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## Assessment of the relationship between the perceived service quality, satisfaction and loyalty of patients in a hospital with the path analysis

Aydin Teymourifar<sup>a</sup>, Onur Kaya<sup>a</sup>, Gurkan Ozturk<sup>a</sup> and Menderes Tarcan<sup>b</sup><sup>a</sup>Anadolu University, Turkey<sup>b</sup>Eskisehir Osmangazi University, Turkey

Nowadays, there is a competitive market in health as it is in other sectors. Therefore, the loyalty of the patients is important especially for the hospitals of the private sector. Generally, there is a direct relation between the level of quality perceived by patients and their satisfaction with their loyalty. But usually, the socio-economic characteristics of the patients, affect this relation. For this reason based on the studies and methods in the literature, this relation should be analyzed by taking into consideration the characteristics, insurance state and expectations of patients in countries even in the regions. In this study, using the path analysis and based on the results of a SERVQUAL survey applied in training and research hospital in Turkey, this relationship is evaluated. The obtained results are not only useful for applying health policies but also for designing modified questionnaires.