

**MAPPING CUSTOMER SATISFACTION AND EXPECTATIONS IN HEALTH
CARE SYSTEM**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

MAPPING CUSTOMER SATISFACTION AND EXPECTATION IN HEALTH CARE SYSTEM

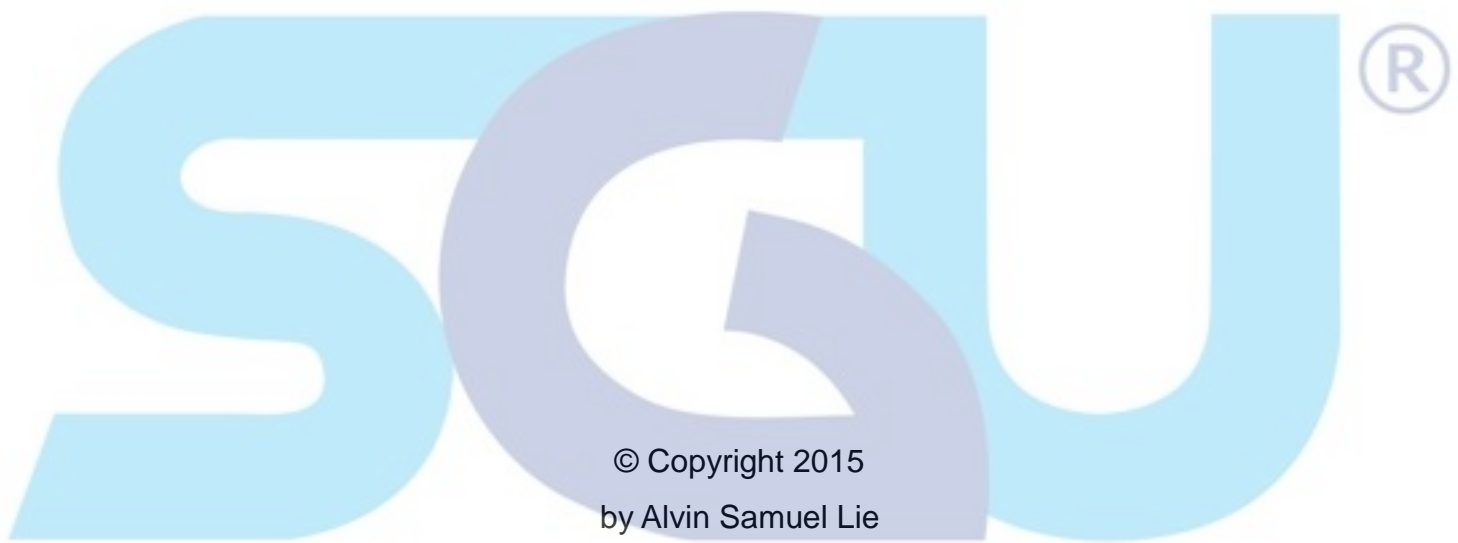
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Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction entirely affects hospital outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centred delivery of quality health care. Patient satisfaction is thus a proxy but a very effective indicator to measure the performance and success of both doctors and hospitals. This paper discusses as to how to ensure patient satisfaction in dermatological practice and what do patient really expect from the hospital service.

Keywords: Patient, satisfaction, customer, service, quality, Human Factor, Task analysis



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DEDICATION

I dedicate this thesis

To God, His Power and Miracle always give me strength in the time of need,
To my beloved family who at all-time give their love, support, understanding
and patience,

To my lecturers for their accord advices and guidance,

To my friends whose motivation has supported me all the way through my
ups and downs,

To caffeine and sugar, my companions through countless long night of writing.
For the Clique fans who supported me along the way even when I had type-
os.

I ah-dore you all.

Without their encouragement this thesis would not be successfully
established.

It is very unnerving to be proven wrong, particularly when you are really right
and the person who is really wrong is the one who is proving you wrong and
proving himself, wrongly, right. Right?

Persons attempting to find a motive in this narrative will be prosecuted;
persons attempting to find a moral in it will be banished; persons
attempting to find a plot in it will be shot.

BY ORDER OF THE AUTHOR

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