



**Kerman University
of Medical Sciences**

Faculty of Management and Medical Information

In Partial Fulfillment of the Requirements for the Degree (MSc)

Title

**Investigating the Relationship between Responsibility and Customer
Orientation with Loyalty of Patients in Educational Hospitals of Kerman
University of Medical Sciences in 2015**

By

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Abstract

Introduction and Purpose: Responsibility and its logical impact with customer orientation and loyalty in health care providers should be considered. The aim of this study was to investigate the relationship between accountability and customer orientation with loyalty in hospitalized patients in educational hospitals under the auspices of Kerman University of Medical Sciences in 2015.

Methods: The present descriptive-analytical research was conducted cross-sectionally. The statistical population of the study was patients admitted to three hospitals of Shahid Bahonar, Afzalipour and Shafa, of which 300 patients were randomly assigned to the study by stratified sampling and in each stratum. Data collection was performed using questionnaire, customer orientation and loyalty questionnaires. Data analysis was performed using Pearson, T-test and Anova correlation statistical tests in SPSS software and path analysis in AMOS software.

Results: Of the 300 patients examined, 153 (51%) were women and 211 (70.3%) were married. The effect of customer orientation response with a path coefficient of 0.19, the effect of customer orientation variable on loyalty coefficient with a path coefficient of 0.34 and the effect of response on loyalty with a path coefficient of $\cdot/\Delta\Delta$ were significant ($p < 0.05$). There was no significant statistically significant relationship between gender, marital status and occupational status of patients with accountability, loyalty and customer orientation of the studied hospitals ($p < 0.05$).

Conclusion: Considering the significant impact of accountability and customer orientation on loyalty, increasing the quality of services in the field of physical environment, respecting patients and paying attention to spiritual and clinical needs will increase patients' referrals and hospitalizations to others. It is necessary to improve the communication management of the treatment team and the patient in order to guarantee the patient's right to choose and pay attention to the patient's condition in terms of the support received.

Keywords: Accountability, Customer Orientation, Loyalty, Educational Hospitals, Kerman University of Medical Sciences