

The Effect of Service Quality on Patient Satisfaction in Health Tourism Identification

Asst. Prof. Dr. Gülay Tamer (Istanbul Gelişim University, Turkey)

Abstract

The purpose of this study is to analyze whether there is a relationship between the service quality and the patient satisfaction of patients from abroad who visit Turkey within the scope of medical tourism while receiving healthcare services. The data was obtained from 223 patients of origin who came to a private health institution providing health tourism services. Structural validity was evaluated by principal components method using varimax rotation. In order to evaluate the content validity, the skewness value in the score distribution besides the ceiling and floor effects were examined. Reliability was evaluated by using Cronbach's alpha. The relationship between total satisfaction score and demographic characteristics was determined by examining Pearson's or Spearman's correlation coefficients. Sampling adequacy index was 0.829. Seven factors were obtained in the factor analysis. The total variance explained by them was 73.39%. The frequency distribution of the total and subscale scores was symmetrical. Floor and ceiling effects were not determined. Cronbach's alpha reliability coefficient was 0.88. No statistically significant relationship was found between total patient satisfaction score and demographic characteristics ($p > 0.05$). It has been determined that there is a significant relationship between the quality of healthcare services received by the Middle Eastern patients and their income. And it has been seen that the pricing and transportation problems are among the factors most frequently encountered by patients and affecting the service quality.

The full text of this paper presented at the International Conference on Eurasian Economies 2021 was submitted to an academic journal for publication and therefore has been excluded from the conference proceedings.