

The Influence of Patients' Capital on Perceived Service Quality

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ABSTRACT

Providing high levels and equity of service quality to patient has become a necessity for hospital to remain competitive in the marketing place. This study examined the relationship between perceptions of service quality and three patients' capital which include: social capital, financial capital and human capital. Data of total 545 questionnaires were analyzed by regression. There are three major findings are: (1) The stock of the social capital lead to the inequalities in service and treatment, it reflects the personal connection and human relation affect the quality of service in hospitals. (2) The financial capital would cause the positive effect to the communication and responsiveness of the service procedure. (3) The educational factor in human capital cause an obviously negative effect to the perceived service quality, it is shown that significant information asymmetric characteristic in the health care settings, furthermore, human capital is one of essential factors for affecting the differential in information. Implications of these findings for the management practice and future research are discussed.

Keywords: Social Capital; Financial Capital; Human Capital; Perceived Service Quality

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