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### **ABSTRACT**

This study examined the non-technical factors related to consumer satisfaction and willingness to recommend the service to other potential consumers. One hundred consecutive outpatients receiving Exercise Test and Echocardiogram in Non-invasive Cardiac Laboratory of Prince of Wales Hospital were recruited as the subjects. It was a descriptive approach.

The non-technical aspects of service encounter were selected for evaluation. They were drawn from three conceptual domains; staff behavior, atmospherics and information. Two subjective judgments; examination comfort and perceived worth regarding the medical service itself were also examined. They were organized according to the script of service encounter composed of five phases; pre-arrival, waiting room, dressing room, investigation area and departure. In this study, it was hypothesized that all these factors were related to consumer satisfaction. High satisfaction on quality of service would lead to greater willingness to recommend the service to others.

This study borrowed the instrument from Peyrot & Cooper (1993). It was translated and modified to Chinese because all the target subjects were Chinese. Data was analyzed with their frequencies, factors correlation and variables comparison between different groups.

The findings of this study shown that age and educational level of consumer were related to service satisfaction. The results also indicated that items from each domain and phase of service transaction were significantly related to consumer satisfaction except perceived worth and explaining report before leaves.

Conclusion of this study supported the hypothesis of consumer satisfaction was significantly related to willingness to recommend the service to other potential consumers.

In future, it recommended that quality of service is important in the health care reform in Hong Kong. Level of consumer satisfaction reflect the efficiency and effectiveness of the service provided by the health care system.