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医療サービスにおけるサービス品質次元とクチコミの関係に関する実証研究

The Relationship between Word-of-Mouth and the Dimensions of Service Quality in the Healthcare Context: An Empirical Study

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Abstract

Previous research into word-of-mouth (WOM) has investigated the antecedent factors which promote WOM, as well as the characteristics of face-to-face WOM (fWOM) and electronic WOM (eWOM). This study aims to both verify the dimensions of service quality in the context of healthcare, where WOM is considered highly important, and elucidate the influence exerted on fWOM and eWOM by the various service quality dimensions, with a focus on the relationship between WOM and the service quality that motivates WOM.

The results of a questionnaire survey conducted among healthcare service users revealed the following three findings. First, service quality in the context of healthcare comprises three dimensions: interpersonal service, technical service, and tangibles. Second, while technical service directly influences direct WOM, interpersonal service and tangibles directly influence eWOM. Third, intention to recommend partially mediated the influence of technical service on direct WOM, and intention to recommend also partially mediated the influence of interpersonal service and tangibles on eWOM.

Accordingly, the theoretical contributions of the present study include both identifying the dimensions of service quality in the healthcare context and suggesting the possibility that different service quality dimensions influence fWOM and eWOM.

Key words: Word-of-Mouth, Service Quality, SERVQUAL, Healthcare Industry