FACTORS AFFECTING CUSTOMER SATISFACTION AND HEALTH CARE QUALITY: A STUDY OF DEWAS REGION

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Abstract:

Purpose: The paper aimed at exploring the factors affecting customer satisfaction in health care industry. Customer satisfaction is always the prime concern for any service provider; health care industry continues to face various challenges in this dynamic environment. This paper helps health care policy maker to implement strategies that will improve quality of customer & efficiency of patient care. Design: This research paper is empirical in nature and tries to explore factors affecting customer satisfaction. The study is primary in nature based on data collected from 100 customers' in Dewas region hospitals by using a convenient sampling. Factor analysis was applied to know the crucial factors that affect customer satisfaction using SPSS. Finding: This study is aimed to examine changing aspects that influence customer's satisfaction in health care institutions. Research Implication: The present research paper gives pointersto improve customer satisfaction as well as trust on health care services, and the results were confirmed statistically. It has a direct implication on the health care industry's service providers and encourages them to regularly monitor quality and accordingly take appropriate initiative to maintain high level of customer satisfaction. Practical Implication: This paper highlights the factors that need to be prioritized by the policymakers, towards making justifiable and effective strategiest enhance customer trust in health care.

Keywords: Customer Satisfaction, Health Care, Effective Strategies, Regular monitoring, Paper Type: Empirical

INTRODUCTION

Healthcare has undergone a paradigm shift over the years, with the technology reaching new levels, but not much has changed on the ground level. The revolution is mostly like a topping on the cake, and the industry underneath continues to face many challenges from the environment, including scope for improvements in quality and efficiency, as well as patient experience. Bad experiences have consistently reduced the general trust on healthcare services. At a point where the patient is supposed to feel relaxed, comforted and homely, the inverse happens sometimes. Patients are constantly dissatisfied by hygiene issues, lack of patient care, improper handling, lack of long term relief, overbilling, wrong billing, etc. There are too many variables involved to even pen down, and thus a very challenging outcome to define. Hence, a detailed study or investigation is needed to comprehend the depth of the issue. Similarly, today's healthcare market is so competitive that there arises a need to compare the various healthcare offerings. Such a competitive approach forces each industry member to bring out their very best, and ultimately the customer benefits from this. The reputation of a healthcare organisation for its commitment to the patient stands out as the main criterion in choosing a healthcare provider (Spavins,2006). It is therefore necessary to deliver quality medical care to patients, while upholding not only the prescribed quality standards as well as attempting to achieve satisfaction from the patient's perspective. According to Desta et al., (2018) the point of the patient's view is becoming more integrated in the process of improving healthcare systems. Patient satisfaction consists of an evaluation or grading of directly-received services including structure, process, and outcome of services and an affectively based response to the structure, process, and outcome of services.

The entire healthcare industry whether government or private, should focus and revolve entirely around the patient. A satisfied patient is the biggest advertisement. Not only a satisfied customer comes around, but the word of mouth publicity is of immense value to the organisation.Just like other industries in a semi-capitalistic market, healthcare industry must also focus on customer satisfaction. The staff and all the resources will be judged solely on their ability to satisfy the customer. However, the individual departments and sub departments of a healthcare organisation need to be revamped and enhanced toenableethem to provide better healthcare for their patients. This may range from security/ gate keeping, admission procedures, emergency department, billing provisions, right up to discharge of the patients from the hospitals. The prime objective of any hospital is to provide reasonably good healthcare. Themain product is medicines, surgical equipments and nursing services and its central concern is life and health of the patient. Every service organization including the hospital must have a customer relationship management department. They mustunderstandthe long-term patient-provider relationship better (Chahal, 2008). Not immediately apparent, but there are various long term benefits of customer relationship management such as returning customers, handling the competition, bringing new customers through referrals by existing ones. It should be kept in mind that satisfaction in healthcare is of utmost importance to the end consumer, more important than electronics or footwear or entertainment industry. Trust once broken in this industry is rarely gained again.

The first reason for patients to arriveat the hospital is to get cured of illness, some other reasons may be cosmetic enhancement of body of some type. Hence, they're right to expect goodhealthcare& treatment and all the necessary

information in full transparency. This should nto always be the end of the line, as the hospital environment can be enhanced to be pleasing to the mind, with great ambiance and good feel all around. Children are known to possess fears and reservations of the typical hospital environment, which plays a role in making them negative. There's no reason why a hospital must have a morbid feeling around.In short, a hospital must be able to understand and exceedall the physical, mental and spiritual expectations and needs of patients of all classes, ages and demography. The quality of the experience at the hospital determines the loyalty factor in the long run, sometimes even spanning generations. Thedoctors, nurses, store-keepers, bill handlers and other staff's interaction with patients create a big impact in the mind and heart of the patient. The perceived service quality determines the patient's willingness to visit the hospital again. The biggest factor in the hospital's performance measurement is how satisfied the patients were, in the end. For this reason, few hospitals and organisations have given the green signal towards sensitivity training of their employees towards better handling patients.

LITERATURE REVIEW

According to Baalbaki, et al., (2008), the hospital is not able to empathise with the patients' systematic demands with its core performance and hence, there's a dire need to understand patient needs. It is no mystery that Patient satisfaction in healthcare is important for the sustained profitability of hospitals, increased efficiency and effectiveness as well as better treatment outcomes, not to mention the patient positivity itself aids in quick & better recovery. Hospitals in even a country like Ghana are improving their patient care and overall reputation, it is quite important to draw a line between core services and non-core services. Baalbaki (2014) explainedthat although core services provided by hospitals are an essential part towards patient satisfaction, they're also influenced by noncore services, such as customer services. Hence, there is a significant gap between patient health care system and core service assessments, which must be well understood. Past research has shown that post patient discharge surveys are far more reliable source of usable information, both for outpatients and in patients rather than when patients are in the hospital. And given the dynamic nature of service industry, there should be a constant monitoring of this information to ensure quality maintenance &improvementt.

Satisfaction is a direct factor of the quality of health services delivered. It can be felt, but not exactly measured in quantitative terms, its more of a psychological notion that varies from person to person. Positive attributes like happiness, wealth, prosperity and quality of life can be said to derive satisfaction to everyone. But, coming on to the market, satisfaction is an unquestionable judgment set by the customers of a service, conceptualised after the consumption (Priporas et. al., 2008).

Satisfaction is never absolute, no matter how good it is, it must constantly be monitored and enhanced over time. Failure in this will result in non-fulfilment of rising expectations, opportunities to competitors and maybe incapability to maintain the high market standing. A better and ever evolving understanding of ppatient expectations can go a long way for any healthcare provider to respond in a proactive manner. When the customer expectations are consistent with the product and processes provided, satisfaction becomes an easily achieved target for any organisation (Friesner et al., 2009).

Research conducted by Mote Supriya et.al (2016) on topic "Kano model application in new service development and customer satisfaction" suggested that business need to incorporate different strategies for being competitive and profitable. While creating strategies it is important that we must focus on needs and satisfaction level of customers. This research highlighted that customers are more attracted towards the services like restrooms, hygienic washrooms, inclusion of special festival celebration and proper food provision along with the sales and services related to truck parts in case of retail. All the needs of the customers need to be studied and finally it needs to be included for attractive requirements. If customers are satisfied, operational efficiency will also improve.

A study was conducted by Chin-Lung Hsu et.al to explore the factors affecting the adoption of Internet of Things services (IoT) found that IoT is considered a s an effective means of combining multiple technologies to improve the quality of life. The researcher has applied the value based adoption model to identify the effect of benefits and disadvantages of using IoT on the users. Results of the study indicates that perceived usefulness and perceived enjoyment affects significantly the behavioral intention through perceived value whereas perceived privacy risk plays a key factor in determining IoT adoption.

Another study on identifying the determinants of customer's satisfaction with hospitals: a managerial model by SaadAndaleeb, S. (1998)found that proper communication with the patients, competency level of the staff, their appearance, quality facilities and perceived costs affects the customer's satisfaction from the services provided by the hospitals. They also represent strategic concepts that managers can address in their bid to remain competitive. The results further indicate that all five variables were significant in the model and explained 62 per cent of the variation in the dependent variable.

A research by Dhyana Sharon Ross et. al identified that Physical facilities, Food and behavior of staff, admission procedure from patients perspective is the most important factor affecting the healthcare quality. Healthcare quality is also affected with the years of experience of the staff. Higher the experience, better the understanding level of staff and better is the health care quality. Hence it was concluded that redesigning and reengineering of strategies, mission statement, benchmarking and proper monitoring by management will help to improve health care quality

Objective

- To indentify the factors that affects customer satisfaction towards health care service quality.

Research Methodology

The objective of this research paper is to identify the factors that affect customer satisfaction in the health care services being provided. In order to fulfill the research objective the customers who have already taken the health care services from the Dewas region hospitals were chosen. Data was analyzed using factor analysis after checking reliability of the collected data.

Research Type: Empirical
Universe-Dewasregion**w**as selected for data collection.
Sample Size: 100

Sampling Technique- Convenience sampling technique has been used for collection of data.

Sampling Unit- Data was collected from the patients who have used Dewas hospital services and are willing to devote their time in filling the questionnaire on the basic of literature review, scale and article etc.

Data Collection Tool: Primary data was collected from valuable patient's response of Dewas hospitals using a self designed questionnaire. The questionnaire so developed was divided into two parts- Part A comprises of demographic profile of the respondent and Part B contains 51 items used to identify patient's trust / Customer satisfaction on health care services, which were administered at five point likert scale. Data was analyzed through appropriate statistical toolby using SPSS. Secondary data was collected from Journals, Articles and Websites.

Tools for Data Analysis -Factor Analysis was applied as a tool for analysis of data. Normality and Reliability tested for this study. Reliability test has been applied on the data collected from 100 patients' and Cronbatch alpha value for the same was .847 which shows the excellent reliability of the tool used for data collection. Two items were removed from the questionnaire.

RESULT & DISCUSSION

Factor 1- Employee Service Satisfaction

This factor explains satisfaction and trust of the patient's from health care services offered by the hospitals. Not only for the first time but always, the employees are magnanimous towards the patients and are highly thoughtful about the sufferings and anguish of the patients and are therefore, highly benevolent while taking care of these people who are considered human beings firstly more than anything else.Table 2 shows that; the item with highest loading (.761) is "Employees perform service correctly from the first time".Bhat and Malik (2007) in his research 'A Quality of Medical services' also concluded that patient's decision to stay with the health care organization depends largely on the quality of service offered. The study highlights the expectations and perception of customer towards the health care provider. The study outlines the vital role of strategic planning for corporate success.

Factor 2- Trained Employees

This factor constituent of five items related to training and development of health care employees. Hospital employees are well trained and will always behave softly and humbly with the patients and cooperate to the patients need whole heartedly. Hospital employees consider it as their foremost duty to troubleshoot customers' complaints and they are really concerned about the welfare of the patients and their comfort and well-being. Even complaints of the irritated patients are listened very patiently and are handled smoothly with utmost care and regard by acknowledging their feelings. Table 2 indicates that; the item with highest factor loading (.861) is "Employees neatness". Silvestro (2005) in his research arguedit very important for policy makers to understand employee's perception regarding patient expectationsand perceptions. This will help in creating understanding the gap if exist between the perception and expectations can be removed or reduced through proper training and development of health care employees. SaadAndaleeb, S. (1998) in his research also found that competency of the staff is important determinant of customer satisfaction in Health Care.

Factor 3- Service Quality and Customer Satisfaction

Most of the respondents expressed their satisfaction over the professional manner, by which their situation was handled. Apart from professionalism, the patients also appreciated the personal touch maintained by the hospital staff in general, which made them feel special and valued.The various departments of the hospital that interact with the patient's family, like the front desk, emergency, diagnosis, etc. were highly appreciated for their problem solving skills and in general, speedy and efficient service.Table 2 indicates that; the item with highest loading (.851) is "I am satisfied with the professional competence of this health care provider". This result is in lined with the finding of few researchers that showed customers satisfaction is predicted by factors relating to caring, empathy, reliability and responsiveness (Tucker and Adams, 2001). Ware et al. (1978) identified dimensions affecting patient evaluations, including physician conduct, service availability, continuity, confidence, efficiency and outcomes.

Factor 4- Prominent Hospital Services

The study revealed that the hospital follows a transparent policy with reference to the treatment, where each new change is conveyed in a timely manner. Records of the same are maintained in compliance of the prevalent standards. The services itself are provided to the patients with minimum possible delay. In addition, the medical equipments and general fitments are aesthetically pleasing to the patient's eye, which helps maintain the critical positivity needed at weak moments. Majority of the respondents refused to shift to another hospital even given a significant price difference. Also, the respondents appreciated the clean and hygienic ambience maintained within the hospital premises.Table 2 indicates that; the item with highest factor loading (.833) is "Regular Information".Scotti, Harmon and Behson (2007) held a study that supports the case that the perceived quality is one of the determinants of patient satisfaction. Customer satisfaction is predicted very well by

screening the difference of actual and expected service quality argued Shabbir et al., (2017).

Factor 5-Customer Loyalty

In the offset, it appears that the overall response towards the hospital is generally positive, within the margin of error. Specifically, the hospital is perceived to fulfill all the commitments and promises it makes. In addition, the billing is understood to be fair and just. Most of the items in the sample agree to be served by the same hospital, which is a good sign of customer's loyalty and shows that most of the customers are satisfied by customer service.Table 2 indicates that; the item with highest loading (.843) is "fulfill patients need". Keller (2009) in his research indicated that satisfaction as feelings of pleasure or frustration in comparison with service estimated performance with its expectation. Usually, customers have a wide multiplicity of experiences; therefore, at times, it becomes tremendously difficult to satisfy the customer need.

Factor 6- Supportiveness

In general, most of the respondents trust the hospital's practices and policies. The respondents appreciated how the staff, in particular the Doctors, expressed empathy and solidarity with the patients' ethics & values. The Doctors are sensitive, as they don't just prescribe, but they describe the condition to the patient, including not only curatory but also preventive measures, like taking good care, avoiding allergies, etc.Table 2 indicates that; the item with highest loading (.917) is "The policies practices and reputation of this health care service are trustworthy".

Factor 7- Employees Affection and High Tech Equipments

The patients cherished the way they were treated, nor as cases, but as actual human beings. The staff identified the patients by their names. Also, the patients agreed that the hospital was well equipped for an overall complete care. The relationship built by the employees' initiative is trusty and lasting. Despite this, the fees charged by the hospital for their services were judged satisfactory and reasonable. Employees take pride in their work, and they maintained positivity in their conduct, taking exceptionally good care of patients.Table 2 indicates that; the item with highest factor loading (.832) is "Employees recognize and call me by name". The result was in lined with the finding of Arah, Westert, Hurst, &Klazinga, 2006 which stated that all the departments have to work in harmony to provide life saving care, employee must be ableefficiently handle complex high tech equipments and handle business issues such as policy development and compliance for the same common goods.

Factor 8- Recommendable

Most Patients were full of praises for the employees who stood by their side, boosting their confidence when it was low. For this reason, most respondents recommend the hospital to their relatives and friends.Table 2 indicates that; the item with highest loading (.869) is "Employees instill confidence in me". Zeithaml and Bitner (2000) Satisfied and happy patients are liable to demonstrate sympathetic behavioral intentions, which is the core need to the health care service provider for long term success. Happy customer will always have a propensity to articulate positive intention like praising and preferring the health care over others, increasing their purchase volumes.

Factor 9- Employee Interaction

Most respondents expressed their wish to meet the hospital employees again, which speaks volumes about the employees' personal touch and commitment to their work. Table 2 indicates that; the item with highest factor loading (.861) is "I look forward to meeting with the employees". Rajkumar Giridhari Singh (2012) studied that small touches like nurses and other staff greeting patients with a smile, and initiating treatment as per importance, can go a long way towards meeting customer expectations, which are different from different employees. Specially, the role of nurses is very important towards maintaining positivity and customer satisfaction.

Factor 10- Personal Attention

This factor constituent of two items related to affectionate behavior of health care employees to cure patients and understand their needs. Most respondents were positively surprised at the way the hospital employees perceived the patient needs naturally. They were in appreciation of how the employees maintain a personal bond with the patients, beyond profession, on the levels of humanity. Table 2 indicates that; the item with highest factor loading (.898) is "The hospital employees understand patients specific needs and personal requirement". Badri, et al.(2008) views that the entire perception of service depends on its planning and implementation, whereby the results are compared to a benchmark of its prime objective, which is satisfaction of the patients. Further, meeting the expected level of satisfaction is an essential towards achieving overall High Quality.

Factor 11-Friendliness and Reliable

The overall behavior of the employees has been rated well by the respondents, particularly the friendliness and politeness. The reputation is also perceived very positively by the respondents in light of their experience as well as communication with other people.Table 2 indicates that; the item with highest factor loading (.902) is "I am satisfied with the Friendliness and Politeness of the employees".

Factor 12- Employee Confidence

This factor explains how vigilantly health care employees looking at the difficulties of the patients with empathy and then dealing with them very gently and cautiously is what instills a sense of confidence in the patients and they look forward to go the hospital for treatment which is very contrary to the conventional belief about hospitals. This creates a healthy and affectionate relationship between the patients and staff and nurtures a bond of understanding and mutual respect which helps the patients to heal in a wholesome way and contribute to a great extent in making them hale and hearty. The employees do their best to alleviate the troublesome situation of the patients. Table 2 indicates that; the item with highest factor loading (.849) is "Hospital employees easily communicate and collaborate with me".

Factor 13- Location

This factor is related to the feasibility of the patient to reach the hospital. Form, the above factors also it is cleared that patients are satisfied with the service quality, high tech equipped machines and technology, frontline personnel prompt response, experienced doctors and other services offered. So the location of hospital doesn't matter much but a part of the services offered patients are satisfied with the convenience facilities provided by hospital. Table 2 indicates that; the item with highest factor loading (.865) is "location".Dhyana Sharon Ross and R. Venkatesh (2015) found that 39.8 percent of the respondents use hospital transport toreach hospital while 27.7 percent depend on public transport like bus or auto. This hospital in Chennai provides hospital transportation to patient with pickup and drop facility. This shows that providing hospital transport to patients satisfies them and also serves as a positive note in attracting consumers, i.e., patient's.

Factor 14- Dedicated Employees

It was very well proved by the chosen health care service provider that employees the strongest asset of any organization. Employees have the power to make or break the soundest organization. The selected health care employees hard work, determination and dedication shows how satisfied employees always go extra miles to achieve pre determined organizational goal. The care, concern and affectionate behavior employees offered to patients builds a strong relationship and bonding. This positive behavior of employee's increases customer loyalty and shows unwillingness of patients to chose any other hospital even when comparatively same services are provided at lower rates. Table 2 indicates that; the item with highest factor loading (.810) is "Employees work hard to build a strong relationship with me".Otani et al. (2011), surveyed 32 hospitals in the USA to identify the association of nursing care, physician care, doctors and physical environment to the overall patient satisfaction and the results indicated that all attributes were statistically noteworthy and positively related to overall satisfaction; however, nursing care was the most critical to increase overall patient satisfaction.

Factor 15- Service Consciousness

When it comes to service consciousness, doctors guide the patients with prescriptions and procedures very calmly and patiently. Patients' consent is considered superior and making them feel at ease with prescribed treatments and medicines is considered as one of doctors' foremost duties. Providing quality service by living up to the expectations of the clients by understanding their mindset is taken care of. Creating patient awareness by providing pre-treatment services and familiarizing them with procedures is also done to improve customer satisfaction. Table 2 indicates that; the item with highest factor loading (.579) is "Doctors explain prescription, procedures and hold on patients consent". Rajkumar Giridhari Singh (2012) in is research indicated that Doctor-patient relations are very crucial in health care services, for patient and the doctor to have a human and scientific interaction. The doctor's skill to convey clearly his/her understanding for the patient's feelings, rights and suffering is of supreme significance. It is very well said in early times that 'a good doctor can relieve half the suffering with his good and humane approach to a patient'.

Factor 16- Positive Attitude

The factor leads emphasis on the positive and prompt response of employees that reflect in patient's loyalty. Employee friendly nature, courteous mannerism, willing to offer bestowed service and empathetic demeanor are all vital part of customer loyalty in customer service. A positive attitude in customer service means happy customers, which in turn means success for the company. Maintaining a positive attitude in customer service is about putting oneself in the customer's position and viewing the problem from their eyes. Table 2 indicates that; the item with highest loading (.834) is "I am willing to say positive things about their services to other people".Zaslavsky et al. (2000) one of the significant indicators of health care quality is patient satisfaction, and its role is higher than ever in assessing the performance of health care organizations. Patient Satisfaction can be defined as a measure of the level to which the patients are happy with the healthcare provided, not only from the doctor but also equally from the other staff.

CONCLUSION

The output of the research study revealed that there were sixteen factors such as Employee Service Satisfaction, Trained Employees, Service Quality and Customer Satisfaction, Prominent Hospital Services, Customer loyalty, Supportiveness, Employees Affection and High Tech Equipments, Recommendable, Employee Interaction, Personal Attention, Friendliness and reliable, Employee Confidence, Location, Dedicated Employees, Service Consciousness and Positive Attitude that affect customer satisfaction, loyalty and preferences. Keeping in mind all sixteen factors it may be concluded that,employees are self-motivated and full of energy so that, they cater to the needs of the service seekers very prudently and serve them with so much enthusiasm that the clients feel the positivity and are really overjoyed. The first timers really think about recommending it to others and to associate with the firm on a long-term basis.

The results also throw light on how hospital staff is sincerely committed towards the service of the humanity and therefore, working hours of the hospital are very suitable for any patient at the time of dire need of care and they pay heed to patients anytime and from anywhere irrespective of materialistic issues because healthcare is their prime concern. There are strict visiting hours for the visitors to the patients after firm security checks as safety of the inmates is looked after as prime concern and even the gifts that are brought by the visitors are examined thoroughly at the entrance. A fleet of CCTV cameras watch over the whole campus.

The hospital employees are very humble and generous in rendering services and always welcome the patients warmly when facing any problems as there is really a quality of care provided by the staff keeping in mind the best interest of the patients and their good health is what is in the minds of the employees every time.

Implications of the Research

The present research will be helpful to the hospitals to understand the various factors that affect the quality of care of customers in the hospitals and also help them to deciding the various strategies based on the factors discussed to improve the quality of services provided to the patients. Hence it will help both the service providers and customers by increasing their quality of life and satisfaction.

Limitations

Every research work is subjected to some real world limitations, which restrict its true potential. This research too has certain limitations such as-

- This present study is limited by number of factors in terms of time and resources.

- The sample population is limited in terms of its range and composition.

- The study was restricted to only one or two hospitals of Dewas region.

- The numbers of respondent were 100, which may be small to represent the entire customers using the health care services in Dewas region.

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Table

Table-1 Reliability Test

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

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Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.853	49

Table 2- Result of Factor Analysis

Factors Label and Items	Rotated Factor Loadings	Reliability Coefficient (Cronbach Alpha)
Factor 1- Employee Service Satisfaction		
Employees Perform Service Correctly	0.761	0.802
Employees put effort to solve customers Complaints	0.754	
Employees focus on continuity of care	0.752	
Working hours are appropriate to me	0.728	
Service process provided by this hospital is secure	0.708	
Hospital personnel employees are always helpful	0.688	
Handeling of a problem	0.606	
satisfied with performance of frontline employees	0.509	
Factor 2- Trained Employees		

Employees neatness	0.861	
Care strongly about the employees	0.684	
Provide services with customers best interests at heart	0.552	0.798
Employees are always courteous	0.536	
Employees know how to best serve me	0.511	
Factor 3- Service Quality and Customer Satisfaction		
Satisfied with professional competence	0.851	
Services offer by this hospital makes me feel special	0.747	0.811
Frontline personel	0.645	
Factor 4- Prominent Hospital Services		
Regular Information	0.833	
Secure Data Entry	0.676	
Services at promised date and time	0.639	0.769
High Tech Equipments	0.622	
Unwillingness to change service provider	0.539	
Factor 5-Customer Loyalty		
Fullfill patients need	0.843	
Billing system is trustworthy	0.746	
Prefer to be served by the same hospital	0.504	0.855
Satisfied with the overall service quality	0.502	
Factor 6-Supportiveness		
Policies Practices & Reputation are trustworthy	0.917	
Doctors Support Patients Values	0.665	0.75
Doctors Explain The Side Effect Of Drugs	0.513	
Factor 7-Employees Affection & High Tech Equipments		
Employees Recognize me by name	0.832	
Doctor Has Equipment Needed	0.754	
Employees Create A Trusting & Harmonious Relationship	0.585	0.863
Satisfied with the cost provided	0.485	
Employees Have Personal Interest	0.48	
Factor 8-Recommendable		
Employees instill confidence in me	0.869	0.696
encourage friends and relatives to use the same hospital	0.506	
Factor 9-Employee Interaction		
look forward to meeting with the employees	0.861	0.861
Factor 10-Personal Attention		
Employees understand patients specific needs	0.898	0.752
Employees have personal interest in me	0.466	
Factor 11-Friendliness and Reliable		
Satisfied with the friendliness and politeness	0.902	0.631
Reputation of this hospital is trustworthy	0.474	
Factor 12-Employee Confidence		
Employees easily communicate and collaborate	0.849	
Feel confident when i go to the hospital	0.492	0.658
Comfortable as regards to the relationship with hospital	0.456	

Factor 13-Employee Confidence		
Satisfied with convenience of location	0.865	0.865
Factor 14-Dedicated Employees		
Employees work hard to build a strong relationship	0.813	0.813
Factor 15-Dedicated Employees		
Doctors explain prescription, procedures	0.579	0.652
Hospital personnel constantly and readily provide quality	0.498	
Factor 16-Positive Attitude		
Willing to say positive things about their services	0.834	0.811

Barteltt's test of sphericity = 0.00
Kaiser - Meyer - Olkin KMO= 0.645

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