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

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## 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 "Hypththetico-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.

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