

THE MEDIATING ROLE OF PATIENT SATISFACTION IN THE RELATIONSHIP BETWEEN SERVICE QUALITY AND PATIENT LOYALTY: EVIDENCE FROM PRIVATE HOSPITALS

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This study examines whether patient satisfaction mediates the relationship between service quality dimensions (timeliness, technical quality, and responsiveness) and patient loyalty in private hospitals. A cross-sectional survey of 401 respondents was analyzed using composite Likert-scale indices. Ordinary least squares regression was used to estimate direct and indirect effects, and bootstrapping (B=3000) was applied to obtain confidence intervals for indirect effects. All three service quality dimensions were positively associated with patient satisfaction and patient loyalty. Bootstrapped mediation results indicate statistically meaningful indirect effects of timeliness, technical quality, and responsiveness on loyalty through satisfaction.

Practical implications: Managers should treat service quality improvement as a pathway to loyalty primarily through consistent satisfaction management. Originality/value: The study provides evidence from private hospitals and quantifies the indirect effects using bootstrapped mediation.
