

Evaluating patient satisfaction by integrated conceptual methodology
developed from Kano model

李友錚, Hsiao-Lin Teng

Industrial Engineering and System Management

Management

ycl@chu.edu.tw

Abstract

In an era of rapid change and consolidation in the health care environment, of particular interest to hospital is the ability to benchmark aspects of patient satisfaction with other competing units. To improve the quality of nursing care, nurse managers need patients' input and feedback. However, the relationship between customer satisfaction and quality performance is more complicated than this. The use of satisfaction survey as service quality measure does present problems (Hiidenhovi, Nojonen, & Laippala, 2002). This present study aims to figure out them by proposing a modified definition to evaluate quality element levels as whether it exceeds customer's expectation comparing to whether it exists or not. Also, in order to let evaluations' calculation conform to Kano model, this study modifies the scale value of options on 5-point Likert Scale. The most contribution of this study is to apply the concept of gap between customer expectation and customer perception (quality performance) to modify the original Kano model. In addition, to combine Tan and Shen's (2000) concept, Probability Approach and AHP, this study provides an integrated methodology and the modified Kano model to solve the restrictions of the Kano model.

Keyword: the quality of nursing care service, patient satisfaction, Kano's model