

ABSTRACT

Research Title : **An Exploration of Relationships among Service Quality, Customer Satisfaction and Customer Loyalty Healthcare Sector in Yangon, Myanmar**

Researcher : **Mr. Saw Reagan Chit**

Major : **IBM (International Business Management)**

Advisor :

Dr. Vijit Supinit (Dean, MBA)

Date :

This study aims to describe about Myanmar, which healthcare sector is still untapped as improvement is sluggish compare to other Asian countries such as Singapore, Thailand, Malaysia and Japan as due to poor and unorganized system and facilities. In healthcare areas patients are the primary source of income generation for hospitals or clinics and this income generates from the service quality, patients satisfaction and patients loyalty towards their service providers. This research paper elucidates the service quality, patient's satisfaction and loyalty of two hospitals such as Yangon General Hospital which is a public hospital and Pin Lon Hospital which is private hospital in Yangon, Myanmar. The main aim of this research paper is find out reason for Myanmar healthcare sector for being untapped even there is Asian economic country collaboration is wide open. This paper provides information about the relationship between three defined variables followed by detail analysis of literature review. The literature review well supports the identified variables and its correlation. Reliability test of alpha cronbach's was used to determine whether the sample question is ideal for this paper or not with the help of 30 random samples from both hospitals. The total number of patient's interviewed by researcher were 200 including both hospitals over the period of two months in normal operating hours. The outcomes regarding this paper achieved through SPSS by using different statistical test to prove the reliability, correlation, extraction and communalities. Pearson and Spearman rho were used to determine correlation between variables while cronboch's used to check the reliability of

questionnaire and finally extraction and communalities used to investigate about sample issues and accuracy in survey questions. The final part of this paper explains about the future research for healthcare and medical association's members, doctors, authorities, staffs and students to examine the different variables in this field in different demographic region in order to improve the standard of living of the people of Myanmar.

Keywords: service quality, customer satisfaction, customer loyalty.