

Appendix

Questionnaire

The Relationship of Perceived Service Quality and Expectation on Customer Satisfaction and Loyalty

Your responses will be used solely for research purposes. The information that you provide will help to improve the quality of healthcare services.

Serial No:

Date of completion.....

Please write your response in the blank column or mark the box provided.

1. What is your age?years

2. What is your sex?

1. Male	<input type="checkbox"/>	2. Female	<input type="checkbox"/>
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What is your marital status?

1. Single	<input type="checkbox"/>	2. Married	<input type="checkbox"/>
3. Divorced	<input type="checkbox"/>	4. Widowed	<input type="checkbox"/>

What is your educational level?

1. No school	<input type="checkbox"/>	2. Primary school	<input type="checkbox"/>
3. Secondary school	<input type="checkbox"/>	4. High school	<input type="checkbox"/>
5. Bachelor's degree	<input type="checkbox"/>	6. Postgraduate degree	<input type="checkbox"/>

What is your occupation?

1. Govt. employee	<input type="checkbox"/>	2. Non-govt. employee	<input type="checkbox"/>
3. Unemployed	<input type="checkbox"/>	4. Agriculture	<input type="checkbox"/>
5. General labour	<input type="checkbox"/>	6. Retired	<input type="checkbox"/>

Method of paying hospital fees

1. Insurance	<input type="checkbox"/>	2. Personal payment	<input type="checkbox"/>
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Please place a cross in the box corresponding to the level of your agreement/disagreement with each of the following statements.

1. Very strongly disagree, 2. Strongly disagree, 3. Agree, 4. Strongly agree, 5. Very strongly agree

Perceived Service Quality (PSQ)

	Statement/Item	1	2	3	4	5
PSQ1	Hospital was conveniently located					
PSQ2	Direction signs were clear					
PSQ3	Wards were designed with easy access and were comfortable					
PSQ4	Staff were professional					
PSQ5	Free medicine was available					
PSQ6	The admission process was fast and straightforward					
PSQ7	Staff responded immediately when called					
PSQ8	Staff showed genuine interest in attending to my problems					
PSQ9	Staff were reliable in handling my problems					
PSQ10	Hospital treatment was error-free					
PSQ11	Admissions staff were friendly and courteous					
PSQ12	Staff responded promptly to my requests					
PSQ13	I was provided with adequate information about my health condition					
PSQ14	I was prescribed affordable medicines					

Patient Expectations (PE)

	Statement/Item	1	2	3	4	5
PE15	I expect the hospital to have a convenient location					
PE16	I expect direction signs to be clear					
PE17	I expect the wards to be well-designed for easy access and comfort					
PE18	I expect staff to be professional					
PE19	I expect free medicine to be available					
PE20	I expect the admission process to be fast and straightforward					
PE21	I expect staff to respond immediately when called					
PE22	I expect staff to show a sincere interest in attending to my problems					
PE23	I expect staff to be reliable in handling my problems					
PE24	I expect the hospital to provide treatment that is error-free					
PE25	I expect admissions staff to be friendly and courteous					
PE26	I expect staff to respond promptly to patient requests					
PE27	I expect to be provided with adequate information about my health condition					
PE28	I expect affordable medicine to be prescribed					

Patient Satisfaction (PS)

	Statement/Item	1	2	3	4	5
PS29	I am satisfied with the results of my recovery					
PS30	The quality of service I received met my expectations					
PS31	I am satisfied with my selection of this hospital to provide me with healthcare					

Patient Loyalty (PL)

	Statement/Item	1	2	3	4	5
PL32	I would return to this hospital if I required healthcare in the future					
PL33	I would recommend this hospital to others					
PL34	I do not want to use other healthcare service providers					