



MEASURING SERVICE QUALITY IN DENTAL TREATMENT THROUGH THE USE OF SERVEQUEL MODEL

A thesis
Presented to
The faculty of
Management Sciences
Bahria University Karachi Campus

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

BY

**WAQAS IQBAL
REG,20413
DEC,2013**

Abstract

Rationale: The most important rationale of this research investigation is to examine and develop the customized SERVQUAL model to determine quality of healthcare in private dental Clinic FAIZ Clinic. The research is based on the notion to investigate and to apply the expectancy model in measuring the service quality in private dental Clinic.

Research Methodology/ Approach and Design: This study determines through GAP analysis the impact of service quality on patient's overall satisfaction. This is a cross sectional designed research to review and investigate the quality service at private Clinic and elaborates the reasons behind deficiencies in actual perceived and concepts of service quality theory. The "Hypthetico-deductive model" explains the causes of differences in the patients' perception and patients' expectations.

Sampling size: Approximately 200 respondents are included in this research to measure the service quality and facilities regarding healthcare in FAIZ Clinic. These respondents are selected through convenience sampling technique.

Findings: The data gathered from primary and secondary research is evaluated and analysed by means of correlation, means, and major dimensions to describe and explore key factors that play essential role in the measuring of customer satisfaction. For the testing of hypothesis, this research considers the technique of structural equation modelling, in order to determine the correlation between the customer's satisfaction and customer's perception.

The research explores and indicates the significant variables of service quality linked with the patients' level of satisfaction in the Private Clinic. The indirect and direct correlation prevails between the Clinic support staff and patient satisfaction and consideration given to patients and facilities of hospitals and customer satisfaction are indicating that customer's requested healthcare service quality is a need posed by patients as customers' satisfaction.

Limitations: This is deductive method therefore the model is tested only in one Clinic and due to time constrains, the comparative models to compare the service quality in other Clinics. The results of the study is only limited to FAIZ Clinic because the sample size is small one and technique to gather data is 'convenient sampling' which is less reliable because there is a probability of personal biasness of researcher that may play a part in the study's final outcome.

Value: The means and methods to measure quality services in the private Clinic are proposed in this study investigation which is the major contribution of this research. The research has offered a conceptual model to determine the practical application of expectancy model in private Clinic which opens a way for the forthcoming researches.

Acknowledgement

I would like to thank Mr. Mumtaz for the valuable help and guidance that he has provided me in this Research Report. He has helped to format, structure and build my research report from scratch and to formulate it into useful piece of research information. I would also like to thank my friends and colleagues who have helped me to clear my doubts and attain useful and valuable information that I was able to use in this report. I would also like to thank the management and supporting staff of FAIZ Clinic who gave me their valuable time so that I could interview them and attain useful pieces of research data that was further used in the report with their full consent. Lastly I would also like to thank the Bahria University so as to provide me an opportunity to be able to study and research upon important articles, journals and reports based upon my topic of research in their respective on site and online libraries and databases.

Contents

CHAPTER ONE: INTRODUCTION.....	6
1.0 Introduction:.....	6
1.1 Statement of Problem:.....	7
1.2 Research Hypotheses:.....	8
1.3 Aim of Research:.....	8
1.4 Objectives of Research:.....	8
1.5 Research Question:.....	9
1.6 Significance of the Study:.....	9
1.7 Scope:.....	9
1.8 Definitions:.....	9
CHAPTER TWO: RESEARCH METHODOLOGY.....	11
2.0 Introduction:.....	11
2.1 Research Philosophy:.....	11
2.2 Research Approach:.....	12
2.3 Respondents of the study:.....	13
2.4 Research Instrument:.....	13
2.5 Sampling Method:.....	14
2.6 Primary and Secondary data:.....	14
2.7 Data Analysis:.....	14
CHAPTER THREE: LITERATURE REVIEW.....	15
3.0 Introduction:.....	15
3.1 Perceived service value and competitive environment:.....	15
3.2 Service Quality:.....	16
3.3 Patient Satisfaction: Explanation of the notion:.....	18
3.4 Consumer satisfaction's subset is patient satisfaction:.....	18
3.5 Patient Satisfaction: Healthcare Service's dimension:.....	19
3.6 Patient behavioural intentions:.....	20
CHAPTER FOUR: DATA ANALYSIS AND RESULTS.....	22
4.0. Introduction:.....	22
4.1. Demographic Profile:.....	22
4.2. Reliability:.....	23
4.3. Gap Analysis: Comparison of Expectations and Perceptions on Service Quality:.....	25

4.4. Hypothesis Testing: Perceived Service Quality Dimension and Customer Satisfaction:	27
CHAPTER FIVE: CONCLUSION	28
Introduction:	28
5.1 Conclusion:	28
5.2 Limitations of current research:	30
5.3 Recommendations and Scope the future researches:	31
BIBLIOGRAPHY:	32

List of Tables

Table 1:	Reliability Analysis	25
Table 2:	Gap Analysis Results	28
Table 3:	Hypothesis Testing Results	29

List of Figures

Figure # 1	The Research Onion	13
Figure # 2	Service Quality Model	19
Figure # 3	Differences between Customer satisfaction and service quality	22
Figure # 4	Correlations between five dimensions of service quality and customer satisfaction	29

List of Charts

Chart # 1	Pie Chart to show results of Participants' gender	24
Chart # 2	Pie Chart to show results of Participants' occupation	25
Chart # 3	Bar diagram to show the five dimensions of SERVQUAL	27
Chart # 4	Multiple bar diagram to show the GAP Analysis	28
