

國軍醫院品牌形象與醫療服務品質對軍人就醫行為意向影響之研究-以新竹地區為例

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摘要

Services provided by medical institutions are relevant to the lives of the people and their process should take people's physical and mental conditions into consideration. Thus, for health care industry, understanding customer's behavioral intention as well as recognizing their needs are important to sustainable management. A brand is consumers' image and service quality is essential to their expectations. This study induces and concludes the academic literatures to examine the correlation and impact of brand image and medical services quality on behavioral intentions for soldiers in Hsinchu military hospital. The study focused on the army officers and soldiers in Hsinchu area, who had received clinical services. A total of 300 questionnaires were issued with 294 returned (with a recovery rate of 98%). Through the coefficient of statistical analysis, the study found that the hospital's brand image and medical services quality are significantly positive to the behavioral intention. Three dimensions of hospital brand image including (subjective multidimensions, objective measures, and specific data) are significantly positive to the behavioral intention, especially the third dimension. Five dimensions of medical services quality are significantly positive to the behavioral intention, except the dimension of Tangibles, which concludes modern facilities, hospital staff clothing, hospital facilities and

services provided.

關鍵字：hospital brand image, quality of medical services, medical care behavioral