

IMPACT OF SERVQUAL DIMENSIONS ON PATIENT SATISFACTION AND LOYALTY IN HEALTHCARE: AN SEM APPROACH

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This research paper identifies impact of SERVQUAL characteristics on patient customer loyalty and satisfaction in healthcare sector and their correlation with each other. Structural Equation Modelling (SEM), reliability testing, and factor analysis are used to reveal that SERVQUAL is able to significantly influence patient satisfaction ($\beta=0.489$, $p<0.001$), along with loyalty ($\beta=0.388$, $p<0.001$). The impact of patient satisfaction on loyalty is likewise significant ($\beta = 0.283$, $p < 0.001$), moderating the SERVQUAL-loyalty relationship. The constructs demonstrated validity and reliability through satisfactory AVE, CR, Cronbach's Alpha values.
