

*Impact of Hospitals' Servicescape on Patients' Behavioral Intentions: Evidence
from Twin Cities of Pakistan*



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DEDICATION

To my mum and dad.

ABSTRACT

In this research, the impact of servicescape of hospitals was tested on patients behavioral intentions. The research will describe in detail the serviceability, SERVQUAL model and the conditions of healthcare facilities in Pakistan. It will also describe the importance of providing patient-centered care and how valuable it is for any hospital. This study has been done by collecting responses from survey questionnaires. A total of 300 responses were collected from the premises of the twin cities of Pakistan. The results of the questionnaires have been tested in SPSS and it clearly shows the positive impact of the independent variable on the dependent variable. Taking help from this research, it will be highly fruitful for the hospitals in the twin cities of Pakistan to take help from this study and do their best to implement effective changes accordingly in order to achieve positive results. This will not only be beneficial for the hospitals and patients but for the overall impact of our country as well.

Keywords: Servicescape, serviceability, spatial layout, physician empathy, patients wellbeing, ambient conditions, behavioral intentions.

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