

Do Perceived Quality and Brand Image Still Affect Customer Satisfaction in Hospitals During the COVID-19 Pandemic?

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Abstract

The purpose of this study is to examine the interrelationships among perceived quality, brand image, and customer satisfaction in hospitals during the onset of COVID-19 pandemic. The results reveal that there are positive and significant affiliations among perceived quality, brand image, and customer satisfaction. For perceived quality, physical quality and medical policy are considered as the important factors to evaluate whether a hospital has preventative measures in place against the spread of COVID-19. Accordingly, patients tend to focus more on service qualities that are related to the precautionary measures taken against the COVID-19 pandemic. People will revisit this hospital and further recommend this hospital to their acquaintance when they are satisfied with the hospital's precautions to prevent the spread of COVID-19. Finally, this study further proposes practical suggestions for hospitals during the COVID-19 pandemic.

Keywords: Perceived quality, Brand image, Customer satisfaction, COVID-19

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