

醫療服務品質、病患滿意度與病患忠誠度關聯性之實證研究：以高高屏地區區域教學醫院為例

扈克傑、魏文欽

E-mail: 9707189@mail.dyu.edu.tw

摘要

由於醫療產業競爭白熱化，醫病關係已不再是單方面且被動地接受業者給予的服務，消費者逐漸以主動積極的方式尋求合適且可信任的醫療服務。因此，業者必須充分瞭解病患實際需求，才能獲得最佳滿意度。近來，有關醫療紛爭時有所聞，本研究希藉問卷調查方式，探討病患在就醫過程中對醫院各項服務之滿意度，做為醫院改善及提昇競爭力之重要參考。經相關分析後發現醫療服務品質、病患滿意度與病患忠誠度各構面間均呈顯著相關；線性結構關係模式(LISREL)分析結果，明確驗證病患滿意度於醫療服務品質與病患忠誠度之間，具有顯著中介效果。

關鍵詞：服務品質;滿意度;忠誠度

目錄

中文摘要	iii	英文摘要	iv
誌謝辭	v	內容目錄	vi
目錄	viii	圖目錄	x
緒論	1	第一節 研究背景與動機	1
第二節 研究目的	2	第三節 研究範圍及對象	3
第四節 研究流程及章節架構	3	第二章 文獻回顧	6
第一節 醫療服務品質	6	第二節 病患滿意度	22
第三節 顧客忠誠度	32	第四節 醫療服務品質、病患滿意度與病患忠誠度之關聯性	36
第三章 研究方法	40	第一節 研究架構與假設	40
第一節 問卷發放及量表設計	45	第二節 研究變數之操作性定義	42
第二節 敘述性分析	61	第三節 資料分析方法	49
第三節 因素分析	66	第四節 樣本基本資料分析	60
第四節 LISREL模式分析	73	第五節 相關分析	65
第一節 研究結論	82	第五節 信度與效度分析	70
第二節 管理意涵	83	第六章 結論與建議	82
第三節 參考文獻	85	第一節 研究結論	82
第四節 附錄 問卷	86	第二節 研究貢獻	83
	104	第三節 研究限制與未來研究建議	85

參考文獻

- 一、中文部份 石曜堂(1978)，醫療品質評估，2(11)，106-109。朱詠華(1995)，醫療服務知覺品質與顧客滿意度之關係研究，成功大學企業管理研究所未出版之碩士論文。吳統雄(1984)，電話調查：理論與方法，台北：聯經出版社，154。李正文，陳煜霖(2005)，服務品質、顧客知覺與忠誠度間關係研究：以行動通訊系統業為例，顧客滿意學刊，1(1)，51-84。邱皓政(2006)，結構方程式，台北：雙葉書廊。周鴻儒，高森永，陳育忠(1997)，國軍醫院門診病患滿意度調查研究，國防醫學，5(25)，431-438。胡玉美(2004)，探討醫院總額預算制度實施前後對住院醫療服務品質差異之影響 以某醫學中心為例，義守大學工業工程與管理研究所未出版之碩士論文。郭德賓(2000)，醫療服務業顧客滿意與競爭策略之研究，產業管理學報，2(1)，231-256。郭宜中、湯玲郎(2001)，醫院服務品質與住院病患滿意度之研究 以區域教學醫院為例，醫院雜誌，5(4)，23-43。張煥禎，張威國(2000)，醫療行銷管理學，台北：偉華書局有限公司，225-246。張磊(2005)，門診醫療服務品質、顧客滿意度、顧客忠誠度與病患型態之探討 - 以北部區域某醫學中心為例。陸運嫻(2004)，產品涉入程度、滿意度與再購行為之相關性 - 以產婦的醫療服務，義守大學管理科學研究所未出版之碩士論文。陳順宇(2005)，多變量分析，台北：華泰出版社。黃崇銘(2003)，生理機能障礙者就醫環境品質與滿意度調查，中國醫藥學院醫管所未出版之碩士論文。劉崇義(2001)，顧客滿意之研究-以壽險業為例，中原大學企業管理研究所未出版之碩士論文。劉有倫(2005)，顧客導向、服務價值、醫療服務品質與病患滿意度之關聯性探討 - 以南部地區醫學中心為例，國立高雄第一科技大學行銷與流通管理所未出版之碩士論文。蔡宏恩(2001)，地區醫院

醫療服務品質之實證研究--以新樓醫院麻豆分院為例，長榮管理學院經營管理研究所未出版之碩士學位論文。蕭文龍(2007)，多變量分析最佳入門實用書，台北:碁峰資訊股份有限公司。錢慶文(1994)，全民健保實施後醫院可採行的行銷策略，醫院雜誌，27(5)，24-30。謝明娟，文久美，楊美雪(1998)，門診病患對醫院滿意度與重視度之調查以台灣地區區域醫院為例，嘉南學報，24，183-193。韓揆(1994)，醫療品質管理及門診服務品質定性指標，中華公共衛生雜誌，1(13)，35-53。顏永森(2000)，銷售網站服務品質對消費者態度影響之研究，政治大學企業管理學系未出版之博士論文。

二、英文部份 Anderson, J. C., & Narus, J. A. (1990). A model of distributor firm and manufacturer firm working partnerships, *Journal of Marketing*, 54, 42-58. Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms, *Marketing Science*, 12(2), 125-166. Anderson, C. F., & Donald R. L. (1994). Customer Satisfaction, Market Share, and Profitability: Findings From Sweden, *Journal of Marketing*, 58, 53-66. Babakus, E., & Mangold, W. C. (1992). Adapting the SERVQUAL scale to hospital services: An empirical investigation. *Health Service Research*, 26(6), 676-686. Bagozzi, R. P., & Yi, Y. (1988). On the Evaluation of Structural Equation Models, *Academy of Marketing Science*, 16(1), 76-94. Bei, L., & Chiao, Y. (2001). An Integrated Model for the Effects of Perceived product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 14, 125-140. Bentler, P. M., & Bonett, D. G. (1980). Significance test and goodness of fit in the analysis of covariance structures, *Psychological Bulletin*, 88, 588-606. Bentler, P. M. (1995). EQS:Structural equation program manual. Encino, CA:Multivariate Software. Berkowitz, E. N. (1996). *Essentials of Health Care Marketing*, MD: Aspen Publishers, Inc. Bote, K. R. (1996). Beyond Customer satisfaction to customer loyalty: The Key to greater profitability, New York: American Management Association, 31. Bitner, M. J. (1990). Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses, *Journal of Marketing*, April, 69-82. Bloemer, J., Ruyter, K. D., & Peeters, P. (1998). Investigating Drivers of Bank Loyalty: the Complex Relationship between Image, Service quality and Satisfaction. *International Journal of Bank Marketing*, 16(7), 276-286. Bolton, Ruth N., & James H. Drew. (1991). A Multistage Model of Customer Assessments of Service Quality and Value, *Journal of Consumer Research*, 17, 75-384. Bolton, R. N. (1998). A Dynamic Model of the Duration of the Customer 's Relationship with a Continuous Service Provider: The Role of Satisfaction, *Marketing Science*, 17(1), 45-65. Bopp, K. D. (1990). How patients evaluate the quality of ambulatory medical encounters: A marketing perspective. *Journal of Health Care Marketing* 10(1), 6-15. Bowen, J. T., & Shoemaker, S. (1998). Loyalty: A strategic commitment. *Cornell Hotel and Restaurant Administratin Quarterly*, 39(1), 12-25. Brewster, A. C., & Bradbury, R. C. (1988). Hospital quality control: A key to competitive health plans, In P. Boland (ed.), *The New Healthcare Market*, 106-115. Brown, G. H. (1952). Brand Loyalty-Fact or Fiction? *Advertising Age*, 23, 53-55. Cardozo, R.N. (1965). An Experimental Study of Customer Effort, Expectation and Satisfaction, *Journal of Marketing Research*, 2, 244-249. Carmines, E. G., & McIver, J. P. (1981). Analysis models with unobserved variable, In Bohrnstedt, G. W., & E. F. Borgatta, *Social Measurement: Current Issues*, Beverly Hills: Sage. Cavero, S., & Javier, C. (1997). Brand Choice and Marketing Strategy: An Application to the Market of Laundry Detergent for Delicate Clothes in Spain. *Journal of International consumer Marketing*. 10, 57-71. Charska, N. L. (1980). Use of medical service and satisfaction with ambulatory care among a rural minnesota population, *Public Health Report*, 95, 44-52. Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty, *Journal of Marketing*, 65(2), 81-93. Chin, W. W. P. Todd, (1995). On the Use, Usefulness, and Ease of Use of Structural Equation Modeling in MIS Research: A Note of Caution, *MIS Quarterly*, 19(2), 237-246. Cronin, J. J. Jr., Brady, M. K., & Hult, G. T. (2000). Assessing the Effects of Quality, Value & Customer Satisfaction on Consumer Behavioral Intensions in Service Environments, *Journal of Retailing*, 76(2), 193-218. Donabedian, A. (1978). The quality of medical care, *Science*, 200, 856-864. Donabedian, W. R., & Avedis. (1980). *The Definition of Quality and Approaches to Its Assessment*, Ann Arbor, Mich: Health Administration Press. Donabedian, A. (1988). The quality of care: How can it be assessed? *JAMA*, 260(12), 1743-1761. Donabedian, W. R., & Avedis. (1989). The Quality of Medical Care: How can it be Assessed? *Journal of American Medical Association*, 260(12), 1743-1750. Donabedian, A (1995). Chapter 12: The role of outcome in quality assessment and assurance, In N. D. Graham (ed.), *Quality in Health Care, Theory, Application and Evolution*, 198-209. Gaithersburg, MD: Aspen Publication. Elbeck, Matt. (1988). MEASURING AND INTERPRETING DIMENSIONS OF HOSPITAL IMAGE TH, *Journal of Health Care Marketing*, 8(1), 88-94. Etzel, Michael J., Bruce. J. Walker, & William J. Stanton. (2001). *Marketing Management 12th Edition*, Mcgraw. Hill, Irwin. Fay, C. J. (1994). Royalties from loyalties. *Journal of Business Strategy*, 15, 47-51. Fitzpatrick, R. (1993). A measurement of patients satisfaction with their careScope and measurement of satisfaction, London: Royal College of Physicianspp, 41-56. Fornell, C., & D. F. Larker. (1981) Evaluating Structural Equation Models with Unobservables and Measurement Error, *Journal of Marketing Research*, 18, 6-21. Fornell, C. A. (1992). National Customer Satisfaction Barometer: The Swedish Experience, *Journal of Marketing*, 56, 6-21. Fornell, C., Anderson, E.W., & Lehmann, D. R. (1994). Customer Satisfaction, Market Share and Profitility: Finding From Sweden, *Journal of Marketing*, 59, 53-66. Frederick, F. Reichheld, & W. Earl Sasser, Jr. (1996). Zero Defections: Quality comes to services. *Harvard Business Review*, 76(4), 105-113. Frederick, N. (2000). Loyalty. com: Customer Relationship Management in the New Era of Internet Marketing. McGraw. Hill, Irwin. Friedman, M. A. (1995). Issue in measuring and improving health care quality, *Health Care Financing Review*, 16(4), 155-173.17. Gooding, S., & Smith. Georgette M Zifko-Baliga, Robert F Krampf. (1997). Managing perceptions of hospital quality, *Marketing Health Services*. Chicago: Spring, 17(1), 28-36. Griffin, Jill. (1996). The internet 's Expanding Role in Building Customer Loyalty, *Direct Marketing*, 59 (7), 50-53. Guest L. (1964). Brand Loyalty-Twelve Years Later, *Journal of Applied Psychology*, 39, 405-408. Haddad S, Potvin L, Roberge D, Pineajlt R, Remondin M. (2000). Patient perception of quality following a visit to a doctor in a primary care unit, *Family Practice*, 17, 21-29. Hallam, Lesley, Wilkin, David & Doggett, Marie-Anne.(1992). *Measures of Need and Outcome for Primary Health Care*, New York: Oxford, 1-19. Hair, J. F., Anderson, R. E., Tatham R. L., & Black, W. C. (1998). *Multivariate data analysis (5thed.)*. UK:Prentice Hall

International. Hansagi, Helen, Carlsson, Barbro, Brismar, Bo. (1992). The Urgency of Care Need and Patient Satisfaction at a Hospital Emergency Department, *Health Care Management Review*. Frederick: Spring 1992, 17(2), 71-76.

Hseik, M., and Kagle J. D. (1991). Understanding patient satisfaction and dissatisfaction with health care, *National Association of Social Workers*, 16, 281-90.

Hu, L., & Bentler, P. M. (1993). Fit indexes in covariance structure equation modeling, Unpublished manuscript.

Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure equation modeling, 6(1), 1-55.

Hurley, R. F., & Estelami, H. (1998). Alternative indexes for monitoring customer perceptions of service quality: A Comparative Evaluation in a Retail Context. *Academy of Marketing Science*, 26(3), 209-221.

Jacoby, Jacob, Robert & Chestnut, W. (1973). *Brand loyalty: measurement & management*. New York: John Wiley & Sons, Inc.

Javalgi, Rajshekhar G., Rao, S. R., Thomas, & Edward G. (1991). Choosing a Hospital: Analysis of Consumer Tradeoffs, *Journal of Health Care Marketing*, 11(1), 12-23.

JCAHO (1990). *Proposal principles of organization, management and effectiveness*, Washington, D.C.: The Commission.

John, J. (1992). Improving quality through patient provider communication, *Journal of Health Care Marketing*, 11, 51-60.

Kashyap, Raj. John, T. O., & Sasser, W. E. (1995). Why Satisfied Customers Defect, *Harvard Business Review*, 73, 88-99.

Kaiser, H. F. (1974). An Index of Factorial Simplicity, *Psychometrika*, 39(1), 31-36.

Kathryn A Marley, David A Collier, Susan Meyer Goldstein. (2004). The Role of Clinical and Process Quality in Achieving Patient Satisfaction in Hospitals, *Decision Sciences*, 35(3), 349-350.

Koichiro Otani, Richard S Kurz, Steven M Barney. (2004). The Impact of Nursing Care and Other Healthcare Attributes on Hospitalized Patient Satisfaction and Behavioral Intentions, *Journal of Healthcare Management*, Chicago: 49(3), 181-198.

Kotler, Philip. (1996). *Marketing Management Analysis Planning, Implementation, & Control*, 9th ed, Prentice-Hall, Inc.

Kotler, P. (1997). *Marketing Management Analysis Planning, Implementation & Control*, Prentice-Hall, 433-437.

Kotler, P, Ang, S. H., Leong, S. M., & Tan, C.T. (1999). *Marketing Management: An Asian Perspective*, Prentice Hall, Singapore.

Kotler, P, (2000). *Marketing Management. The Millennium Edition*, Prentice Hall International, Inc., Upper Saddle River, NJ.

Kotler, P. (2003). *Marketing Management: Analysis, Planning, Implementation, and Control* (11th ed.), Prentice Hall, Upper Saddle River, NJ.

Lim, Jeon-Su, Zalocco, Ron. (1988). Determinant Attributes In Formulation Of Attitudes Toward Four Health Care systems, *Journal of Health Care Marketing*, 8(2), 25-31.

Lovelock, C. H. (2001). *Services Marketing*, 4th ed., Prentice Hall International.

Lovelock, C., & Wirtz, J. (2004). *Services Marketing: People, Technology, Strategy* (5th ed.), Prentice Hall, Upper Saddle River, NJ.

MacConell, D. J. (1968). The Effect of Pricing in an Experimental Setting, *Journal of Applied Psychology*, 53, 331-334.

MacStravic, R. S. (1987). Loyalty of Hospital Patients: a Vital Marketing Objective, *Health Care Management Review*, 12(2), 23-30.

McAlexander, J. H., Kaldenberg, D. O., & Koenig, H. F. (1994). Service quality measurement, *Journal of Health Care Marketing*, 14(3), 34-40.

Minjoon Jun, Robin T Peterson, George A Zsidisin. (1998). The identification and measurement of quality dimensions in health care: Focus group interview results, *Health Care Management Review*, 23(4), 81-89.

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. C. (1989). Evaluation of goodness-of-fit indices for structural equation models, *Psychological Bulletin*, 105, 430-445.

Nguyen, N. & LeBlanc, G. (1998). The Mediating Role of Corporate Image on Customers' Retention Decisions: An Investigation in Financial Services, *International Journal of Bank Marketing*, 16(2), 52-65.

Nunnally, J. L. (1978). *Psychometric theory* (2nd ed), New York, NY: McGraw-Hill.

O'Connor, J. Stephen, Richard M. Shewchuk, Michael R. Bowers, 1991, A Model of Service Quality Perceptions and Health Care Consumer Behavior, *Journal of Hospital Marketing*, 1(6), 62-69.

O'Connor S. J. (1992). The influence of physician task behavior on patient evaluations of the technical quality of medical care, Unpublished Dissertation, The George Washington University.

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(Nov.), 460-469.

Oliver, R. (1981). Measurement and Evaluation of Satisfaction Processes in Retailing Setting, *Journal of Retailing*, 57, 25-48.

Oliver, T., Oliver, R. L. and MacMillan, I. (1992). A catastrophe model for developing service satisfaction strategies. *Journal of Marketing*, 56, 83-95.

Oliver, R. L. (1993). Cognitive, Affective, and Attribute Bases of the Satisfaction Response. *Journal of Consumer Research*, 20, 418-430.

Oliver, R. L., & Rust, R. T. (1994). *Service quality: insights and managerial implication from the frontier*. New York: Sage Publications.

Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*, N.Y.: McGraw-Hill.

Ostrom, A., & Iacobucci, D. (1995). Consumer Trade-offs and The Evaluation of Service, *Journal of Marketing*, 59(1), 17-28.

Parasuraman, A., Zeithaml, V., & Berry, L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research, *Journal of Marketing*, 49, 41-50.

Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*, 64(1), 12-40.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1991). Refinement and Reassessment of the SERVQUAL Scale, *Journal of Retailing*, 67(4), 420-450.

Parasuraman, A., Zeithaml, V., & Berry, L. (1994a). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Future Research, *Journal of Marketing*, 58, 111-24.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1994b). Alternative Scales for Measuring Service Quality: A Comparative Assessment Based on Psychometric and Diagnostic Criteria, *Journal of Retailing*, 70(3), 201-230.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.

Pascoe, G. C. (1983). Patient satisfaction in primary health care: a literature review and analysis, *Eval Program Plann*, 185-210.

Pearson, S. D., & Raeke, L. H. (2000). Patients' Trust in Physicians: Many Theories, Few Measures, and Little Data, *Journal of General Internal Medicine*, 15, 509-513.

Reichheld, F. F., & Sasser, W. E. (1990). Zero Defection: Quality Comes to Services. *Harvard Business Review*, 68, 105-111.

Reinartz, W. J., & Kumar, V. (2000). On the profitability of long-life customers in a non-contractual setting: An empirical investigation and implications of marketing, *Journal of Marketing*, 64, 17-35.

Risser, N. (1975). Development of an instrument to measure patient satisfaction with nurses and nursing care in primary care settings, *Nursing Research*, 24, 45-52.

Robert H. Brook & Kathleen N. Lohr. (1987). Monitoring quality of care in the Medicare program, *Journal of American Association*, 258(21), 3138-3141.

Robert C Ford, Susan A Bach, Myron D Fottler. (1997). Methods of measuring patient satisfaction in health care organizations, *Health Care*

Management Review. Frederick: Spring 1997, 22(2), 74-84. Rosenberg, L., and Czepiel, J. (1984). A Marketing Approach for Customer Retention, *Journal of Consumer Marketing*, 1, 45-51. Schurr, P. H., & Ozanne, J. L. (1985). Influences on exchange process: buyers preconceptions of a seller trustworthiness and bargaining toughness", *Journal of Consumer Research*, 11(4), 939-953. Selnes, F. (1993). An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty, *European Journal of Marketing*, 27(9), 19-35. Selnes, Fred. (1996). An examination of the effect of product performance on Brand Reputation, Satisfaction and Loyalty. *The Journal of Product and Brand Management*, 2, 45-61. Singh, J., and Sirdeshmukh, D. (2000). Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgment, *Journal of Academy of Marketing Science*, 70(1), 150-167. Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value and loyalty in relational exchanges, *Journal of Marketing*, 66(1), 15-37. Smith, Scott M., Clark, Marta. (1990). Hospital Image and the Positioning of Service Centers: An Application in Market Analysis and Strategy Development, *Journal of Health Care Marketing*, 10(3), 13-23. Strasser, S., & Davis, R. M. (1991). Measuring patient satisfaction for improved patient services, Ann Arbor, MI: Health Administration Press. Stufflebeam, D. L., et al. (1971). Educational evaluation and decision making, Indiana: Phi Kappa. Susan Lee Taylor, Robert M Cosenza. (1999). A conceptual choice model for hospital services *Journal of Marketing Theory and Practice*, 7(4), 20-3371. Taylor, Susan. Tantipoonwinai, S. (1994). Improved quality of care resulting in patient satisfaction, conference reference, Empowerment of nurses. Taylor, Susan L, Capella, Louis M. (1996). Hospital outshopping: Determinant attributes and hospital choice, *Health Care Management Review*, 21(4), 33-45. Taylor, S. A. (2001). Assessing the Use of Regression Analysis in Examining Service Recovery in the Insurance industry: Relating Service Quality, Customer Satisfaction, and Customer Trust. *Journal of Insurance Issues*, 24(1), 30-57. Victor Sower, JoAnn Duffy, William Kilbourne, Gerald Kohers, Phyllis Jones. (2001). The dimensions of service quality for hospitals: Development and use of the KQCAH scale, *Health Care Management Review*, 26(2), 47-57. Woodside, A. G., Lisa L. Frey, & Robert Timothy Daly(1989). Linking Service Quality, Customer Satisfaction, and Behavioral Intentions, *Journal of Health Care Marketing*, 9, 5-17. Zeithaml, Valarie A. and Mary Jo Bitner (1996), *Service Marketing*, New York McGraw-Hill. Zeithaml, V. A. & M. J. Bitner, & D. D. Gremler (2002). *Service Marketing*, 3rd ed., NY: McGraw-Hill. Zifko-Baliga, Georgette, M. Robert, F. Krampf(1997). Managing perceptions of hospital quality, *Marketing Health Services*, Chicago: Spring, 17(1), 28-32.