UNIVERSITY OF SZEGED
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION
PhD SCHOOL IN ECONOMICS
CENTRE FOR ECONOMIC PSYCHOLOGY

CROSSROADS OF ECONOMICS AND
PSYCHOLOGY
15-16TH JUNE 2012

MEASURING THE QUALITY OF
HEALTHCARE SERVICES

GOALS
FUNCTIONAL
QUALITY
HBM
ADAPTING
SERVQUAL

BEÁTA VAJDA
UNIVERSITY OF SZEGED

HUNGARY'S RENEWAL
MEASURING THE QUALITY OF HEALTHCARE SERVICES

GOALS
FUNCTIONAL QUALITY
GAP
vs. TECHNICAL QUALITY
HBM
ADOPTING...
SERVQUAL

BEÁTA VAJDA
UNIVERSITY OF SZEGED
Research model
Background
Questionnaire
Partial results
Health Belief

Sense of coherence

Patient

Perceived health

Expectations

Cognitive and affective care

Doctor

Communication style

Quality

Information asymmetry

Compliance

Perceived quality

Cognitive and affective state

Satisfaction
Adopting...
Health Belief Model

health-related action depends on:

- motivation/concern
- perceived threat
- following a recommendation would be beneficial
ADOPTING...
our

Our foundation would be beneficial...
- perceived susceptibility
- perceives severity
- perceived benefits
- perceived barriers
- motivators
- self-efficacy

Research model
Background
Questionnaire
Partial results

FUNCTIONAL QUALITY vs. TECHNICAL QUALITY

result of a comparison between expectations and perceptions
(The literature, Notbart and Bryng, 1968)

GAP

SERVO

ALTHCARE
GAP result of a comparison between expectations and perceptions

(Parasuraman, Zeithaml and Berry 1988)
• Tangibles
• Reliability
• Responsiveness
• Assurance
• Empathy
INDIVIDUAL
ADOPTING
QUALITY

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy
Babakus & Mangold, 1991

- hospital services
- discarding items and mixed statements
- 5-point Likert scale
- factor analysis
- it is reliable and valid
- unidimensional measure of expectation and perception
Healthqual (Miranda et al. 2009)

- adopted to primary care
- users and managers (gap 6)
- discarding mixed statements
- significant modification of items
  - health staff, no health staff,
    efficiency, facilities
- explain satisfaction
ADOPTING...

QUESTIONNAIRE

OUTLOOK

Belief Model
Eated action depends on:

Outdated/concern

Drew threat

Using a recommendation would be beneficial

<table>
<thead>
<tr>
<th>Crosstab: satisfaction and doctor's style</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

Doctor’s perceived style

<table>
<thead>
<tr>
<th>Information</th>
<th>15.62%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalistic</td>
<td>65.2%</td>
</tr>
</tbody>
</table>
- habits
- SOC-13
- adopted HBM
- cognitive and affective care of GP
- preferred and perceived communication styles
- adopted SERVQUAL (29 items, 7-point Likert scale)
- demography
- so far, N= only 32!
Servqual - perception dimension
Cronbach’s Alpha: 0.969

- **Tangibles**
  - Modern equipment: 4.5 (4.38/1.8)
  - Cleanliness: 6 (5.44/1.6)
  - Neat doctor: 6 (6/1.1)
  - Neat staff: 6 (5.97/1.1)
  - Layout: 6 (5.34/1.5)
  - alpha: 0.869

- **Reliability**
  - Easy access: 6 (5.63/1.5)
  - Keeping promises: 5.5 (5.31/1.8)
  - Problem solving: 5 (5/1.9)
  - Appointments: 5.5 (4.94/2)
  - alpha: 0.744

- **Responsiveness**
  - Waiting time: 5.5 (4.69/2.2)
  - Questions: 7 (6.09/1.2)
  - Helpful staff: 6 (5.88/1.4)
  - Helpful doctor: 6.5 (6.03/1.3)
  - Trustful doctor: 5.53/1.7
  - Doctor’s endeavor: 6 (5.91/1.2)
  - alpha: 0.924

- **Empathy**
  - Consultation hours: 5 (4.94/1.8)
  - Distinguished attention: 4 (4.22/2)
  - Enough time: 6 (5.25/1.9)
  - alpha: 0.948

- **Assurance**
  - Professional doctor: 6 (5.69/1.6)
  - Professional staff: 6 (5.72/1.1)
  - Informing about illness: 6 (5.31/1.8)
  - alpha: 0.927

- **Professional doctor**
  - 6 (5.97/1.3)
  - Kind and polite doctor: 6
  - Kind and polite staff: 6 (5.72/1.5)
Tangibles

- Neat doctor: 6 (6/1,1)
- Neat staff: 6 (5,97/1,1)

Cleanliness
- 6 (5,44/1,6)

Modern equipment
- 4,5
- 4,38/1,8

Easy
- 6
- 5,5

Proximity
- 5
- 5/1,9

Distinguishability
- Alpha: 0,869
Reliability

alpha: 0.744

Problem solving
5
5/1.9

Easy access
6
5.63/1.5

Keeping promises
5.5
5.31/1.8

Waiting
5.5
4.69/2

Helpful staff
6.5
6.03/1.3
Assurance
alpha: 0.927

Professional doctor 6 5.69/1.6
Trustful staff 5.38/1.5
Kind and polite doctor 6 5.97/1.3
Professional staff 6 5.72/1.1
Kind and polite staff 6 5.72/1.5
Empathy

alpha: 0.948

Consultation hours
5
4.94/1.8

Thorough examination
6
5.31/1.7

Patients' interests
6
5.44/1.5

Personalized care
4
4.28/2.1

Distinguished attention
4
4.22/2

Enough time
6
5.25/1.9

Informing about nature
6
5.31/1.8

Informing about aim
6
5.28/1.7

Professional
6
5.69/1.9
Perceived quality (expectation-perception gap)

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy
Doctor’s perceived style

- Paternalistic: 65.62%
- Informative: 18.76%
- SDM: 15.62%
## Crosstab: satisfaction and doctor's style

<table>
<thead>
<tr>
<th>Level of overall satisfaction</th>
<th>Perceived style of doctor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Informative</td>
<td>Paternalistic</td>
</tr>
<tr>
<td>Not at all</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Mainly not</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Rather not</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>So-so</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Rather</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Mainly</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Totally</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>6</td>
<td>21</td>
</tr>
</tbody>
</table>
- Gathering respondents
- Case-study?
- Testing scales
- Statistical analysis
- Connections between SOC13, HBM, SERVQUAL, communication and compliance

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**OUTLOOK**

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**Crosstab: satisfaction and doctor’s style**

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<thead>
<tr>
<th>Level of overall satisfaction</th>
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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative</td>
<td>Paternalistic</td>
<td>Shared decision</td>
</tr>
</tbody>
</table>

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- perceived susceptibility
- perceived severity
- perceived benefits
- perceived barriers
- motivations
Thank you for your attention!