The Causal Relationship of Hospital Inpatient’s Perceived Quality, Satisfaction, Service Value, and Intention to Revisit

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The objective of this study is to analyze the causal relationship of hospital inpatient’s perceived quality, overall satisfaction, service value, and future intention to revisit. To carry out this objective, first we analyzed the dimensions of inpatient care service quality using SERVQUAL scale. The SERVQUAL scale is based on the gap theory, that is, the difference of patients’ expectations and the actually received medical care service in hospital. On the basis of this theory, we measured the inpatient’s perceived service quality and overall patient satisfaction.

Data was gathered from a self-administered questionnaire at a 980 bed university hospital in Inchon City. These questionnaire measuring the service quality were distributed to 250 inpatients. The response rate was 66.4%. A total of 166 questionnaires

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was finally analyzed. To categorize medical service quality, the factor analysis was performed on 42 items. The reliability and validity of these items was evaluated. Finally to test 6 hypotheses, we analyzed the causal relationship of service quality, overall satisfaction, service value, and intention to revisit through the structural equation modeling (SEM).

The major results of this study are as follows. First, the dimension of inpatient service quality was categorized into 7 dimensions, that is, personal caring, communication, access, physical environment, facilities and equipment, cleanliness, appropriateness and health status. Second, the reliability and validity of inpatient service quality items was satisfied. Third, as a result of structural equation modeling, the effect of inpatient’s perceived service quality on overall satisfaction, service value, and intention to revisit was statistically significant. And total effect on intention to revisit as the core endogenous variable was perceived service quality (1.100), patient satisfaction (0.006), and service value (0.605).

*Key Words*: SERVQUAL, Inpatient care, Quality, Patient satisfaction, Service value, Intention to revisit

### I. 서론

병원을 둘러싼 환경이 급격하게 변화되어 가고 있다. 노인의료 수요 급증, 만성퇴행성 질환으로의 질병양상 변화, 의료정보화, 병원간 경쟁화로, WTO/DDA 의료시장 개방, 그리고 건강보험 재정악화 등과 같은 의료제도적 변화는 향후 병원계에 큰 영향을 미칠 것으로 예상된다. 이는 급변하는 의료환경속에서 병원은 다각적인 생존전략을 모색하고 있는 실정이다. 특히 병원간 경쟁이 보다 더 심화되고 의료서비스에 대한 수요자들의 요구가 다양화되면서 모든 것이 고객중심의 시각에서 이루어지고 있는 상황이다. 국민의 전반적인 생활수준의 향상과 더불어 환자의 기대수준도 한층 더 높아짐에 따라 단순히 양적 충족보다는 질적인 측면