

A Study of an Enhancement for the Clinic's Service Quality

Connie Huang*¹, Fu-An Lee²

Department of Business Administration, Nanya Institute of Technology¹

Department of Information Management, Chang Gung University of Science and Technology²

Abstract

Service quality of a clinic is quite different from those business circles provide real products. To concern the respect of its special characteristic such as service process and patient's feelings, the study try to find the different degree between the patient's expected and perceived service and therefore provide suggestions to enhance clinic's service quality.

The study results show that there are significant differences to the degree between the patient's expected and perceived service. At $\alpha=0.01$ significant level, except "doctor and nurse dress uniforms", "traffic and parking convenience", "clinic provide professional medicine consultancy", all the other items show significant differences. The top three items are "doctor's professional skills", "doctor can explain patient's condition patiently", "doctor and nurse concern patient's privacy".

Key Words: Service Quality, Expected Service, Perceived Service

*Email:connie@nanya.edu.tw Tel : 03-4361070 ext.5615