defined Quality as everything that accords with the features of the product to meet the external customer's needs. Service is also defined in a different way by The American Society for Marketing, defines service as activities or benefits that are offered for sale or that are offered for being related to a particular product (Sahin & Ozcan, 2000). Kotler defined service as 'any behavior based on a contact between the provider and the recipient, and the center of this mutual process in intangible. Beer defined service as a set of features and overall properties of the service which aim to satisfy the customers and meet their needs. Ghobadian, hypothesize that most of the service quality definitions fall within the customer led groups. Juran explained details the definition of customer led quality as features of products which convey customers' needs and thereby provide clients satisfaction. Services are defined as social act(s) which occurs in direct contact between the clients and representatives of the service company. Service quality is hardly to measure objectively than product quality because service characteristics include intangibility, heterogeneity and inseparability of the production and consumption of services. These characteristics turn into service quality a more abstract and intangible construct than product quality.

Grönroos (1984) and Parasuraman (1985) look at perceived quality of service as the difference between customers' expectation and their perceptions of the actual service received. Other researchers look at perceived service quality as an approach. Arnould et al., defined perceived quality whether in reference to a product or service as the consumers' evaluative decision about an entity's overall superiority in providing preferred benefits. Hoffman & Bateson defines service quality as an attitude formed by a long-term, overall evaluation of a performance. Attitude is defined as a consumer's overall, lasting assessment of a concept or object, such as a person, brand and service. Service quality as an attitude is consistent with the views of Parasuraman (2002). Basis of the view is elaborated by the latter: Competitiveness of a firm in the post-liberalized era is determined by the way it delivers customer service.

Service quality is a concept that has aroused considerable attention and discuss in the research literature because of the difficulty in both defining it and measuring it with no overall agreement emerging on either. Firms with high service quality pose a challenge to other firms. Many scholars have explored consumers' cognitive and affective responses to the insight of service attributes in order to benefit by providing what consumers need in an effective and efficient manner. Organizations can business superiority through quality control in services. Again service quality considered as the difference between customer expectations and preciseness of service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Keegan, 2010).

Chakrapani (1998) developed a simpler service quality model consisting of three dimensions. The model is intended to be simpler and more generalized than are those with more dimensions. Simplicity and generalizability reduce the applicability of these dimensions to one specific type of organization. Coddington suggested that the top five factors that defined quality for health care providers from a consumer's perspective (a) warmth, caring and concern, (b) medical staff, (c) technology-equipment, (d) specialization and scope of services available and (e) outcome. The Joint Commission on Accreditation of Healthcare Organizations identifies nine quality dimensions and developed specifically for use in the hospital accreditation process. Parasuraman et al developed five dimensions of service quality that have been empirically tested and incorporated into their SERVQUAL instrument. While a major step forward, these dimensions were developed and tested in industries such as health care industry (Chow et al., 1998).

Service quality (SQ), in its parallel conception, is a comparison of received expectations (E) of a service with received performance (P), giving rise to the equation $SQ=P-E$. This concept of service quality has its origins in the expectancy-disconfirmation model. A business with great service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from practical studies suggests that improved service quality enhance profitability and long term economic competitiveness. Improvements to service quality may be obtained by increasing operational processes; identifying obstacles quickly and systematically; establishing valid and reliable service activities measures and measuring customer satisfaction and other results.

Measuring service quality may engage both subjective and objective processes. In both cases, it is often some views of customer satisfaction which is being evaluated. However, customer satisfaction is an indirect measure of service quality. The presence of service quality causes to several results including changes in received value, customer satisfaction and loyalty intentions with consumers. Subjective processes can be checked in characteristics (assessed by the SERVQUAL method); in incidents (checked in crucial incident theory) and in problems (assessed by Frequenz Relevanz Analyse a German term). The most critical and most useful method with which to measure subjective elements of service quality is the SERVQUAL model. Objective processes may be divided into primary and secondary processes. During primary processes, silent customers create test events of service or the service events of normal customers are seen. In secondary processes, quantifiable factors such as numbers of client complaints or numbers of returned goods are analyzed to make inferences about service quality.

2.2 Dimensions of Service Quality

Brady and Cronin (2001) recommended a new model by combining four models. SERVQUAL (Parasuraman, 1988) was upgraded by specifying what needed to be reliable, responsive, empathic, assured and tangible. The dimensions have been modified, as per the functioning of healthcare service organization as physical environment, customer-friendly environment, communication, privacy and safety, responsiveness, affordability and accessibility.

2.2.1 Physical Environment Quality

Many studies have revealed that physical environment has an influence on customer service evaluations (Crane & Clarke, 1988). The intangibility of service the customers are often required to be present at the buildings during the process, the environment can have a significant influence on the on perceptions of the overall quality of the service encounter (Ekiz & Arasli, 2007).

Physical environment quality refers to the quality of the physical features surrounding the service production process. Physical tangibles, surrounding the service production process, can easily influence the service quality assessment of the customers. Rys, et al., (1987) stated that customers infer 'quality,' based on the appearance of the personnel, together with their perceptions of the physical facilities.

The physical environment where the service provides has a significant effect on the perception of overall service quality. Physical environment quality has been regarded as how effectively the service is transmitted from service providers to customers.

While clinical regulations and safety requirements breed an impersonal, often austere environment in healthcare facilities, a number of architects and designers are focusing their creativity on enhancing patients' well-being, taking into account the emotional role of the environment in the healing process. Filled with light, natural materials, fresh colors and visual art, these traditionally cold and impersonal infrastructures are evolving into more uplifting spaces. Better ventilation, open views and pleasant color schemes improve and accelerate the healing process, according to the British Medical Association. As a result, new hospitals boast innovative floor plans and contemporary architectural lines, designed to tackle the empty feeling that many patients experience during their stay.

Douglas et al., (2002) suggested that there are clear links between patient health and wellbeing and the environment of hospitals. There is some evidence that the built environment of the hospital can influence the healing process and that it can have a direct impact on patient outcomes including for example reducing levels of anxiety and stress, shortening recovery periods following surgery through enabling views of nature, increasing social interaction through improved positioning of furniture and significantly decreasing pathological behavior through creation of a supportive, stabilized environment for patients.

Ulrich et al.(1991) had shown that exposure to natural and urban environments has a direct impact on recovery from stress. Accordingly, the physical environment of a hospital has significant effects on patients' mental processes and their social wellbeing. Ulrich's ideas of supportive designs for health care environments suggest that hospitals should take steps to enhance the features of the patients' surroundings to hold their attention and interest without creating further difficulties that add to their fatigue and distress. Within the UK, Francis et al. (1999) discussed the fundamental shift that is taking place in the way that health professionals define health and evaluate health care buildings and pointed to the emergence of therapeutic environments as a factor which contributed positively to the healing process. Furthermore, Francis and Glanville (2001), in considering a vision for future health care, pointed to the significance of the quality of design in the therapeutic environment. Research reviewed suggests that the built environment of a hospital

influences the healing process and has a direct effect on patient health outcomes. A healing environment can help to reduce the stress that patients encounter during a period of hospitalization and thereby help them in their personal recovery and recuperation.

2.2.2 Customer-Friendly Environment

The era of globalization boasts intense competition in almost all sectors, including hospital business which serves to provide health service for its surrounding community. Health service aims to establish health standard that satisfy expectations and the needs of the community by providing effective services. The higher the demands of the community for quality health services, the better the service must be to provide satisfaction to clients. Hospitals must be able to meet these needs by increasing the quality of services, by applying customer-oriented or customer-focused strategies.

Customer-friendly service is treating customers with empathy and going the extra mile to meet their needs. A friendly customer service experience can change the way customers think about a company. It can also build loyalty. To improve patient satisfaction, hospitals should improve personal patient relationships, hospital policies affecting patients, and the environment in which patients receive care.

Customers in the hospitals are mostly in contact with the physical environment rather than personnel services (Kim & Moon, 2009). In fact, customers interact with the physical elements before experiencing the service. Lin (2004) stated that the moment a patient first enters a hospital; their initial contact is with the physical environment rather than with personnel. Considering all these factors it can be said that servicescape is very effective in the general evaluation of a service organization. Moreover, considering that patients spend more time in hospital compared to other service organizations, it can be said that their interaction with servicescape lasts for a long period of time. The servicescape of the hospital should be arranged in a way that makes a patient feel that the expense and time expended on the hospital was worth it. Therefore, hospital should consider to each detail rather than neglect servicescape arrangement (e.g. running air conditioners too hot or too cold, inappropriate furnishings, signs that are not sufficiently informative) and only focus on short-term benefits.

Patient care should be the top priority for healthcare professionals. Unfortunately, many things get in the way of prioritizing customer service, like caring for a surplus of patients while understaffed. But not giving patients the care they crave can have dire outcomes. Patients who do not get the care they need are unlikely to come back to hospital, especially if they are new. It's same to shopping at a store-if the hospitals have a poor customer experience. Satisfied patients will come back to the same hospital if they have a sustainable good experience with the staff. Just like how customers can leave poor reviews for retail brands, patients can give hospital practice a poor rating, lowering public reviews and authority.

It is understandable why patients would not return to a hospital they do not trust, as trust is the core of healthcare. For many patients, their health is personal and the source of a great deal of anxiety. Patients need to develop trust with hospital before they can perceive the treatment they need. If hospitals do not build that trust with patients, it is risking losing them forever. It can be unwanted effect to provide good customer service when doctors see many patients daily. As a healthcare provider, it is busy admitting patients and trying to discharge them as soon as possible while documenting their care for their records. Not only that, but patients often see a handful of healthcare workers during their visit, as shifts change and healthcare professionals use notes to catch up on a patient's needs.

2.2.3 Communication

One of the important and fundamental aspects in improving excellent service and patient satisfaction is effective communication between staff and patients. It must be efficient, accurate, complete, clear, and understood by the recipient of the message. Effective communication is one important component in the healing process of a patient that must be maintained by the medical staff. Staffs need to maintain good relations and cooperation with patients, because hospital staffs are the closest people who can comprehend the problems experienced by patients comprehensively.

Patients usually have confidence in the attributes of a product from the image of the product. Effective communication between the medical staff and patients can increase their confidence in the information provided by the medical staff. Patients' trust and the ability of the medical staff in explaining various information relating to patients history of illness are included in the factors supporting patient satisfaction.

Ineffective communication between nurses and a patient will certainly have an impact on patient dissatisfaction. This will lessen patient trust and loyalty which eventually leads to decreasing number of visits. The result of a cross sectional research conducted by Richard and Hanafi (2012) reports the impact of interpersonal communication on the level of client satisfaction claiming that nurses' high interpersonal communication skills with patients will provide satisfaction to them. This result is also supported by Indriyanti's study in 2012, which uses the Spearman test, reporting the relationship between nurse communication quality and the level of satisfaction in health services.

Additionally, health services require a good quality of service. This is supported by the result of a research stating that creating a good interpersonal relationship is a prerequisite for medical nurses. Numerous studies have shown that successful of nurse-patient communication will have a positive impact on patients, including knowledge satisfaction and understanding, adherence to treatment and measurable health outcomes. The affective quality of the doctor-patient relationship is a major determinant of patient satisfaction and medication adherence.

2.2.4 Privacy and Safety

Concerns about the safety and quality of health care services are as old as medicine. Improving universal health coverage through the improvement of safety and quality standards was a portion of the World Health Assembly's 1997 global goal of "Health for All by the Year 2000". Accounting for the quality of health care services remains a challenge when measuring improvements in obtaining universal health coverage. Continuously efforts on the parts of health care providers, researchers and policy makers are needed to make the improvements in the safety and quality of services that result in better health results for users and improvement of health systems.

Privacy refers to 'the right to be left alone', and has been highlighted as a basic human right of individuals (Kayaalp, 2018). Privacy in the healthcare context implies that patients should have control over how their medical records are used through provision of consent (Kruse et al., 2017). Patients also have the right to access and correct their personal information as it appears in Electronic health records (Harman et al., 2012). In this context, privacy is patients' personal right to have full control of their data.

Confidentiality is an extension of privacy and mainly refers to protection of information, especially sensitive clinical data. This is differentiated from privacy by referring to the dimension of trusted communication or agreement between providers and patients (Prater, 2014). Professionals that have access to patient records have an ethical/legal obligation to hold that information in confidence (Prater, 2014; Patel et al., 2015). The privacy and confidentiality of health information are protected through security built into the system (Prater, 2014). Security is central to preserving data integrity (Kruse et al., 2017). The three pillars that uphold the security of protected health information as outlined by the HIPAA are access, administrative and physical safeguards (Kruse et al., 2017). Administrative safeguards refer to a facility analyzing risk and integrating appropriate risk mitigation plans. Access safeguards include measures to control access to work stations, along with physical means of security such as system design, software, firewalls and anti-virus protection against threats that could endanger stored information. Healthcare providers have a responsibility to be accountable for their practice, and most organizations have regulations that ensure confidentiality agreements are signed by all employees upon joining a healthcare facility.

Patient safety means to freedom from unwanted effects caused by medical management, as opposed to unwanted effects caused by the natural sequence of a patient's illness (Virginio & Ricarte, 2015). Threats to patient safety in the context of EHRs can arise from inter-actions between technical (software and hardware components) and non-technical (human-related) factors leading to errors that cause varying degrees of harm (Sittig & Singh, 2015; Virginio & Ricarte, 2015).

2.2.5 Responsiveness

All health systems are expected to achieve the goals of good health, responsiveness to the expectations of the population, and fairness of financial contribution. From these goals, health system responsiveness (HSR) is defined by the World Health Organization (WHO) as “how well the health system meets the legitimate expectations of the population for the non-health enhancing aspects of the health system”. Health systems can be assessed as a whole in any type of action by summarizing into responsiveness. The concept entails the experience of people's basic action and different factors shaping their interaction with the health system. This

intern can be helpful to anticipate and adapt patients' existing and future health needs for a better health outcome.

Responsiveness means the willingness to help customers and to provide prompt service. Keeping customers waiting, particularly for no special reason, creates unwanted negative perceptions of quality. If a service failure occurs, the ability to recover quickly and with professionalism can create very good perceptions of quality (Hashimoto et al., 2015).

The measurement of health system responsiveness helps to evaluate the level of health facilities' performance. In spite of challenges for measuring responsiveness, additional refinement of strategy and consistent monitoring are needed to achieve patients' rational expectations. For a better and comprehensive understanding of non-health increasing aspects of health systems, measuring health care responsiveness is necessary. Moreover, assessing health system responsiveness is needed to improve patients' experience and satisfaction in the view of non-medical aspects. The reason is that fulfilling patients' expectations are more crucial than other factors for a better health result (Kapologwe et al., 2020).

For patients, the responsiveness of the health system is an important component of their overall experience while undergoing medical care. Patients understand and judge the various aspects of their experiences throughout their time in a health care facility (Adesanya et al., 2012). Successes in patient responsiveness can directly affect patient welfare. Patient comfort is important and promotes and improves the overall health of patients. Therefore, focusing on responsiveness is an important goal in health systems (Gharai et al., 2013).

Although the concept is still at an early stage of development, responsiveness embraces aspects of respect of human rights, such as respecting patient autonomy and dignity, as well as interpersonal aspects of care, such as the quality of basic amenities. Increasingly, patients' views and opinions are being recognized as an appropriate source of information on such nontechnical aspects of health care delivery, and the measurement of health system responsiveness has largely been based on surveys of user views where respondents are asked to rate their most recent experience of contact with health services.

2.2.6 Affordability and Accessibility

The healthcare sector is one of the most important domains that impacts the entire global population and is closely linked to the development of any country. It also plays a crucial role in how a country is perceived in maintaining economic stability. As such, healthcare systems form a key part of government strategies across the world, and the level of industry expenditure is projected to increase at an annual rate of 4.1 per cent globally between 2017 and 2021. However, as healthcare spending increases and the industry continues to evolve, accessibility remains a key challenge. At least half of the world's population does not have access to the health services they need, which is an alarmingly high rate, particularly as this is a sector that impacts most people at some point in their life. In addition to this, it is estimated that 100 million people are driven into poverty each year through out-of-pocket health spending, given the lack of access to quality, affordable healthcare.

In communities nationwide, expanding access to quality care is considered a main health care priority. The health status, accessibility, affordability and utilization of healthcare seem to be related to both social and economic factors. As human dignity, everyone is concerned with health care. Like any fundamental element of life, health care sustains us and should anytime be accessible and affordable for everyone - where they need it, when they need it, no exceptions and no interruptions. The consequences of being uninsured are significant. Because uninsured patients do not receive the right care in the right place, they are up to four times as likely as insured patients to require avoidable hospitalizations and emergency care.

Access to healthcare is crucial in the performance of health care systems all over the world. In fact, the importance of health care service delivery for people has resulted in measurement of utilization and access having a important role in the health policy literature. However, access to health care remains a complex notion as by the varying interpretations of the concept all over the world.

2.3 Customer Satisfaction

As general principle, an organization's success is affected by the level of consumer's satisfaction of their demand. It is great challenge for any organization to achieve highest possible level of consumers' satisfaction). Satisfaction is a critical role in marketing because it is predictor of purchasing behavior such as repurchase, purchase intentions, brand choice and switching behavior. (Oliver, 1993; McQuitty et

al., 2000). In a competitive marketplace, businesses try to win for consumers; customer satisfaction is distinguished as a main differentiator and increasingly has developed into a key element of business strategy. Therefore, it is important for businesses to consequently manage customer.

In recent times all organization has increasingly come to know well the significance of customer satisfaction. It is widely understood that it is far less costly to keep existing customers than it is to wind new ones. For many organizations in the public sector, customer satisfaction will itself be the measure of success.

Customer satisfaction is defined as customers' needs and wants when a service is providing a satisfiable level of fulfillment and emotional response (Oliver, 1997). According to Oliver (1997), satisfaction is defined as the customer's fulfillment. It is a judgment that a product or service feature, itself, provided (or is providing) a pleasurable level of consumption related fulfillment, containing levels of under- or over-fulfillment. Need fulfillment is a comparative processes giving rise to the satisfaction responses. Any gaps lead to disconfirmation; i.e., Positive disconfirmations increases or maintain satisfaction and negative disconfirmation create dissatisfaction.

Customer Satisfaction has a positive result of an organization's profitability. The more customers are satisfied with products or services offered, the more chances for any successful business as customer satisfaction directs to repeat buying, brand loyalty, positive word of mouth marketing, According to Zairi,(2000), customer satisfaction leads to repeat buyings, loyalty and customer retention. Satisfied customers are more likely to repeat buying products or services. They will also want to say good news and to recommend the product or service to others. Dissatisfied customers may try to reduce the dissonance by avoiding or giving back the product or they may try to reduce the dissonance by seeking information that might confirm its high value.

Customer satisfaction has a higher likelihood of doing again buys in time (Zeithaml et al., 1996), of recommending that others try the source of satisfaction Reynolds & Arnold, 2000; Reynolds & Beatty, 1999), and of being converted into less receptive to the competitor's offerings (Fitzell, 1998). Satisfied customer intend to be loyal customers with (Rowley, 2005) or without the mediation of other variables (Coyne, 1989; Fornell, 1992; Oliva et al., 1992). The response of satisfaction will be replicated towards the level of affection for the brand which is in line with the

suggestions by Oliver (1997, 1999). Oliver (1999) showed that consumers would develop a positive thinking towards the brand as a result of customer satisfaction repeated usage over time. When consumers are satisfied with the product/brand, they are more likely to recommend the product to others, are less likely to switch to other alternative brand, and are likely to repeat purchase (Bennett & Rundle-Thiele, 2004).

Customer satisfaction can be seen adversely associated with customer expectations. When the consumer experience essential flats with consumer expectancy, the consumer satisfaction becomes higher. On the other hand, compared with the expectations, the worse consumer experience gets lower consumer satisfaction. There are two techniques to improve consumer satisfaction for organizations. First, service improvement, to develop the customer experience and second try to effectively manage customer expectations by decreasing the preferred level. Nonetheless, the first method is widely used in the business and achieved big achievement. In the future, business will need to make some modification for continuous improvement (Tao, 2014).

Premium service quality empowers hospital administrators to distinct the hospital and increase a practical competitive favourable position and upgrade proficiency (Olorunniwo et al., 2006). Grönroos (1984) characterised perceived quality as an assessment procedure, where the customer compares his/her expectations with his/her service observations. Hospital service quality is the disparity between customer perceptions and their assumptions about hospitals services (Aagja & Garg, 2010). In healthcare setting, patients are the essential capital of hospital. Subsequently in order to satisfying and sustaining patients, healthcare service quality has turned out to be reasonably more imperative (Arasli et al., 2008; Alhashem et al., 2011). Positive patient inclination can frame trust which might offer positive judgments to the hospital (Brennan, 1998).

2.4 Customer Loyalty

It indicates the extent to which the commitment and devotion of the customers to certain product or service. As a result, the customers have strong tendency to select that certain brand over its competitors in the future without the care of the situational influences and marketing efforts which have potential to make them switch. Nowadays, it becomes more complicated to create and maintain customer loyalty than it used to be in the past years. This is because of technological breakthrough and

widespread of the internet uses. For loyalty building, the company needs to point out the value of its product and services in order to reveal that it is eager to fulfil the desire or build the relationship with customers (Griffin 2002). It could be seen that the expenses to gain a new customer is much more than retaining existing one. Loyal customers will encourage others to buy and think more than twice before changing their mind to buy other services. That's the reason building customer loyalty is important.

Customer loyalty is not gained by an accident; they are constructed through the sourcing and design decisions. Customers compare their subjective perceptions after purchasing a product/ service with their expectations before the purchase decision. This comparison leads to a situation of satisfaction, dissatisfaction or exceeded customer expectation (customer enthusiasm). The correlation between customer satisfaction and its loyalty is not directly proportional. When customers evaluate their satisfaction relative to the performance of the tender (delivery), it differs depending on the customer (Kotler, Keller, 2008). This item could mean just in time delivery, preterm delivery, fully delivery of the order. So, customers can be satisfied, but for different reasons. Customer loyalty is part of a cause-effect chain that comprises process from the initial contact with the client to the economic success of the organization.

Chow et al., 2013 defined revisit intention as repurchase intention and behaviors that demonstrate the willingness to recommend and disseminate positive information for a service provide. Customers that received an excellent and memorable experience from the service provider will form a favorable behavioral intention such as recommending the service provider to others, spread positive word-of-mouth or become a loyal customer will ultimately lead to revisit intention (Boulding et al., 1993).

Designing for customer loyalty requires customer-centred approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions. It can be seen that good relationship with customers is important in customer loyalty. Gremler and Brown (1999) categorized the customer loyalty into three different kinds such as behaviour loyalty, intentional loyalty, and emotional loyalty. Behaviour loyalty is the act of repeating purchasing behaviour. Intentional loyalty is the possible buying intention. Nevertheless, emotional loyalty

gained only when a customer feels that a brand corresponds with their value, ideas, and passion.

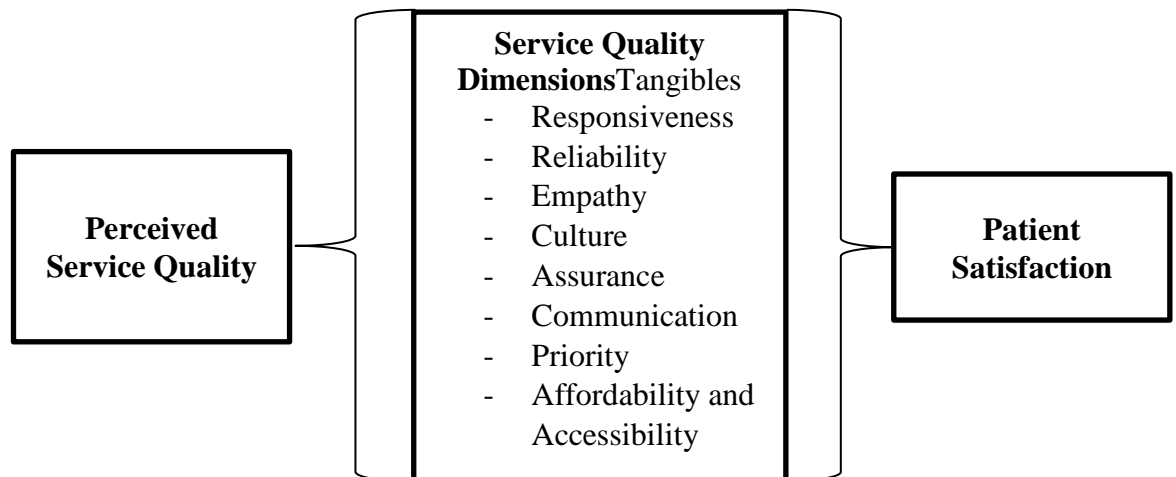
Cronin et al. (2000) through their examination elaborated that consumer satisfaction can give a potential effect on customer loyalty. Positive patient satisfaction will frame trust which can give positive decisions to the hospital. Chahal and Mehta (2013), Naidu (2009) and Shabbir et al. (2016) described health care service quality and patient loyalties are significantly interconnected in the literature. They can see that readiness to return to the hospital and prescribing it to other patients is called as behavioral intentions. Customers loyalty (e.g. goal to rebuying, readiness to give a positive word of mouth) is characterized as a function of consumer satisfaction. Patient loyalty may be more proper viewed as a behavioral intention. Regardless of whether or not the discussion focuses on patient loyalty within the health care context or client loyalty within the basic service context, there is no argue that the same benefits of customer loyalty apply to a hospital as they are going to a bank. In fact, loyalty has been showed as the market area currency for the 21st century (Singh & Sirdeshmukh, 2000). Hence, patient loyalty acts as a competitive advantage for the hospital.

2.5 Previous Studies on Service Quality, Customer Satisfaction and Customer Loyalty

There are a lot of previous studies for service quality, customer satisfaction and customer loyalty. Previous studies provided inconclusive evidence on the contact between service quality, customer satisfaction and customer loyalty.

According to Ahenkan and Aduo-Adjei (2017) modified SERVQUAL scale to examine the relationship between patient satisfaction and quality healthcare services. Service quality dimensions were decomposed into (a) tangibility, (b) reliability, (c) responsiveness, (d) assurance, (e) empathy, (f) accessibility and affordability, (g) priority, (h) culture, and (i) communication. They commended that Customer satisfaction in marketing concept has been functional in healthcare sector in order to serve the patient in a more efficient and effective way. Satisfaction with health care is connected to concepts of health care quality. It can be seen in Figure (2.1).

Figure (2.1) Conceptual Framework of Ahenkan and Aduo-Adjei

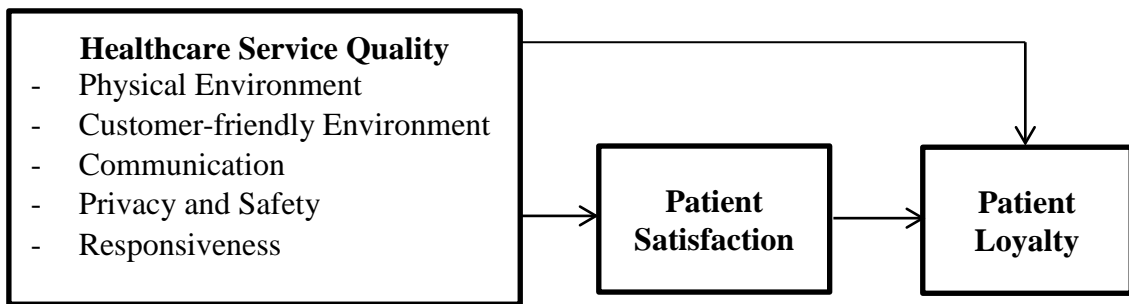


Source: Ahenkan, & Aduo-Adjei (2017)

Patient satisfaction is fundamental to healthcare delivery, since healthcare services aim to serve the expectations of patients who utilize them. This study observed that empathy on the part of medical staff is a significant predictor of patient satisfaction. This has been discussed extensively in the healthcare literature. Patients believe in emotional attachments, and being able to share their pain makes them satisfied with the medical process. Patients are comfortable when medical staff show emotional concern toward their needs. In addition, it is arguably noted that provider-patient communication is essentially important in providing quality healthcare services. The findings indicated that empathy, communication, culture, tangibles, and priority are significant predictors of patient satisfaction.

Simultaneously healthcare service quality and patient loyalty is mediated by patient's satisfaction while patient loyalty is active as end outcome (Shabbir et al.,2016). According to the research framework (Figure 2.2), the relationship concerned with healthcare service quality, patient satisfaction and patient loyalty has been inspected.

Figure (2.2) Conceptual Framework of Shabbir et al.

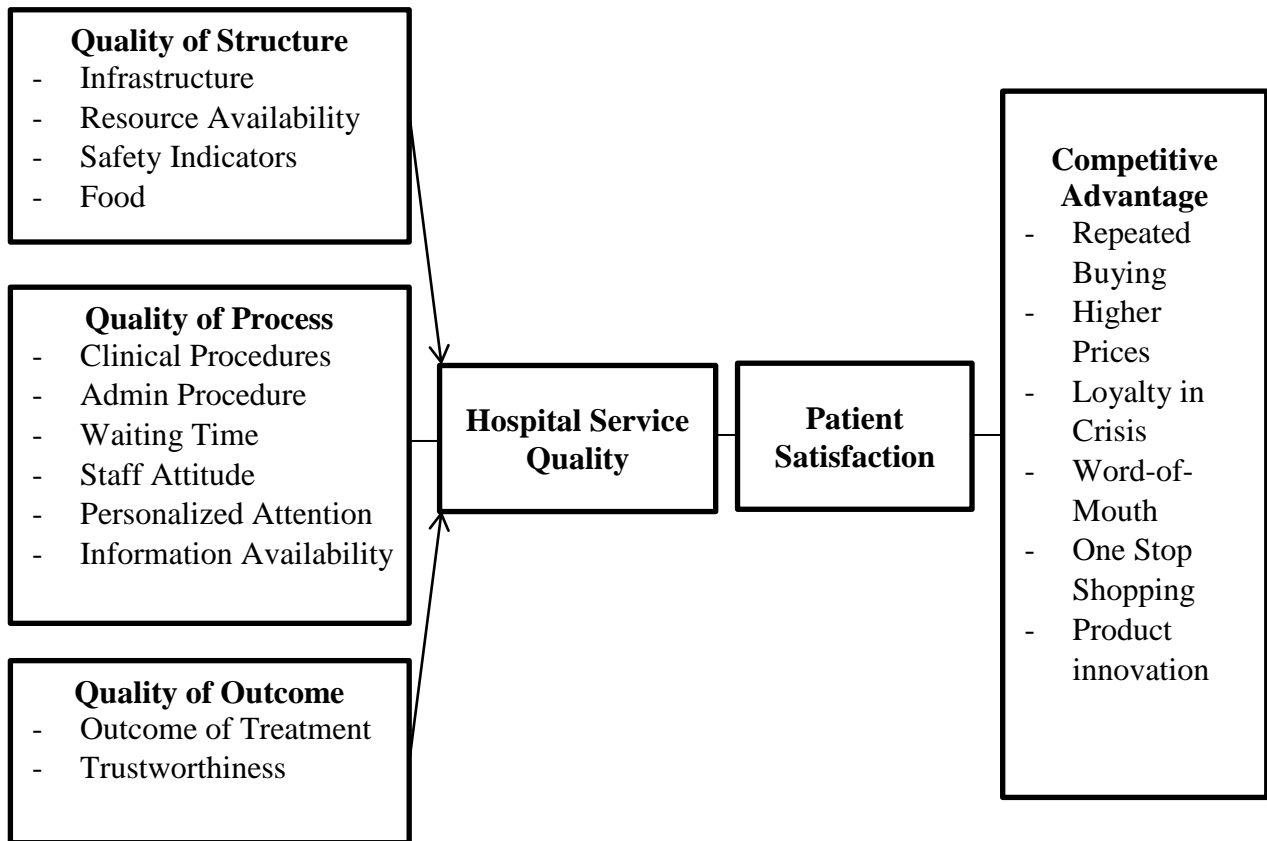


Source: Shabbir et al. (2016)

This study provides a meaningful contribution to the literature on customers in healthcare industry. It provides empirical evidence supporting the pivotal role of Patient satisfaction in the development of Patient loyalty. Satisfaction is an important factor in determining Patient loyalty. Its results have practical implications for healthcare providers, who need to not only focus on the quality of medical care, but also learn from marketing theory to establish good customer relationships. This research also provides new ideas for future research, for instance, to compare patients between domestic and international patients to obtain deeper and broader Patient loyalty.

Based on the study of Swain and Kar (2016), they has proposed a conceptual model (shown in Figure 2.3) showing the antecedents and consequences of hospital service quality. According to this model hospital service quality has three major underlying factors such as quality of structure, quality of process and quality of outcome. These three factors determine the quality of service in a hospital. There is a direct relationship between hospital service quality and patient satisfaction. Better the quality of service delivery higher is the level of patient satisfaction in a hospital. According to the model patient satisfaction helps a hospital achieving competitive advantage through six ways such as repeat buying, higher prices, loyalty in crisis, word-of-mouth, one-stop shopping, and new product development.

Figure (2.3) Conceptual Framework of Swain & Kar



Source: Swain & Kar (2016)

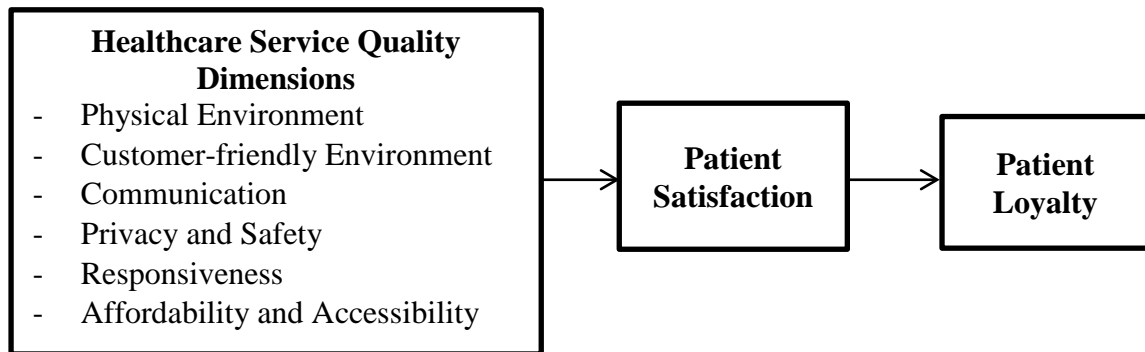
The main objective of Swain & Kar (2016) is to identify the factors underlying service quality and the outcomes of service quality management in hospital setting. This is a qualitative work which involves critical analysis of existing literature on hospital service quality. This paper has proposed a conceptual model to show the antecedents and consequences of hospital service quality. According to the model quality of structure, quality of process, and quality of outcome are the three major factors underlying hospital service quality which leads to patient satisfaction which in turn helps a firm achieve competitive advantage through repeat buying, higher prices, loyalty in crisis, word-of-mouth, one-stop shopping, and new product development.

2.6 Conceptual Framework of the Study

The conceptual framework is based on to analyze the customer satisfaction and customer loyalty of service quality of Moe Kaung Treasure Hospital. This study is based on healthcare service model which has six dimensions: physical environment,

customer-friendly environment, communication, privacy and safety, responsiveness, affordability and accessibility.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2022)

According to conceptual framework, Healthcare Service Quality Dimensions involves Physical Environment, Customer-friendly Environment, Communication, Privacy and Safety, Responsiveness and Affordability and Accessibility. This study mainly intends to examine influencing quality dimensions on customer satisfaction and to analyze the effect of customer satisfaction on their loyalty of Moe Kaung Treasure Hospital in Yangon as these factors are very essential for the healthcare organizations nowadays

CHAPTER 3

PROFILE AND SERVICES OF MOE KAUNG TREASURE HOSPITAL

This chapter presents profile of Moe Kaung Treasure Hospital and services offered by Moe Kaung Treasure Hospital. Then, reliability analysis and profile of respondents are described.

3.1 Profile of Moe Kaung Treasure Hospital

Moe Kaung Treasure Hospital is one of the largest and most modern healthcare centers in Myanmar. From preventive care and minimally invasive procedures to the most complex procedures and surgeries, from taking care of newborns to patients aged over ninety, the hospital take care of all. Moe Kaung Treasure Hospital was opened since 2nd May 2021. The hospital is the three-story building that is available 300 beds for admission patients. The address of the hospital is No.15, Moe Kaung Street, (15) Quarter, Yankin Township, Yangon.

Moe Kaung Treasure Hospital sets the standard for outstanding high quality care and patient safety through innovations in medical and surgical treatment, applications of evidence-based interventions and patient-centered compassionate care. The Hospital offers the highest quality in terms of design, infrastructure facilities, patient care, medical, paramedical, and general staff. Moe Kaung Treasure Hospital is a 300-beds specialty tertiary care hospital where a competent team of specialists and sophisticated technology come together to deliver high-quality medical aid.

The hospital was started as a maternal and child hospital and later expanded with chemotherapy centre and plastic, reconstructive and aesthetic centre. The hospital was built to support the private health sector as a globally recognized international level hospital on which the citizens of the country can rely. Healthcare services available at the hospital include test tube baby process, stem cell banking, genetic testing, lifelong vaccination, retarded child care, child nutrition counseling and special infant care and treatment. In addition, Moe Kaung Oncology Centre provides comprehensive and quality healthcare services by experienced specialist and consultants who are highly trained in using the centre's state-of-the-art medical equipment. Specialist physicians and nurses skilled theoretically and practically in their profession, and technicians of the hospital will provide 24-hour special care

services. The hospital also includes four mini gardens where visitors can get fresh air for health and fitness, outdoor and indoor playgrounds for children, hospital equipment, and hospital waste treatment system. As for general services, it provides ATM, Convenience Store, Food Court, Café Teria and shops.

3.2 Services Provided by Moe Kaung Treasure Hospital

Moe Kaung Treasure Hospital is trying it best to give excellent health care service in Myanmar. It is running 24/7 for emergency, obstetrics and Gynecology, Pediatrics, Plastic, Reconstructive, and Aesthetic, and Chemotherapy patients. Services of the hospital are as followed.

3.2.1 Healthcare Services

Moe Kaung Treasure Hospital healthcare services are dedicated to meet the requirement of variety of patients for their optimal health care. There are many services and amenities related with Obstetrics and Gynecology Centre, Maternal and Fetal Medicine Centre, Pediatric and Neonatal Centre, Fertility Centre, Plastic, Reconstructive and Aesthetic Centre, and Oncology Centre.

(A) Obstetrics and Gynecology Centre

The Obstetrics and Gynecology Centre provides maternity and gynecological care for women as inpatients, outpatients and through outreach programs for women with complicated and uncomplicated pregnancies. The Obstetrics and Gynecology Center provides a full arrangement of obstetric care for pregnant women, including tests to check the health of the unborn baby, nutrition, and social services. High risk pregnancy refers to mothers with heart disease, high blood pressure, kidney problems, STDs (including HIV), diabetes, cancer, or who are under 18, or over 35 years old, etc. Information services and pre-labor and childbirth preparation classes for couples are also available in this hospital. The center has ten delivery rooms with modern medical equipment and a warm, caring atmosphere. Furthermore, the hospital has full fetal monitoring that meets international standards with an expert team on standby. The Obstetrics and Gynecology Centre offers full services for women of all ages and backgrounds. The Obstetrics and Gynecology Centre provides comprehensive services including screening tests and treatment with surgery by board certified gynecologists, both male and female, and nurse practitioners. The mission is to

deliver high-quality, personalized care in a family friendly environment, and be a leader for cervical and breast cancer treatment and obstetric/gynecological services in Myanmar.

(B) Maternal and Fetal Medicine Centre

The Service offers virtually the full range of maternal and fetal diagnostic and therapeutic tools available today to detect possible complications that the fetus may present and provide guidelines for performing an operation, if needed or desired, as early as possible. The Maternal and Fetal Medicine Centre provides specialist treatment, support to women with high-risk pregnancies including fetal abnormalities, obstetric complications or chronic health problems. The Centre gives comprehensive care, including detailed morphology scan, Doppler assessment of fetal well-being, non-invasive prenatal screening for Down's Syndrome and other chromosomal abnormalities, expanded carrier screening for genetic disorders, prenatal diagnosis of thalassemia, ultrasound monitoring of multiple pregnancy, invasive prenatal diagnosis (amniocentesis or chorionic villus sampling), ultrasound diagnosis of placenta accrete spectrum disorders, and prevention of preterm labor.

(C) Pediatric and Neonatal Centre

The Pediatrics and Neonatal Centre includes a Neonatal Intensive Care Unit, Pediatric Ward, Pediatric Allergy Clinic, Pediatric Child Guidance Clinic, and Well Baby Clinic run by a team of well qualified specialists. These specialists render services which include general pediatrics, immunization, neonatal surgery & specialized neonatal care. The Neonatal Care Unit manages premature and small-for-date neonates with life support systems like servo Controlled incubators, open care units, pulse oxymeters, ventilators, phototherapy, & transport incubators. The Well Baby Clinic provides immunization, vaccination, to children and counseling for young mothers. The Centre has equipment like CPAP, transport incubators, to transfer babies born in other hospitals and nursing homes to Peerless Hospital for specialized treatment.

(D) Fertility Centre

It is vital to seek medical help as quickly as possible as infertility can often be treated. And it is a common problem affecting some couples. Difficulties in

conceiving childbirth are not perceived as a disease nevertheless the emotional challenges can affect one or both members of the relationship. Moe Kaung Treasure Hospital is constructed upon personal relationships between the couples, families, medical professionals, counseling with our reproductive specialists for individual assessments and diagnosis. As such, Moe Kaung Treasure Fertility Centre provides holistic and seamless integrated care by offering a wide range of services range from diagnosis to treatment for the best possible outcome for individual patient. Couples who need further treatment like In-Vitro-Fertilization (IVF Pregnancy) can have the initial ovulation stimulation steps done in Moe Kaung Treasure Hospital.

(E) Plastic, Reconstructive and Aesthetic Centre

The Plastic, Reconstructive and Aesthetic Centre provides comprehensive and customized aesthetic and medical treatments for patients suffering from any medical or surgical conditions affecting the face and body, to help patients achieve the appearance they desire.

(E) Oncology Centre

The Oncology Centre at Moe Kaung Treasure Hospital provides chemotherapy for cancer patients with well experienced and highly skilled oncologists, palliative care physicians, doctors and nurses. The Hospital strives to provide the most effective outcome to patients. Its multidisciplinary and holistic approach to every case ensures patients receive uncompromised attention with quality care and medical services. They include Medical Oncology, Oncologist Imaging, Palliative Medicine, Surgical Oncology and Radiation Oncology. To provide integrated care to patients, and to give patients the convenience of care, a purpose built centre equipped with modern facilities and unparalleled treatment equipment is created to render specialized medical management for cancer patients. Offering services are Comprehensive consultation by Oncologists, Day care chemotherapeutic drugs infusion, Palliative care, and Counseling care.

3.2.2 Imaging Service

Imaging service is delivered in ground floor and this service is accomplished by well qualified Radiographers. Spotless and specious room is fitted with efficient high quality equipment made by US and Germany. X ray machine discloses the pure

quality image. The virtualization of veins on the head, neck, chest, abdomen, and legs is made possible with revolutionary multi-slice CT technology. This technology allows high-speedy body scanning in which the body can be enclosed in a single with high image resolution. Ultrasound is made up of numerous different frequency waves. The very high frequency range is quiet to the human ear and is known as ultrasound. The information is accessible real time on a monitor screen and can also be printed on paper. The obstetrician assesses the fetus of a pregnant woman and a cardiologist examines the heart of a patient.

3.2.3 Laboratory Service

Moe Kaung Treasure laboratory has most experienced pathologists and skillful lab technicians and it is an integrated and well-organized part of the hospital. It provides specimen collection and testing twenty-four hour a day, seven days a week for both inpatients and outpatients with advanced medical technology in detecting Histopathology, Hematology, Biochemistry, Microbiology, Arterial Blood Gas Analysis, Serology and Immunology.

3.3 Healthcare Service Quality of Moe Kaung Treasure Hospital

The hospital was built to support the private health sector as a globally recognized international level hospital on which the citizens of the country can rely. In addition, Moe Kaung Oncology Centre provides comprehensive and quality healthcare services by experienced specialist and consultants who are highly trained in using the centre's state-of-the-art medical equipment.

3.3.1 Physical Environment

The physical environment affects the physiology, psychology, and social behaviors of patients. Therefore, Moe Kaung Treasure Hospital develop a design to create a healing environment. The result of design of Moe Kaung Treasure Hospital produces measurable improvements in the physical or psychological states of patients, staff, physicians, and visitors. Environment of Moe Kaung Treasure Hospital include materials that reduce noise levels, minimize glare, and support infection control; floor plans, equipment, and other features, may enhance efficiency and effectiveness of patient care and minimize workplace injury; stress-reducing furnishings and decoration, incorporating natural light and views of nature; and thoughtful provision

for the creature comforts of patients, families, and staff. There are a wide range of useful facilities at Moe Kaung Treasure Hospital, including places to eat and a shop for patients. The patients and their families can receive end-to-end service from pick-up and drop-off logistics. Optimal ICU and OPD design can help to reduce medical errors, improve patient outcomes, reduce length of stay, and increase social support for patients, and can play a role in reducing costs. The hospital, one-stop medical campus is able to give diagnostic tests, specialty referrals, and treatment within days, therefor patients can get they get treatment and return home earlier. Hospital gardens not only provide restorative or calming nature views, but can also reduce stress and improve outcomes through other mechanisms, for instance, fostering access to social support and providing opportunities for positive escape and sense of control with respect to stressful clinical settings.

3.3.2 Customer-Friendly Environment

Customer-friendly service is key in healthcare of any medical facility. Moe Kaung Treasure Hospital Management believes that a good patient experience can greatly improve quality of life, which is the cornerstone of the hospital's success. Accordingly, enhancing the patient's quality of life and focusing on how to improve the medical service provided to him is fundamental to achieving satisfaction. Therefore, Moe Kaung Treasure Hospital create relaxed atmosphere for patients and they can feel comfortable in hospital environment. Doctors treat patients in a very friendly and courteous manner. The management team of hospital minimized the waiting time to see the consultant and specialists of the hospital. Moe Kaung Treasure Hospital adjusts healthcare activities to the convenient hours for all patients. Moreover, hospital staffs provide timely services as doctors prescribed.

3.3.3 Communication

Good communication tends to be the single most important factor affecting overall satisfaction with care across different patient categories. Moe Kaung Treasure Hospital Management makes a policy that "our dedication to patients is not only to treat symptoms with our talent but to care for the whole person with dignity and professionalism". While doctor's competence soothes the patients' fears about their symptoms, the staffs' warm and empathic attitude reassures patients that they will be treated with dignity, a core need of all human beings. By being warm and

professional, the staff communicates to patients that they are worthy human beings who deserve respect. In taking such approach, Moe Kaung Treasure Hospital earns the patient's trust quickly that can strengthen their working alliance.

3.3.4 Privacy and Safety

Moe Kaung Treasure Hospital improves the systems and processes to reduce medication errors in hospital by keeping patients safe as making sure they get the right treatment, do not pick up infections, have falls, take the wrong medication or develop pressure sores. All hospital staff must take reasonable precautions to protect patients personal health information from unauthorized access, improper use disclosure, unlawful destruction, and accidental loss. Staffs who come into contact with patients' personal health information should maintain the confidential of that information. If patients think their individual health information has been improperly used or accessed, can raise their complaint with in charge of the ward or Medical Superintendent.

3.3.5 Responsiveness

Despite competing demands and priorities of patient care, Moe Kaung Treasure Hospital Management and staffs foster a supportive culture. They are aware of patients' individual needs and believe that care providers teamwork increase their ability to be optimally responsive to patients. The hospital creates a plan to increase overall responsiveness to patient needs with comprehensive approach, involving all caregivers. Hospital staffs are trained to help patients willingly. When patients had complaint, it was handled quickly. Doctors explain about medical condition and procedures to patient properly.

3.3.6 Affordability and Accessibility

Moe Kaung Treasure Hospital is located in Yankin Township, conveniently located in downtown area. Moe Kaung Treasure Hospital is in walking distance to many popular hotels, restaurants and major shopping malls. Patients can get the information of the hospital via Web and Facebook, and patients can inquire the information by phone line through 24 hours. The hospital medical service cost reasonable and fair compare to other hospitals and the payment system is very convenience.

3.4 Reliability Analysis

The reliability of the scales used in the questionnaire can be examined by using the Cronbach's alpha reliability test. In this study, customer perception on service such as physical environment, customer-friendly environment, communication, privacy and safety, responsiveness, affordability and accessibility, patient satisfaction and patient loyalty are measured. Each factor includes different number of items and each item is measured on five-point Likert scale. A scale consists of more than one item. Only when items within the scale are internally consistent, they can be reliable. Because of Cronbach Alpha value can be interpreted as a correlation coefficient, it ranges in value from 0 to 1. Cronbach's Alpha values near to zero indicate low reliability while the values close to one indicate high reliability. Cronbach Alpha value is a measure of internal consistency. If alpha value is equal or more than 0.7, this variable is accepted as a reliable variable. The summary of the reliability test based on Cronbach Alpha Coefficient for the scale items in the study are mentioned in the Table (3.1).

Table (3.1) Summary of Reliability Test on Service Quality, Patient Satisfaction and Patient Loyalty

Sr.	Scale items	No. of items	Cronbach's Alpha
1	Physical Environment	5	0.792
2	Customer-friendly Environment	5	0.812
3	Communication	5	0.824
4	Privacy and Safety	5	0.736
5	Responsiveness	5	0.744
6	Affordability and Accessibility	5	0.811
7	Patient Satisfaction	5	0.886
8	Patient Loyalty	5	0.745

Source: Survey data (2022)

According to Table (3.1), it is found that the Cronbach's alpha values for all values are higher than the cut-off value of 0.7, indicating reliability and thus it can be expected that the scales used in this study are producing reliable data.

3.5 Profile of Respondents

Demographic data are collected from 360 outpatients of Moe Kaung Treasure Hospital by using systematic sampling methods and are surveyed with structured questionnaire. The profile composed of gender, age, education, occupation, family income per month, ward and visiting time which are shown in Table (3.2).

The age groups of respondents are divided into six which are less than 18, 18-25 year, 26-35 year, 36-45 year, 46-55 year and above 55 years. According to the survey data, gender of respondents are approximately equal ratio with 185(51.4%) of male and 175 (48.6%) of female. With the relation of age, 111 (30.8%) of respondents are aged between 36 and 45 years, followed by 85 (23.6%) of aged between 26 and 35 years, 84 (23.3%) of aged between 18 and 25 years, 64 (17.8%) of aged between 46 and 55 years, and 16 (4.5%) of aged above 55 years. As the Moe Kaung Treasure Hospital is a Maternal and Child Specialist Hospital, most of the respondents are in reproductive age.

Table (3.2) Demographic Profile of Respondents

Demographic Characteristics	No.	%
Total	360	100.0
Gender		
Male	185	51.4
Female	175	48.6
Age (Year)		
18-25	84	23.3
26-35	85	23.6
36-45	111	30.8
46-55	64	17.8
>55	16	4.5
Educational Status (Level)		
High School	42	11.7
University	104	28.9
Graduated Degree	187	51.9
Post-Graduated Degree	27	7.5
Occupational Status		
Government Staff	80	22.2
Company Staff	103	28.6
Own Business	108	30.0
Dependent	69	19.2
Family Income Per Month (Kyats)		
<600,000	31	8.6
600001-800000	73	20.3
800000-1000000	115	31.9
>1000000	141	39.2
Ward		
Obstetrics and Gynecology	125	34.7
Pediatric	71	19.7
Oncology	164	45.6
Visiting Time to Hospital		
Two Times	171	47.5
Three Times	99	27.5
>Three Times	90	25.0

Source: Survey data (2022)

Regarding to the educational status, the most of the respondents in the survey finished bachelor degree course. According to the survey data, 42 (11.7%) of respondents are high school level, respectively. About 104 (28.9%) of respondents are university level, 187 (51.9%) of respondents holds bachelor degree and 27 (7.5%) of respondents are master degree and above.

With the relation of occupation, the majority of the respondents are running their own business, with the percentage of 108 (30%). About 103 (28.6%) of respondents are company employed, 80 (22.2%) are government staff and 69 (19.2%) are dependent.

Concerning family income, most of the respondents 141 (39.2%) had above 1,000,000 kyats family income per month and 115 (31.9%) of respondents had between 800,001 and 1,000,000 kyats per month. About 73 (20.3%) of respondents had family income between 600,001 and 800,000 kyats per month. Only 31 (8.6%) of respondents had family income less than 600,000 kyats per month.

Nearly half of the respondents 164 (45.6%) visit to oncology centre. About 125 (34.7%) of the respondents visit to Obstetrics and Gynecology Centre and only 71 (19.7%) of respondents visit to Pediatrics Centres. There are many patients who have visited Moe Kaung Treasure Hospital more than one time and Table (3.2) shows that number of respondents according to the different number of visits. Total visit time is grouped into four which are first time visit, second time visit, third time visit and more than three times. Of them, 171 (47.5%) of the respondents are second time visits, 99 (27.5%) of the respondents are third time visits, and 90 (25%) are more than three time visits.

CHAPTER 4
ANALYSIS ON THE EFFECT OF SERVICE QUALITY ON PATIENT
SATISFACTION AND PATIENT LOYALTY IN MOE KAUNG TREASURE
HOSPITAL

This chapter discusses about the data analysis and finding from questionnaires completed by 360 outpatients of Moe Kaung Treasure Hospital and in this chapter, three main parts are included to study relationship between service quality dimensions, customer satisfaction and customer loyalty.

Firstly, this study shows customer perception on service quality dimensions. Secondly, it shows the analysis on influencing service quality dimensions on customer satisfaction and finally presents the analysis on effect of customer satisfaction on their loyalty. In this study, analysis is done using SPSS software and presented using linear regression results.

4.1 Patient Perception on Service Quality Dimensions, Patient Satisfaction and Patient Loyalty

Perception of the client or patient concern with service quality dimension, patient satisfaction and patient loyalty are explored as follow.

4.1.1 Patient Perception on Service Quality Dimensions

To explore the customer perception on service quality dimension of the Moe Kaung Treasure Hospital which containing 30 questionnaires on a five point likert scale (5= strongly agree, 4 =agree, 3 =neutral, 2 = disagree, 1= strongly disagree) is used. The service quality dimensions explored by this questionnaire include six main parts: physical environment, customer-friendly environment, communication, privacy and safety, responsiveness, and affordability and accessibility. Rating of 4.5-5.00 reflects the highest level of patient satisfaction, 3.5-4.49 reflects the high level, 2.5-3.49 reflects the average level, 1.5-2.49 reflects the low level, 1-1.49 reflects the lowest level of patient satisfaction (Koobgrabe et al., 2008).

1. Patient Perception on Physical Environment Dimension

The service quality on physical environment is measured with five questions and each question is mentioned for patient perception on service attributes. The mean values for each question are shown in Table (4.1).

Table (4.1) Physical Environment

Sr. No.	Statement	Mean	SD
1	Up-to-date equipment	4.32	0.74
2	Visually appealing and the appearance of the physical facilities of the hospital by keeping with the services provided	4.36	0.73
3	Clean, comfortable and spacious parking area	4.17	0.72
4	Being convenience to buy the personal utensils and accessible areas to store, canteen and rest area	4.33	0.71
5	Providing adequate spaces for OPD patients and spacious of the in-patient room	4.24	0.79
	Total	4.28	

Source: Survey Data (2022)

According to Table (4.1), it is found that the overall perception mean score for this dimension is 4.28. Out of five services of physical environment dimension, the physical facilities are visually appealing and the appearance of the physical facilities of the hospital is in keeping with the services provided is the highest. Moe Kaung Treasure Hospital Management is always focused on appearance of the hospital and environmental cleaning. But the hospital environment is clean and comfortable, and spacious parking area is the lowest mean value. This means that Moe Kaung Treasure Hospital Management Team needs to arrange the parking facilities to be easily access for sick patients and disable persons.

2. Patient Perception on Customer-friendly Environment Dimension

The service quality on customer-friendly environment is measured with five questions and each question is mentioned for patient perception on service attributes. The mean values for each question are shown in Table (4.2).

Table (4.2) Customer-friendly Environment

Sr. No.	Statement	Mean	SD
1	The relaxed atmosphere and feel comfortable in Hospital environment	4.25	0.79
2	Very friendly and courteous manner by Doctors and nurses	4.17	0.72
3	Reasonable waiting time to see the consultant and specialist of the hospital	4.24	0.79
4	Timely services on doctors prescription	4.17	0.72
5	Healthcare activities to the convenient hours for all patients	4.25	0.79
	Total	4.22	

Source: Survey Data (2022)

According to Table (4.2), it is found that the overall perception mean score for this dimension is 4.22. Out of five services of customer-friendly environment dimension, hospital has relaxed atmosphere and feeling comfortable in Hospital environment is the highest. Moreover, hospital adjusts healthcare activities to the convenient hours for all patients is also highest. Moe Kaung Treasure Hospital Management is normally concentrated on convenient of patients and warmly welcome manner. But Doctors and nurses treat me in a very friendly and courteous manner is the lowest mean value. Hospital staffs provided timely services as doctors prescribed is also lowest mean value. This means that Moe Kaung Treasure Hospital Management Team needs to train their clinical staffs how to reply and provide the services at assured time.

3. Patient Perception on Communication Dimension

The service quality on communication is measured with five questions and each question is mentioned for patient perception on service attributes. The mean values for each question are shown in Table (4.3).

Table (4.3) Communication

Sr. No.	Statement	Mean	SD
1	Being pleasant when deal with patients	4.21	0.77
2	Listening and responding to patients' needs and complaints in individual attention	4.09	0.72
3	Being sympathetic and reassuring	4.10	0.73
4	The polite behaviors of the hospital's staff	4.11	0.72
5	Important information about appointment, investigation, precautions - in a timely and effective manner	4.14	0.76
	Total	4.13	

Source: Survey Data (2022)

According to Table (4.3), it is found that the overall perception mean score for this dimension is 4.13. Out of five services of communication dimension, staffs are pleasant when deal with patients is the highest. It is because Moe Kaung Treasure Hospital Management is continuously giving personality training to staffs for behaviors, attitude, skills and knowledge to deliver high-quality care. But staffs listened to and responded to patients' needs and complaints in individual attention is the lowest mean value. So management needs to provide individual attention by doctors and nurses during daily ward round and take more time for patient's satisfaction if needed.

4. Patient Perception on Privacy and Safety Dimension

The service quality on privacy and safety is measured with five questions and each question is mentioned for patient perception on service attributes. The mean values for each question are shown in Table (4.4).

Table (4.4) Privacy and Safety

Sr. No.	Statement	Mean	SD
1	Treating confidentially for personal information	4.24	0.79
2	Keeping the records accurately and follows the ethical principles	4.22	0.77
3	Correcting the examinations and procedures in patient care	4.22	0.77
4	Comfort and convenience investigation procedures such as radiological examination, pathological examinations and Physiotherapy	4.26	0.76
5	The smart medical staffs such as doctors, nurses and technicians at their profession.	4.21	0.72
	Total	4.23	

Source: Survey Data (2022)

According to Table (4.4), it is found that the overall perception mean score for this dimension is 4.23. Out of five services of privacy and safety dimension, personal information was treated confidentially is the highest. It is because Moe Kaung Treasure Hospital Management is normally concentrated on customer information as confidential data. But the medical staffs such as doctors, nurses, technicians are smart at their profession is the lowest mean value so the management needs to train the medical staffs to work their professions in smart manner.

5. Patient Perception on Responsiveness Dimension

The service quality on responsiveness is measured with five questions and each question is mentioned for patient perception on service attributes. The mean values for each question are shown in Table (4.5).

Table (4.5) Responsiveness

Sr. No.	Statement	Mean	SD
1	Willing to help patients	4.24	0.77
2	Explaining about medical condition and procedures to patient properly by Doctors	4.24	0.77
3	Having adequate drugs and facilities and provided prompt services to patients	4.25	0.72
4	Providing necessary instruments	4.25	0.72
5	Handling the complaints quickly	4.24	0.76
	Total	4.25	

Source: Survey Data (2022)

According to Table (4.5), it is found that the overall perception mean score for this dimension is 4.25. Out of five services of responsiveness dimension, the hospital has adequate drugs and facilities and provided prompt services to patients, and necessary instruments can be provided promptly are the highest. It is because the management team tries regularly to leverage the services with reliable medications and equipment for treatment. But the statement that when patient had a complaint, it was handled quickly is the lowest mean value so the management needs to train the medical staffs to patient-centered care with timely manner.

6. Patient Perception on Affordability and Accessibility Dimension

The service quality on affordability and accessibility is measured with five questions and each question is mentioned for patient perception on service attributes. The mean values for each question are shown in Table (4.6).

Table (4.6) Affordability and Accessibility

Sr. No.	Statement	Mean	SD
1	The reasonable and fair medical service cost compare to other hospital	4.18	0.75
2	The convenient hospital payment system	4.26	0.70
3	Being easy to find and not far from downtown area	4.21	0.72
4	Getting the information of the hospital via web and Facebook	4.22	0.73
5	Inquiring the information through phone line.	4.19	0.75
	Total	4.21	

Source: Survey Data (2022)

According to Table (4.6), it is found that the overall perception mean score for this dimension is 4.21. Out of five services of affordability and accessibility dimension, the hospital payment system is convenience is the highest. This is because billing system that currently used is efficient and the cash counter is efficiently worked and cashiers are easily processed with the number of patient they serve daily. But the statement that the hospital's medical services cost reasonable and fair compare to other hospital is the lowest mean value so Moe Kaung Treasure Hospital management needs to take care of cost concern and review the pricing procedures.

4.1.2 Patient Satisfaction of Moe Kaung Treasure Hospital

The following Table (4.7) shows the mean value of patient satisfaction and there are five questions to analyze and mean values of each question are shown as follow.

Table (4.7) Patient Satisfaction

Sr. No.	Description	Mean	SD
1	Meeting patient expectations	4.24	0.73
2	Being delighted and happy with the services provided by the Hospital and speed recovery	4.28	0.75
3	Feeling emotionally attached to the hospital	4.22	0.74
4	Satisfying with decision to admit this hospital	4.19	0.74
5	Satisfying with the overall performance of services provided by the hospital	4.18	0.73
	Total	4.22	

Source: Survey Data (2022)

According to Table (4.7), highest mean score is that, delightedness and happiness with the services provided by the Hospital and speed recovery therefore Moe Kaung Treasure Hospital has reliable and good services which can get speed recovery and help to increase the level of patient satisfaction.

4.1.3 Patient Loyalty to Moe Kaung Treasure Hospital

The following Table (4.9) shows the mean value of patient loyalty and there are five questions to analyze and mean values of each question are shown as follow.

Table (4.8) Patient Loyalty

Sr. No.	Description	Mean	SD
1	Recommending the hospital to other people and say positive things about this hospital to other people.	4.22	0.73
2	Continuing to seek medical services from this hospital.	4.12	0.71
3	Feeling confidence and admire to hospital and refuse to change to another hospital.	4.15	0.75
4	Defending the hospital when other people criticized it.	4.21	0.72
5	Continuing to visit the hospital for medication and treatment.	4.25	0.74
	Total	4.20	

Source: Survey Data (2022)

The highest mean score is that if the hospital raises the price or rate, I would still continue to visit the hospital for medication and treatment. It is because Moe Kaung Treasure Hospital can support patient expectations and all the staffs are qualified to assist every patient when they enter into the hospital till they go out. Therefore, patients are mostly satisfied and they became loyal customers.

4.2 Analysis on Effect of Service Quality on Patient Satisfaction of Moe Kaung Treasure Hospital

In order to analyze the relationships between independent and dependent variables, Linear Regression Model is used. Physical Environment, Customer-friendly Environment, Communication, Privacy and Safety, Responsiveness, and Affordability and Accessibility are independent variables for patient satisfaction of Moe Kaung Treasure Hospital.

With regard to observe the influence of service quality on patient satisfaction, regression model is used to evaluate the outcomes of review collected from 360 respondents from Moe Kaung Treasure Hospital.

Table (4.9) Effect of Service Quality on Patient Satisfaction

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.362	0.426		3.196	0.002	
Physical Environment	0.224 ^{***}	0.045	0.264	4.978	0.000	1.168
Customer-friendly Environment	0.043	0.063	0.040	0.687	0.493	1.405
Communication	0.216	0.060	0.096	1.589	0.113	1.525
Privacy & Safety	0.095	0.071	0.031	0.449	0.654	1.923
Responsiveness	0.032	0.055	0.071	1.233	0.218	1.365
Affordability & Accessibility	0.068 ^{***}	0.050	0.218	4.315	0.000	1.054
R	0.386					
R Square	0.149					
Adjusted R Square	0.134					
F-Value	10.270 ^{***}					

Source: Survey data (2022)

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

According to the result shown in Table (4.8), R Square is 0.149 and Adjusted R Square is 0.134. This model can explain 13.4% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 99% level. Both of physical environment and affordability and accessibility quality are significant at 99% level. All VIF values are also less than 10 so there is no multicollinearity problem. It means that there is no auto-correlation among the independent variables. The Standardized Coefficient (Beta) shows that all two variables have positive relationship with patient satisfaction (dependent variable) of this study. A unit increase in physical environment results in 0.224-unit increase in

patient satisfaction of the hospital. A unit increase in affordability and accessibility quality effects in 0.068-unit increase in patient satisfaction of the hospital. Physical environment and affordability and accessibility variables contribute the most to patient satisfaction of the hospital. Consequently, patient can reach to hospital in time, perceived the emergency and necessary treatment accordingly, and then get both physical and mental pleasant and speedy recovery.

Patient satisfaction is an essential and normally used indicator for measuring the quality in health care. On condition that customer satisfaction is significantly concerned by physical environment and affordability and accessibility quality of the hospital. Definitely, hospital has responsibilities of giving the best health care to the patient, and primary the team or the organization in achieving the goal of satisfying the patient. Service quality of Moe Kaung Treasure Hospital like hygienic condition of the hospital, good interior atmosphere for patients, preparation for natural light, and quiet environment of the wards, clean wards and proper placement of beds are important ambient items. If these things are arranged properly they will affect to the patients to come back to this hospital for treatment. Thus, availability of these things leads to finest service quality provided by the hospital to their patients. Hence, patient satisfaction form more favorable variable when the ambient conditions are high. Patient satisfaction is greatly affected by design of the hospital. In case, generally hospitals are related with infection and so patients expect that hospitals have neat appearance. Additionally the management focus on the physical design of the hospital such as regularly cleaning the floor, changing the bed range and pillows by providing the dust bin, use of glows and dresses by employees. It attracts more patients to be satisfied. Therefore, design of hospital positively affects customer satisfaction.

Affordability and accessibility is an indicator for patients to utilize health services. Access to hospital services means the timely use of personal health services to achieve the best health outcomes. Affordability is a definite element and becomes an indicator for patients in utilizing health services. Patients must want to get good health care, following the amount of charge that is issued to meet the needs and expectations. Determination of cost service and also efforts to improve the quality of services following patient expectations will have an impact on patient satisfaction. Cost is the value of a service determined by a number of measures of money based on the consideration that a hospital is willing to provide services to patients through that value of money. Moe Kaung Treasure Hospital is attracting patients from all classes

for affordable and accessible state-of-art medical treatment and to give quality care with low cost.

4.3 Analysis on Effect of Patient Satisfaction on Patient Loyalty

With regard to observe the influence of patient satisfaction on patient loyalty, regression model is used to evaluate the outcomes of review collected from 360 respondents from Moe Kaung Treasure Hospital.

Table (4.10) Effect of Patient Satisfaction on Patient Loyalty

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	3.183	0.182		17.527	0.000	
Patient Satisfaction	0.240***	0.043	0.284	5.605	0.000	1.000
R	0.284					
R Square	0.081					
Adjusted R Square	0.078					
F-Value	31.417***					

Source: Survey data (2022)

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

According to the result shown in Table (4.10), R Square is 0.081 and Adjusted R Square is 0.075. This model can explain 7.5% about the variance of dependent variable with the independent variable. F-value (the overall significance of the model) is highly significant at 1 % level. Customer satisfaction on customer loyalty has expected positive sign and highly significant coefficient value at 99% level because

significant value is 0.000. VIF value is also less than 10 so there is no multicollinearity problem. It means that there is no auto-correlation among the independent variables. The positive sign means that the improvement in customer satisfaction may increase patient's perceptions towards service quality and their loyalty. The rise in customer satisfaction by 1 unit become increased the intention towards service quality from Moe Kaung Treasure Hospital by 0.24unit.

Patient satisfaction had an essential role on several aspects of health care organizations. Service quality was deliberated as an important factor for developing customer loyalty. One of the main ways to sustained patient satisfaction is to provide health services of consistently high quality to meet patient expectations that increased patient loyalty. Moe Kaung Treasure Hospital makes progress of safety patient to improve patient satisfaction. One of the main ways to maintained patient satisfaction is to provide health services of consistently high quality to meet patient expectations that increased patient loyalty. Therefore, the more customers feel satisfaction, the higher the customers have loyalty to the hospital.

CHAPTER 5

CONCLUSION

This chapter is organized with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the suggestions for the further study needs for Moe Kaung Treasure Hospital, Yangon.

5.1 Findings and Discussions

The study is conducted to gain a better understanding of service quality and patient satisfaction at Moe Kaung Treasure Hospital, Yangon. The objectives of this study are to analyze the effect of service quality on patient satisfaction in Moe Kaung Treasure Hospital, Yangon and to examine the influence of patient satisfaction on patient loyalty in Moe Kaung Treasure Hospital. To measure the service quality dimensions, patient satisfaction and their loyalty, the structured questionnaires consisting of four sections including patient's demographic information, patient's perception on the service quality of the Moe Kaung Treasure Hospital, Patient's satisfaction on the service quality of Moe Kaung Treasure Hospital and patient's loyalty towards Moe Kaung Treasure Hospital.

The findings indicate that most of the respondents are male and mainly aged between 36 and 45 years. Regarding the educational status, most of the respondents are bachelor degree holders and running their own business. Concerning family income per month, it was shown that the majority of the respondents have above 1,000,000 Kyats. Most of the respondents visit to oncology centre and coming to Moe Kaung Treasure Hospital at least two times.

In the analysis of service quality, patient satisfaction and patient loyalty, the study focused on six dimensions; Physical Environment, Customer-friendly Environment, Communication, Privacy and Safety, Responsiveness, and Affordability and Accessibility, which intended to determine the effect of service quality on patient satisfaction and patient loyalty.

Based on the research of customer perception on the service quality dimensions, the study indicates that the respondents have high perception in each of the physical environment, customer-friendly environment, communication, privacy and safety, responsiveness, and affordability and accessibility. Among these

dimensions of service quality dimensions, patients have the highest perception in physical environment quality.

To be more precise, the respondents, patients of the Moe Kaung Treasure Hospital have high perception on the physical environment quality such as physical features surrounding the service production process and feeling healthier after discharging of the hospital. Respondents also have high perception on the customer-friendly environment of the Hospital and treatment with empathy and going the extra mile to meet their needs. The respondents also have high perception on the effective communication between the medical staff and patients' trust on the ability of the medical staff in explaining information relating to patients' history of illness. Concerning privacy and safety, respondents have high perception on the protection of information, especially sensitive clinical data and freedom from harm caused by Moe Kaung Treasure Hospital's Management. Regarding the responsiveness of the hospital, respondents have high perception on the willingness of staffs to help customers and to provide prompt service. Moreover, respondents also have high perception on the affordability and accessibility of the medical services of Moe Kaung Treasure Hospital.

According to the survey results on customer satisfaction of the Moe Kaung Treasure Hospital, it is find out that the respondents have high perception on the customer satisfaction on services of the hospital. The result point out that the customer perception on the physical environment quality of cleanliness, ambience and design have positive strong effect on customer satisfaction of the Moe Kaung Treasure Hospital. In addition, the respondents have high perception on the affordability and accessibility of medical services provided by the Moe Kaung Treasure Hospital.

This study also highlights the effect of patient satisfaction on patient loyalty. Patient satisfaction has significant positive impact on patient loyalty. Patient satisfaction is a feeling of satisfaction after receiving a service as the result of relating between the service performance and the desired outlooks. Numerous patient satisfaction indicators are: getting a good experience, satisfied service, service received is accordance with the cost incurred, and services that exceed patient expectations. Loyalty is a conduct that is formed from experience, satisfaction, to a product or service by repurchasing. That is why the better the hospital get customer satisfaction, the higher the patient loyalty such as reuse of hospital services, convey

positive things to relatives, recommend, and encourage others to use the same service of the hospital.

5.2 Suggestions and Recommendations

According to the study, the organization gets many benefits to understand the patient perceptions of service quality to get more patient satisfaction which can improve their loyalty to the Hospital. Most of the respondents of the hospital have a great perception on the staffs' expertise, to get the service of the skillful, professional staff. To become more skillful and smatter in the professional of each staff, continuous medical education, continuous nursing education, employee engagement programs should held monthly or as required. Staffs' problem solving skills is also a perception that the customer of the Moe Kaung Treasure Hospital expect to meet. Therefore, the hospital should train their staff how to deal with difficulties and reporting system to each level.

Patients of Moe Kaung Treasure Hospital also have a high perception on availability of facilities and information such as most of the medicine needed, blood test and imaging test such as X-ray, Ultrasound and CT, food and personal utensils. Accordingly, board of directors and management team of the Moe Kaung Treasure Hospital should emphasize upon the facilities that are available in the hospital to maintain and upgrade them. Information that can get via web, Facebook, phone and pamphlet is also a factor to take into account for the customer perception to the hospital to get easily and smoothly way. Thus, Moe Kaung Treasure Hospital should more emphasize on these mentioned facts. Most of the respondents of the Moe Kaung Treasure Hospital want to get favorable services, feeling healthier or improvement of their diseases from the hospital. Consequently, the management team of the hospital should highlight the outcome or feedback of the customer via feedback form or messenger of the Facebook page.

In relation to survey result of the effect of customer satisfaction on their loyalty, Patients of Moe Kaung Treasure Hospital get satisfaction services of Moe Kaung Treasure hospital. The top management team of the hospital should maintain and control their staff to get more satisfaction of their customers. As there is low patient satisfaction on tangible of the Hospital, the management team should give more attention on the car parking spaces and other waiting area and patient's room facilities.

Satisfaction is another vital factor to building customer loyalty. When patients are satisfied with services provided by the hospital their loyalty toward the hospital increases. Therefore, Moe Kaung Treasure hospital should attempt to get patients trust by giving high quality services, showing respect for patients, showing concern for the health of their patients this will keep the satisfied customer loyal to the hospital.

According to results of the study, respondents have high level of satisfaction in all dimensions of healthcare service quality of Moe Kaung Treasure Hospital, but physical environment dimension and affordability and accessibility dimension are significantly effect on patients satisfaction. Moe Kaung Treasure Hospital Management should maintain the quality of tangible dimensions as well as quality clinical care. Moe Kaung Treasure Hospital is equipped with up-to-date technology but it need to be sustainable as state-of-the-art hospital.

At last, the management of Moe Kaung Treasure Hospital should have and keep up the reliable and supportable development at all service dimension in future. The findings of this study are expectable to contribute the improvement of service quality of medical care of Moe Kaung Treasure Hospital.

5.3 Needs for Further Study

This study does not emphasize on the entire medical care service of Moe Kaung Treasure Hospital. This study focuses only on the customer perception of the service quality dimensions on patient satisfaction and their loyalty of the Moe Kaung Treasure Hospital, Yangon. In order to specific, the study should conduct and characterized based on the kinds of services and broader aspects of service quality in the future. It is recommended further researchers to conduct the study on the effect that can get customer loyalty such as trust, commitment and corporate image, it will also make beneficial for Moe Kaung Treasure Hospital.

There are many models to accurately measure the quality of service. This study focus on the service quality factors on private hospital but other researchers can study on other public hospital by using other service quality models. The study which examines other influencing factors on customer satisfaction on private hospitals also can be beneficial for the hospitals for improving customer satisfaction and retaining loyal customers. For the comprehensiveness, the larger sample size requires across the different hospitals and regions. In the future, if time, effort and data available are not limited, the larger research should be conducted.

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APPENDICES

APPENDIX I

Survey Questionnaire

Questionnaires for Service Quality of Moe Kaung Treasure Hospital, Yangon

Dear Participant,

This survey questionnaire is to use for the research paper “The Effect of Healthcare Service Quality Dimensions on Patient Satisfaction and Loyalty in Moe Kaung Treasure Hospital” to submit as a partial fulfillment of Master of Business Administration (MBA) Degree in the Department of Management Studies, Yangon University of Economics. All of the data will be strongly kept confidential. I am grateful upon your participation.

Sincerely,
Thein Zaw
EMBA II – 49(NPT)
EMBA 18th Batch

Please mark (√) the one that matches to your situation.

(A) Patient’s Demographic Information

1. Name (Optional)
2. Gender
 - (a) Male
 - (b) Female
3. Age
 - (a) <5years
 - (b) 6-17 years
 - (c) 18 – 25 years
 - (d) 26 – 35 years
 - (e) 36 – 45 years
 - (f) 46 – 55 years
 - (g) Over 55 years
4. Educational Status
 - (a) Nursery/preschool
 - (b) Basic Education

- (c) University
 - (c) Graduate
 - (d) Post-Graduate
 - (e) Others
5. Ward
 - (a) Obstetrics and Gynecology
 - (b) Pediatric
 - (c) Oncology
 6. Visiting Time to Hospital
 - (a) Two times
 - (b) Three times
 - (c) More than three times

(B) Respondent's Demographic Information

1. Name (Optional)
2. Gender
 - (a) Male
 - (b) Female
3. Age
 - (a) 18 – 25 years
 - (b) 26 – 35 years
 - (c) 36 – 45 years
 - (d) 46 – 55 years
 - (e) Over 56 years
4. Educational Status
 - (a) Basic Education
 - (b) University
 - (c) Graduate
 - (d) Post-Graduate
 - (e) Others
5. Occupational Status
 - (a) Government Staff
 - (b) Company Staff
 - (c) Own Business

(d) Dependent

6. Monthly Family Income

(a) 400,000-600,000

(b) 600,001-800,000

(c) 800,001-1,000,000

(d) >1,000,000

(C) Patient satisfaction on the service quality of Moe Kaung Treasure Hospital and Patient Loyalty

Base on your perception of the service quality towards Moe Kaung Treasure Hospital, please put a tick to appropriate rating scale for all questions in the section.

Use the following scale to select the number.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Sr.	Statement	1	2	3	4	5
Physical Environment						
1	Hospital has Up-to-date equipment.					
2	The physical facilities are visually appealing and the appearance of the physical facilities of the hospital is in keeping with the services provided.					
3	The hospital environment is clean and comfortable, spacious car parking and cycle parking area.					
4	It is convenience to buy the personal utensils and accessible to store, canteen and rest area.					
5	Seating arrangement provided with adequate spaces for OPD patients and spacious of the in-patient room.					

Customer-Friendly Environment						
6	Hospital has relaxed atmosphere and I feel comfortable in Hospital environment.					
7	Doctors treat me in a very friendly and courteous manner.					
8	Reasonable waiting time to see the consultant and specialist of the hospital.					
9	Hospital staffs provided timely services as doctors prescribed.					
10	Hospital adjusts healthcare activities to the convenient hours for all patients.					
Communication						
11	Staffs are pleasant when deal with patient.					
12	Staffs listened to and responded to patients' needs and complaints in individual attention.					
13	When patients have problems, hospital staffs are sympathetic and reassuring.					
14	The behaviors of this hospital's staff are polite with me.					
15	The hospital communicates important information about appointment, investigation, precautions - in a timely and effective manner.					
Privacy and Safety						
16	Personal information was treated confidentially.					
17	The hospital keeps the records accurately and follows the ethical principles.					
18	Correct examinations and Procedures in patient care.					
19	Comfort and convenience investigation procedures such as radiological examination, pathological examinations and physiotherapy.					
20	The medical staffs such as doctors, nurses, technicians are smart at their profession.					

Responsiveness						
21	Hospital staffs are willing to help patients.					
22	Doctors explained about medical condition and procedures to patient properly.					
23	The hospital has adequate drugs and facilities and provided prompt services to patients.					
24	Necessary instruments can be provided promptly.					
25	When patient had a complaint, it was handled quickly.					
Affordability and Accessibility						
26	The hospital's medical services cost reasonable and fair compare to other hospitals.					
27	The hospital payment system is convenience.					
28	Hospital location is easy to find and not far from downtown area.					
29	I can get the information of the hospital via web and Facebook.					
30	I can inquire the information I need through phone line.					
Patient Satisfaction						
31	Hospital services meet patient's expectations.					
32	I am delighted and happy with the services provided by the Hospital and speedy recovery.					
33	I feel emotionally attached to the hospital.					
34	I am satisfied with my decision to admit this hospital.					
35	I am satisfy with the overall performance of services of the hospital.					
Patient Loyalty						
36	I will recommend the hospital and say positive things about the hospital to other people.					
37	I will continue to seek medical services from this hospital.					

38	I feel confidence and admire to hospital and refuse to change to another hospital.					
39	I will defend the hospital when other people criticized it.					
40	If the hospital raises the price or rate according to current situation, I would still continue to visit the hospital for medication and treatment.					

APPENDIX II
STATISTICAL OUTPUT
Descriptive Statistics

	Mean	Std. Deviation	N
Patient Satisfaction	4.2211	.39523	360
Physical Environment	4.2817	.46576	360
Customer-friendly Environment	4.2150	.36489	360
Communication	4.1200	.39670	360
Privacy and Safety	4.2300	.39915	360
Responsiveness	4.2472	.38014	360
Affordability and Accessibility	4.2133	.40969	360

Regression Analysis Result for Effect of Service Quality on Customer Satisfaction Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1.	0.386	0.149	0.134	0.36752	0.150	10.270	6	353	0.000

Predictors: (Constant), Physical Environment, Customer-friendly Environment, Communication, Privacy & Safety, Responsiveness, Affordability & Accessibility

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	8.399	6	1.400	10.270	.000 ^b
Residual	47.680	353	.135		
Total	56.080	359			

a. Dependent Variable: Patient Satisfaction

b. Predictors: (Constant), Physical Environment, Customer-friendly Environment, Communication, Privacy & Safety, Responsiveness, Affordability & Accessibility

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	99% confident interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)									
PE	1.362	0.426		3.196	0.002	0.223	2.439		
CFE	0.224	0.045	0.264	4.978	0.000	0.109	0.342	0.858	1.168
C	0.043	0.063	0.040	0.687	0.493	-0.115	0.210	0.715	1.405
P&S	0.216	0.060	0.096	1.589	0.113	0.089	0.349	0.951	1.525
R	0.095	0.071	0.031	0.449	0.654	-0.063	0.248	0.655	1.923
A&A	0.032	0.055	0.071	1.233	0.218	-0.150	0.217	0.520	1.365
	0.068	0.050	0.218	4.315	0.000	-0.074	0.213	0.732	1.054

a. Dependent Variable: Customer Satisfaction

Descriptive Statistics

	Mean	Std. Deviation	N
Patient Loyalty	4.1967	.33411	360
Patient Satisfaction	4.2211	.39523	360

Regression Analysis Result for Effect of Service Quality on Customer

Satisfaction Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1.	0.284	0.081	0.078	0.32080	0.081	31.417	1	358	0.000

Predictors: (Constant), Patient Satisfaction

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.233	1	3.233	31.417	.000 ^b
	Residual	36.843	358	.103		
	Total	40.076	359			

a. Dependent Variable: Patient Loyalty

b. Predictors: (Constant), Patient Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	99% confident interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	3.183	0.182		17.527	0.000	2.713	3.653		
S	0.240	0.043	0.284	5.605	0.000	0.129	0.351	1.000	1.000

a. Dependent Variable: Patient Loyalty