



EFFECT OF INTERACTION BEHAVIOR ON PATIENTS SATISFACTION FROM DIFFERENT SEGMENTS

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In Partial Fulfillment
Of the Requirements for the
Degree Master in Business Administration

By

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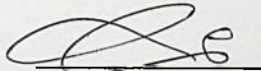
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RECOMMENDATION FOR ORAL EXAMINATION

This Project/thesis here to attached, entitled, "EFFECT OF INTERACTION BEHAVIOR ON PATIENTS SATISFACTION FROM DIFFERENT SEGMENTS" prepared and submitted by MUHAMMAD IRFAN, in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

Date: 16/04/13



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PROJECT/ THESIS COMMITTEE

In partial fulfillment of the requirements for the degree of Master in Business Administration, this thesis entitled, "EFFECT OF INTERACTION BEHAVIOR ON PATIENTS SATISFACTION FROM DIFFERENT SEGMENTS" is here by recommended for Oral Examination.

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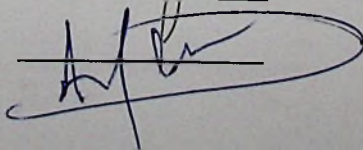
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ABSTRACT

The aim of this paper is to evaluate how patients' loyalty, and confidence in their physicians, is impacted by doctors' relationships activities, namely, listening to and explaining activities.

Main information was collected through a study of patients in Karachi urban areas. Sufferers watching the same professional physician more than three Times a year, in selected hospitals in the city of Karachi, were asked for to finish the research device. All the constructs were measured using several items and well-established devices were revalidated to suit the viewpoint of the research. A Total of 107 responses were analyzed to test the recommended ideas.

Results confirm that the doctor-patient relationship is positively impacted by the interaction activities of companies, i.e. physicians. The research has shown that doctors' interaction behavior is important in developing an effective relationship with patients and improves patients' confidence in their physicians. Furthermore, an effective relationship improves patients' dedication to their service providers.

This would appear to be the first research of its kind conducted in the viewpoint of an advanced developing economy. The research recommends that growth of effective communication skills in physicians should get due attention in medical knowledge. Furthermore, this research validates relevant figure devices in Karachi's viewpoint.

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