

EFFECT OF PERCEIVED QUALITY, HOSPITAL IMAGE AND PATIENT LOYALTY ON OVERALL HOSPITAL EQUITY

BY

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MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

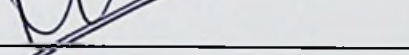
S#	Date	Place of Meeting	Topic Discussed	Signature of Student
01	10/3/21	online	Introduction	Bushra.
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APPROVAL FOR EXAMINATION

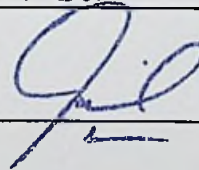
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DECLARATION OF AUTHENTICATION

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: *Bush*

DEDICATION

I would also like to thank the experts **Sir Dr. Mubashir Ali Khan**, for their encouragement, insightful comments about my thesis which made me work hard. Without their passionate participation and input I could not develop good research and its writing.

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Thank you.

ABSTRACT

Purpose

The purpose of this study examines the significant components of service hospital equity i.e. perceived hospital quality, service patient loyalty and hospital image in the health care sector of Pakistan.

Methodology & Design

The target population integrated for this study are patients of health care centers i.e. hospital, clinics and health centers. Data has been collected from 335 patient of different private hospital of Karachi-Pakistan. Statistical technique for result testing regression analysis has been used.

Findings

Conclusively, it has been estimated that healthcare industry is major growing industry in Pakistan. It has been recorded that perceived service quality of particular hospital performing as one of the most significant dynamic on which generates hospital's image, patient loyalty and hospital equity

Limitations

Despite the fact that of a considerable measure of diligent work and difficult employment, there are as yet a couple of limits of this Study. The underlying restriction is expense and geographic area. In view of a low expense, the examination is led in single city that is Karachi

Recommendations

This research provides way out in this uncovered area in health care sector, service quality in health care sectors considering as competitive advantage on which hospital marketing managers making strategies in order to pull high frequency of customers

Keywords; *Perceived quality, Patient loyalty, Hospital image, Hospital equity*

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