

Customer Satisfaction Index for Taiwan Medical Services

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Abstract

In the emerging concept of global village, information is rapidly and transparently transmitted. The resulting worldwide competition to promote daily quality of life has had the further effect of increasing awareness of healthy lifestyle practices throughout the world. The research sample was patients and their relatives and friends in eleven hospitals. The valid response rate to 2200 questionnaires was 83.45%, and the data were analyzed by the structural equation method of AMOS. Customer satisfaction positively influenced customer loyalty. Hospital reputations for customer satisfaction and loyalty, in turn, positively influenced actual satisfaction and loyalty. The results of this analysis suggest ways of improving the Taiwan Customer Satisfaction Index (TCSI) on the medical industry.

Key words: Customer satisfaction, Taiwan Customer Satisfaction Index (TCSI), structural equation method.



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