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CHAPTERS AND BOOK PUBLISHED FOR THE YEAR 2022- 2023

CUSTOMER SATISFACTION AND LOYALTY RELATIONSHIP IN MEDICAL TOURISM



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INVESTIGATING THE MODERATOR EFFECTS OF PERCEIVED RISK IN CUSTOMER SATISFACTION - CUSTOMER LOYALTY RELATIONSHIP IN MEDICAL TOURISM

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Abstract

Customer satisfaction and customer loyalty are the interrelated factors in medical tourism. Customers needs, wants purchasing behavior will be different, interlinked concept of being satisfied and being loyal has been investigated with the moderator effect. This study has been applied with moderated mediation model. A survey method was adopted for collecting primary data using questionnaire. 1057 samples were used to understand patient mobility between states. Data analysis was done using SEM approach. The result of this study shows that customer satisfaction acts as a full mediation between the destination image and customer loyalty. The purpose of this study is to identify the destination image, customer satisfaction and loyalty and concentrated with the interacted effect of perceived risk between satisfaction and loyalty in medical field. The researcher also relieve that the predictive strength of satisfaction on loyalty increases, when perceived risk increases.

Keywords: Customer satisfaction, medical tourism, customer loyalty, destination marketing

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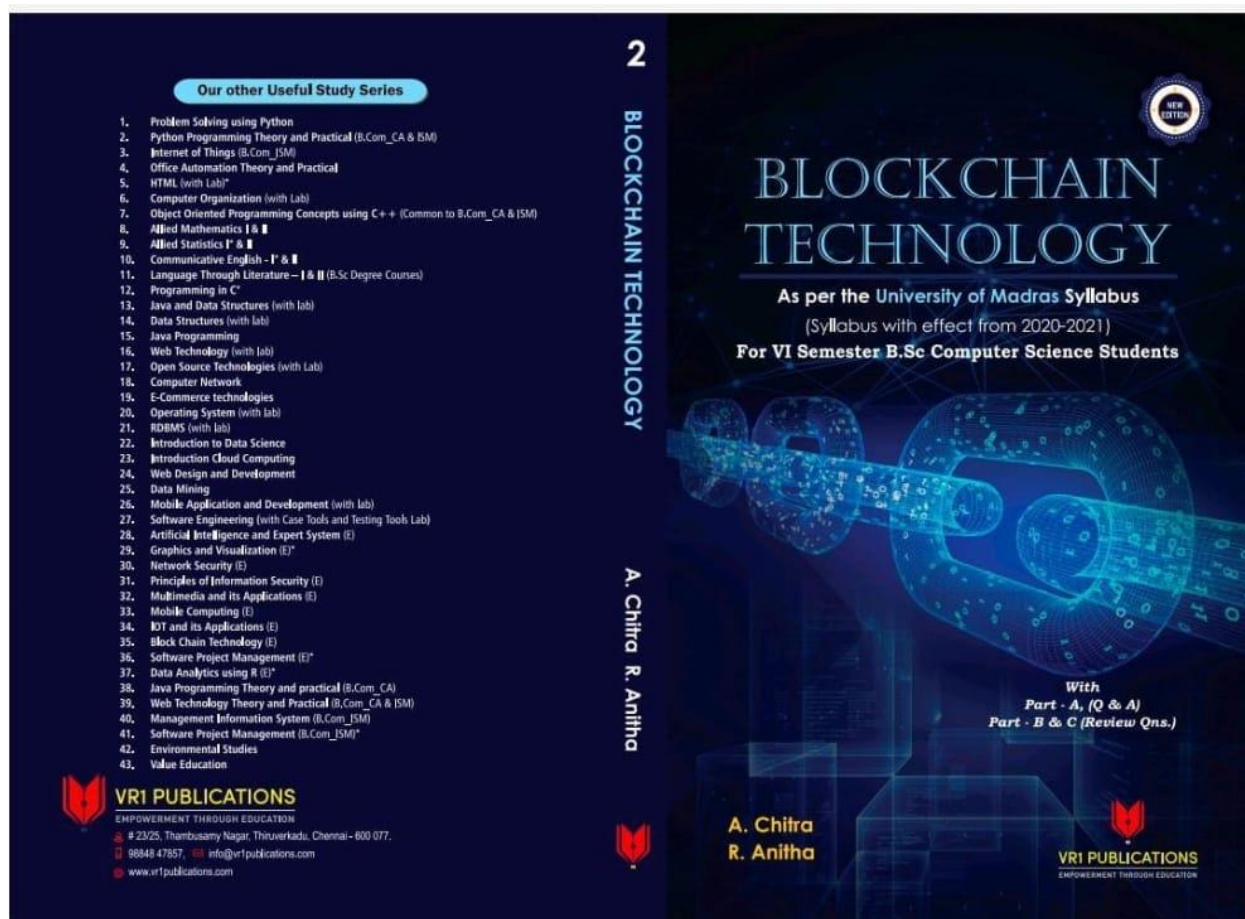


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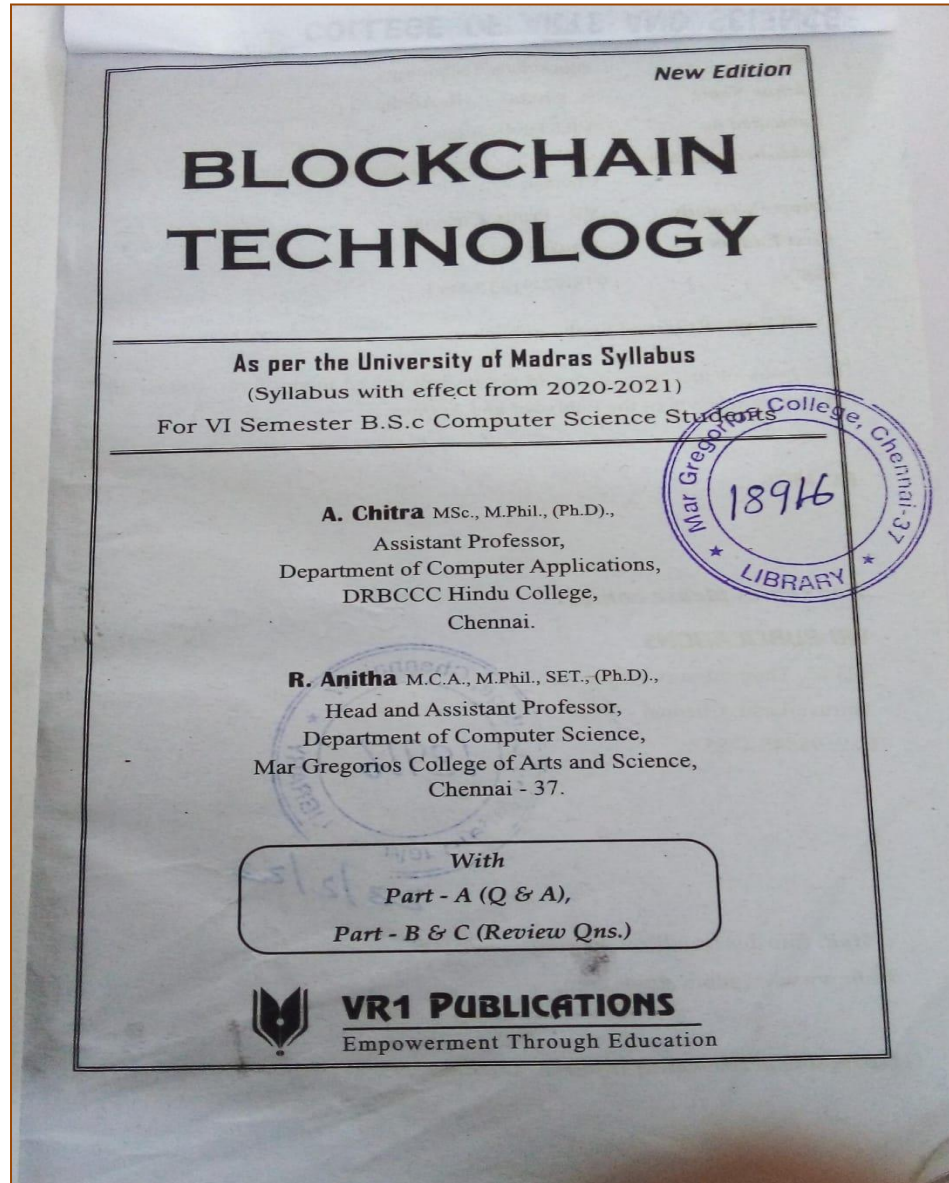
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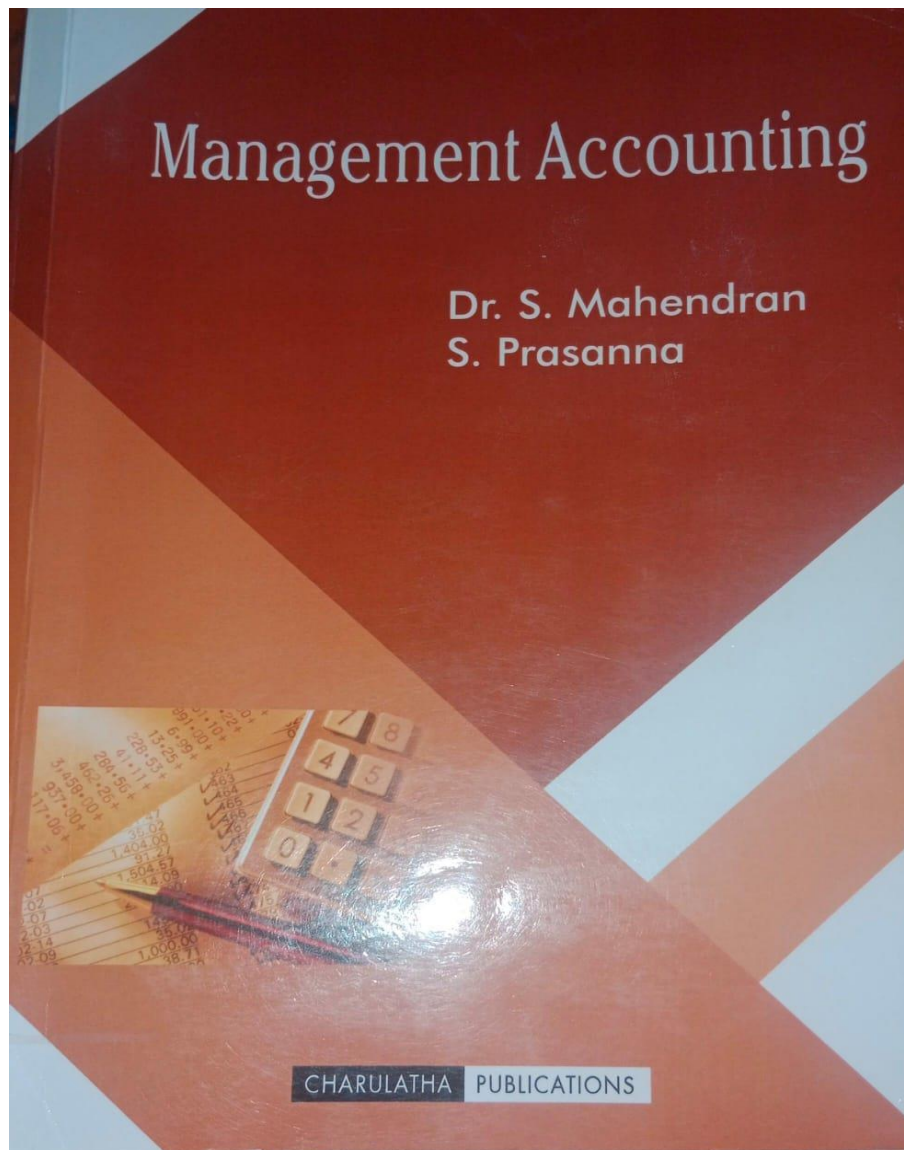
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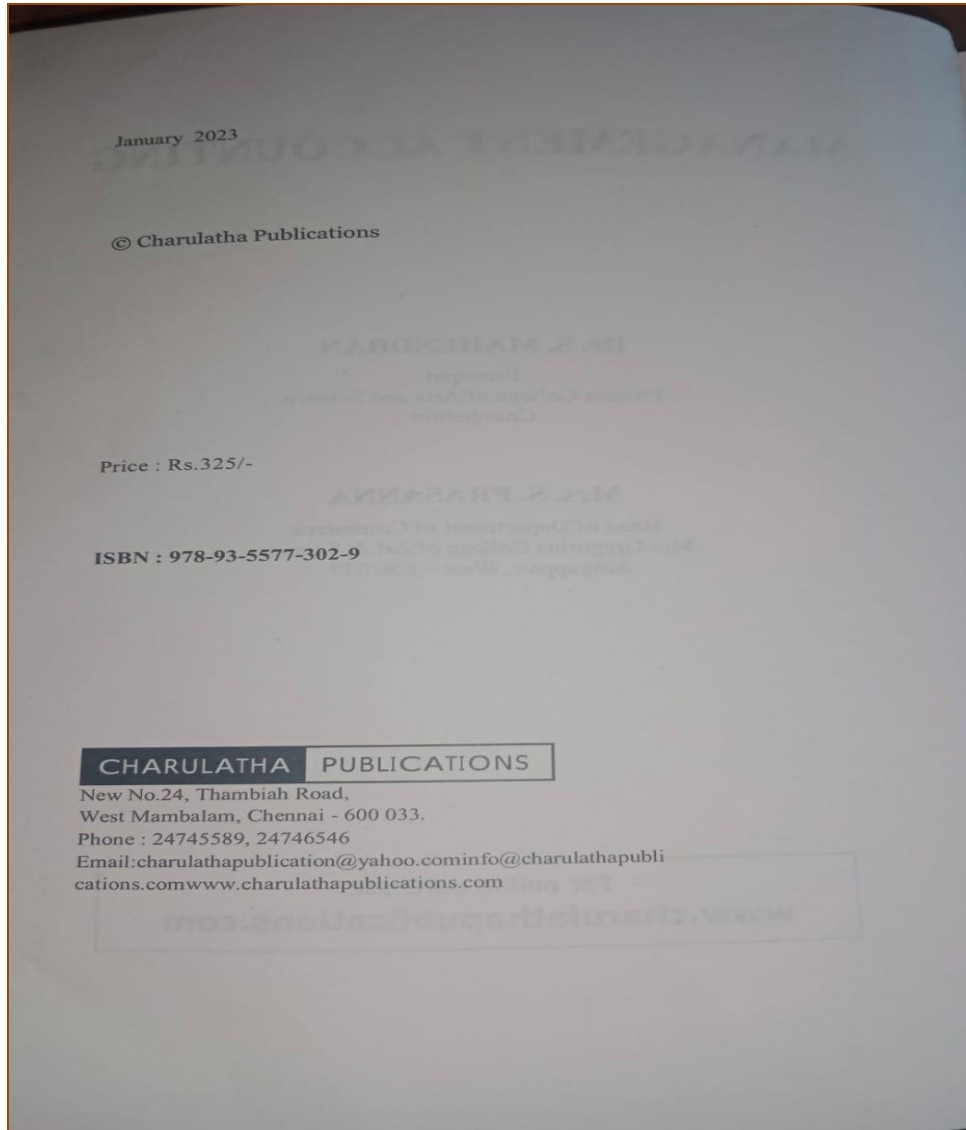
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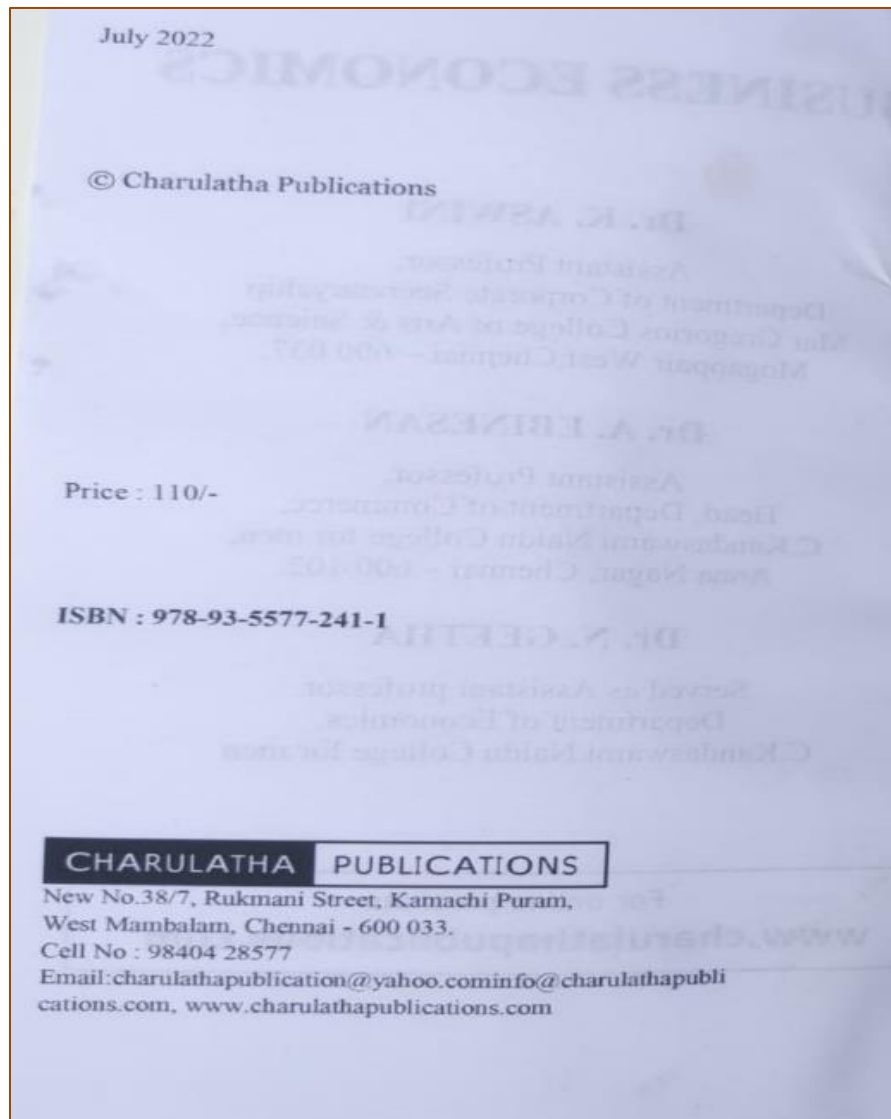
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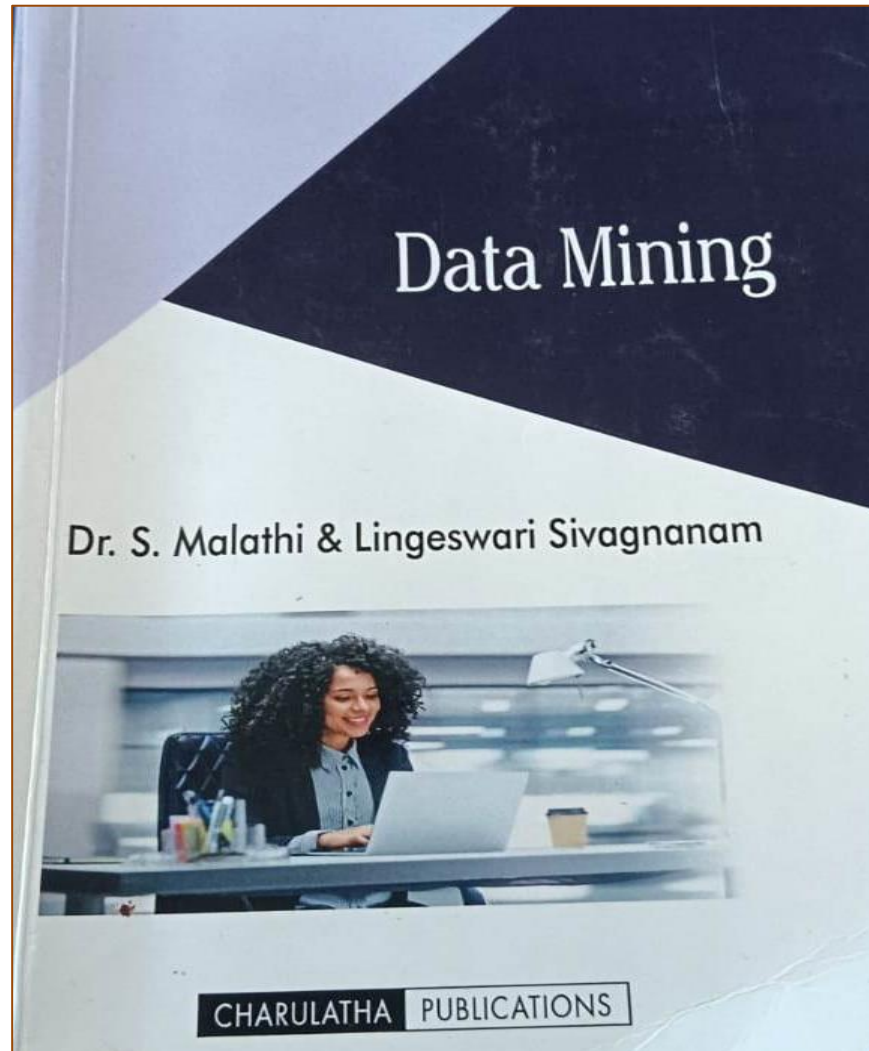


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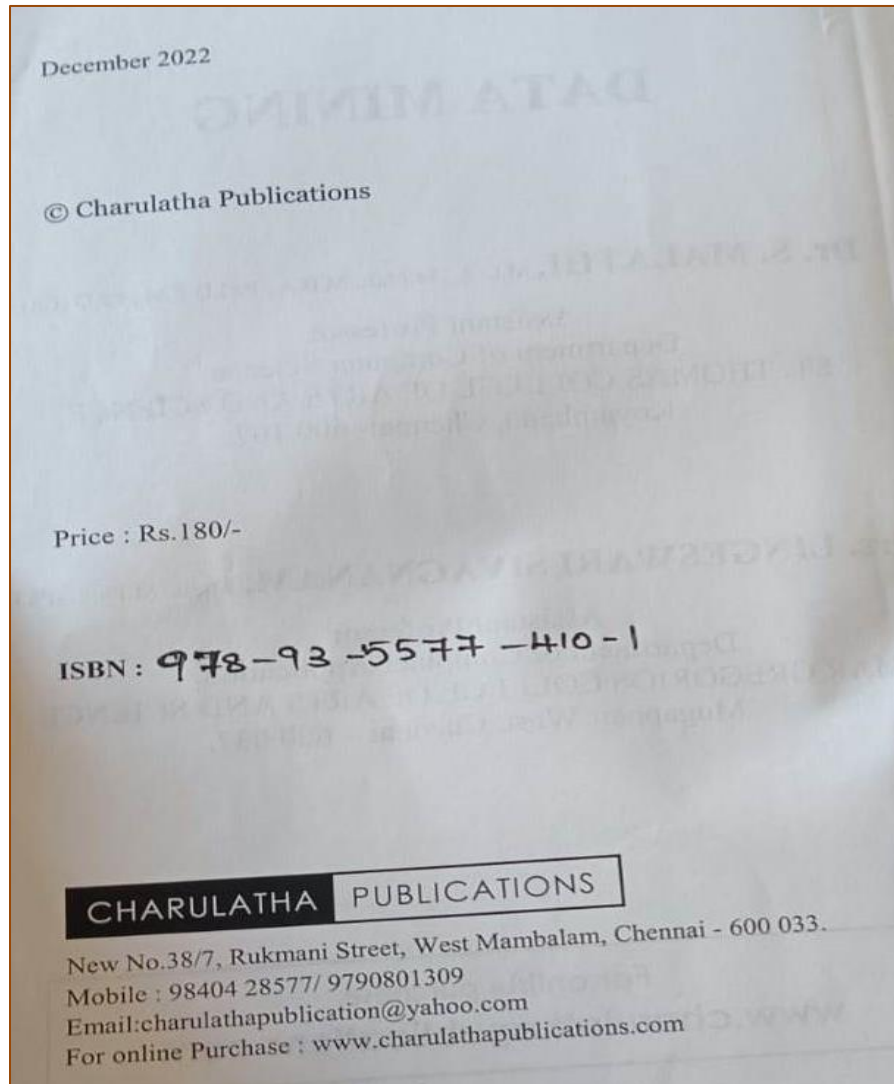
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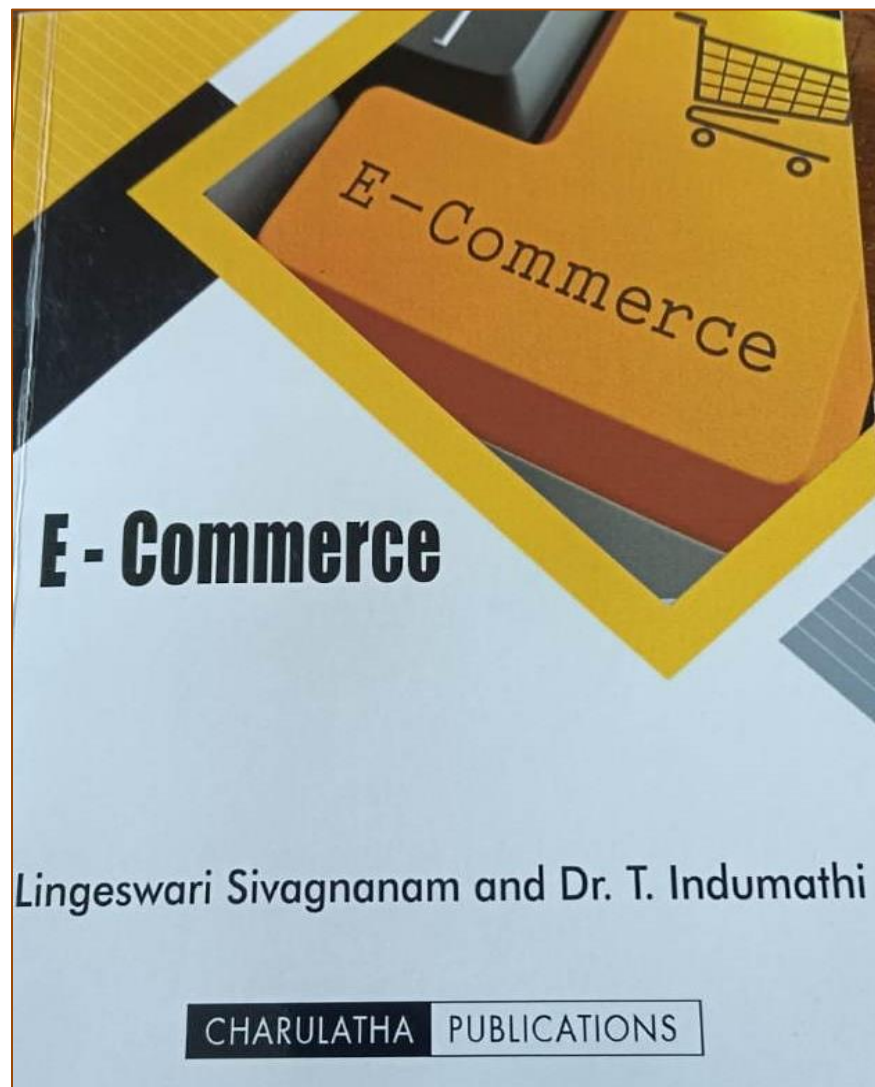


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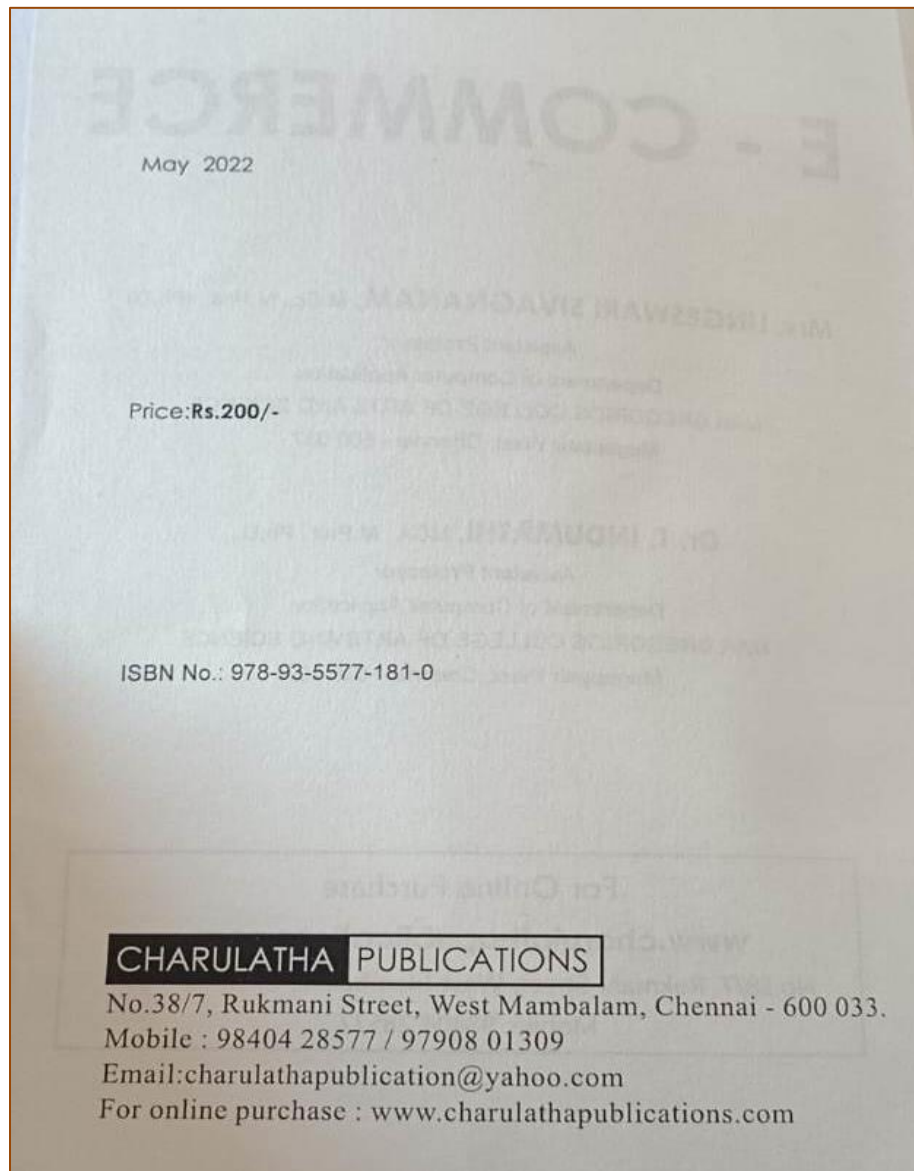
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