

Abstract

Customer service and quality are driving forces in the business community. As hospital institutions struggle for competitive advantage and high service quality, the evaluation of medical service quality is essential to provide motivation for and to give feedback on the effectiveness of hospital plans and implementation.

This research utilized Parasuraman's SERVQUAL Model to measure the correlation between patients' expectation and perception of medical service quality. In this study, the research objective is twofold: the first is to measure the patients' perceived medical service quality offered by Acupuncture Department at Shanghai First People's Hospital in terms of Tangibility, Reliability, Responsiveness, Assurance, and Empathy. The second is to measure the patients' perceived medical service quality offered by Acupuncture Department at Shanghai First People's Hospital in terms of demographic factors: Age, Gender, Education Level, Occupation and Monthly Income. The main purpose of this study is to provide feedback information acquired systematically from the patients by applying the service quality instrument - SERVQUAL Model to measure the patients' expectation and perception of medical service quality in order to improve the quality of medical service at Acupuncture Department in Shanghai First People's Hospital of the People's Republic of China. The SERVQUAL Model is the most well known and discussed scale for measuring perceived service quality.

Sample survey technique is applied in this study for which self administered questionnaires are established in order to collect the research data. The target population consisted of patients who use the Acupuncture Treatment at Acupuncture Department in Shanghai First People's Hospital of the People's Republic of China. Convenience sampling method is used in collecting data from 390 patients from the Acupuncture Department. Pair Sample t-test is applied in testing the relationship

between patients' expectation and perception of perceived medical service quality. Statistical Package for Social Science (SPSS) program is used as a tool of analysis.

In this study, from the overall information the researcher found out that the patients in this Acupuncture Department are satisfied only with Reliability and dissatisfied with the department's Tangibility, Responsiveness, Assurance and Empathy; and the patients with Master Degree, Private job patients and patients with Monthly Income between 3001-5000 RMB are the group who are satisfied with medical services offered by Acupuncture Department at Shanghai First People's Hospital in this study.

The research offered several comments on the service and performance of the Shanghai First People's Hospital that it should provide proper psychotherapy to customers who are afraid of needles, and annual reports and cases of acupuncture treatment to customers to increase propagandistic frequency, change people's mentality information on the effectiveness of acupuncture-therapy, banting and beauty to open a new market, guarantee the customers' privacy, provide comfortable and secure environment and medical care, and improve the performance and provide customers added value services to satisfy customers' complaints.