

# THE STUDY OF SERVICE GAPs IN THE HOSPITAL

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## ABSTRACT

The main purpose of this research is to probe into the gap between physicians and their patients. The physicians are major service provider and the patients are their customers. As we know that customers always want more and they are always dissatisfied. The study want to know the gap in the hospital, thus administrators can do something to improve service quality and make customers more satisfied. One kind of the objects is doctor, and another is IPD patient in a medical center in Taiwan. The result of study shows that patients are almost unsatisfied because the major opinions are negative between patients' expectation and experiences actually. And then we adopt comparative analysis of the service attention degree of the doctors and their patients, we can know why the patient's real feeling and expectation to be mostly negative. In 11 items, there are four items significant of eight negative items. The hospital administrators and doctors should take serious and contact with their customers frequently in order to catch what is the key point that customers really want.

**Keywords:** service quality, patient's satisfaction, service gap, expectation, experience

## INTRODUCTION

In recent years, consumers' right consciousness runs high gradually, and there are more and more medical lawsuits produced. Because there was particular, and quite specialized in medical industry in the past, so people do not know much about the treatment even though it is mal-medication. But people's relevant medical knowledge of the treatment also increases much more, and consumers will require best service quality. Department of Health in Taiwan adopted service quality as an indicator in the Hospital Accreditation since 1988, and hopes to improve the service quality in the hospital. Besides the request of government, every hospital starts to reconsiderate their service process and expects to satisfy their patients in order to get better public praise. Besides regarding fine medical quality in order to absorb patient go to institute to seek medical advice, the hospital manager gradually realizes the staff's service quality will influence the will that the people seek medical advice.