

SERVICE QUALITY AND CUSTOMER SATISFACTION OF SELECTED HEALTH CARE PROVIDERS IN QUEZON CITY

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ABSTRACT

The study examines the relationship between service quality and customer satisfaction among selected healthcare providers in Quezon City. With the increasing demand for accessible and high-quality healthcare services, understanding the factors influencing patient satisfaction has become essential for healthcare providers to remain competitive and effective. The study employs a quantitative research design, utilizing surveys and structured questionnaires to gather data from patients of various healthcare facilities in the area. Service quality is analyzed using the SERVQUAL model, which evaluates five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Customer satisfaction is measured through patient perceptions of service delivery, overall experience, and likelihood of recommendation. The findings reveal significant correlations between service quality dimensions and customer satisfaction, highlighting that responsiveness and empathy are the most critical factors for patient satisfaction in the healthcare context. The research underscores the importance of delivering consistent and patient-centered care to meet and exceed patient expectations. Recommendations are provided for healthcare providers to enhance their services, including staff training, infrastructure improvements, and streamlined service processes. This study contributes to the growing body of knowledge on healthcare management and provides actionable insights for healthcare administrators aiming to improve service delivery and patient outcomes in Quezon City. Future research may explore the impact of socio-demographic factors and the role of digital health technologies in further enhancing service quality and patient satisfaction.

Keywords: Service Quality, Customer Satisfaction and SERVQUAL Model.