The Influence of Dental Service Qualities on The Patient Satisfaction and Royalty in Dental Clinics and Hospitals

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The purpose of the study is exploring the relationship among patient perceived quality of dental care, satisfaction, and royalty in dental clinics and hospitals. The observation of the study is outpatient visiting dental clinics and hospitals located in Seoul and Kyung-Gi Do area, and surveyed the outpatients. The contents of the survey are consisted with questions including quality of care perceived by the patients, costumer satisfaction, and royalty, and measurement for each question is using five point Likert scale.

According to result of bi-variate analysis, there was the significant relationship among
specialized care, value of the care, and kindness in quality of dental services, level of care in dentists significantly influenced on costumer satisfaction and costumer royalty, and there was the significant relationship between costumer satisfaction and royalty.

According to result of regression analysis on the costumer satisfaction, the costumer satisfaction positively related with the convenience of facility, specialized care, value of care, patient age, number of visit, and spend time for treatment, and housewives and self-employees were likely to satisfy on care than regular employees.

By result of full regression model and reduced model on costumer royalty, satisfaction could explain 86% on the costumer royalty such as re-visit and promoting other people, and increase of explain power is not significant when other independent variables joined model (full model). Considering efficiency of model, costumer royalty could be explained by satisfaction only rather than other independent variables used.

Finally, This study shows that the social-demographic variables of patient influenced the patient satisfaction, and the patient satisfaction influenced patient royalty directly.

Key Words: Perceived Quality of Dental Care, Costumer Satisfaction, Costumer Royalty, Regression, Full Model, Reduced Model

I. 서 론

1. 연구의 필요성

오늘날 수요와 공급이 이루어지는 시장은 생활수준과 교육수준이 향상되고 다양한 매체를 통한 정보에 대한 접근이 용이해지면서 각 분야에 걸쳐 소비자들이 다양한 선택 대안들 속에서 자신들의 가치를 만족시킬 수 있는 제품을 선택하는 소비자 중심 시장으로 변모하고 있다. 의료분야에 있어서도 경제적 성장과 더불어 건강에 대한 관심의 증가와 인식의 변화로 의료서비스에 대한 국민들의 욕구는 지속적으로 증가하고 있는 실정이다. 또한 치과 병·의원을 포함한 의료기관의 신설 및 기존 의료기관의 확장에 따른 의료공급의 증대는 병원간의