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The relationship among perceived value, patient loyalty and patient satisfaction in the hospitals

Hüseyin ERİŞ

Harran University Health Services Vocational School

Abstract---It is possible for patients to prefer the same hospital or to recommend it to others, which are indicators for their loyalty to hospitals, where they receive health care service, only if they are satisfied with the service they have received. When considering today's intense competition conditions in the health sector, it is more important to examine issues that will provide competitive advantage, such as perceived value, by affecting patient satisfaction and patient loyalty. There is a limited number of studies in the literature that examine the perceived value with a multidimensional scale or investigate the relationship between perceived value and patient loyalty. As well as the lack of a sufficient number of studies for consumers in Turkey, there is a limited number of studies for consumers of healthcare sector, which is an important branch of the service sector. The purpose of this study is to examine the relationship between perceived value and patient loyalty in the health sector and the role of patient satisfaction in this relationship. The study was conducted by using the survey method on 783 patients who received outpatient clinic services from the Harran University Research and Application Hospital in Şanlıurfa between 1 and 30 June 2021. The internal consistency reliability of the Questionnaire for Perceived Value in Health Sector, consisting of 7 dimensions and 31 items, was found to be 0.973 based on Cronbach's alpha coefficient. The significance of the model in which the effect of the dimensions of the Questionnaire for Perceived Value in Health Sector on "patient loyalty" was explained by linear regression was examined by ANOVA test and the coefficient of adjusted R-squared for the model was calculated as 0.672. This value indicated that 67.2% of variability in patient loyalty was explained by the dimensions of perceived value in the health sector through the linear regression model. In addition, the significance of the model in which the effect of the dimensions of perceived value in the health sector on "patient satisfaction" was explained by linear regression was examined by ANOVA test and the coefficient of adjusted R-squared for the model was calculated as 0.706. This value indicated that 70.6% of variability in patient

satisfaction was explained by the dimensions of the perceived value in the health sector through the linear regression model. Consequently, it was determined that the perceived value in the health sector had a positive effect on "patient loyalty" and "patient satisfaction". This study cannot be generalized because it was conducted in a limited area and it will be guiding for further studies.

Keywords--*Health Institution, Perceived Value, Patient loyalty, Patient Satisfaction.*

Introduction

Managers of health institutions feel a constant pressure due to the reasons such as the enhancement of the life standards and education of people, competitive pressure, advancement of medical technologies, changing cost structures, more knowledgeable patients and easier access to information and this pressure compels the managers of health institutions to constantly review their strategies (Lim and Tang, 2000: 103). Managers of health institutions who want to carry on their institutions in health sector and to increase the market share of their institutions try to develop new strategies that can affect especially the behavioral intentions of their patients with the awareness that retaining the existing customer is less costly than finding a new customer. One of the important concepts that are effective on the customer satisfaction and behavioral intentions (intention to repurchase, intention to recommend to others, not to turn towards alternatives or customer loyalty) is the perceived value (Ryu, Lee, & Kim, 2012). A successful business strategy that can be established in the management of health institutions depends on understanding the value based on the perceptions of customers (Ettinger, 1998:112). After it has been started to realize that the perceived value is one of the key factors influencing the strategic management (Sánchez and Iniesta, 2007:427), the subject has begun to attract attention of many researchers.

Perceived value is a concept that is effective on final decisions of customers to purchase (Sivaramakrishnan and Manchanda, 2003). Cronin and Taylor (1992) reported that customers' perceived value had a positive effect on their behavioral intentions. Accordingly, as customers' perceived value increases, their possibilities of displaying positive behavioral intentions increase, as well. In their study, Yücenur et al., (2011) collected behavioral intentions under the titles of buying service again, recommending to others and advertising with positive thoughts. Perceived value has effects on both customer satisfaction and customer loyalty (Yang and Peterson, 2004:815). For these reasons, it was thought that the effects of perceived value on patient satisfaction and patient loyalty should be investigated in health sector and the concepts of perceived value, patient satisfaction and patient loyalty in the health sector have become the subject of this study.

Conceptual Framework

Perceived Value

The concept of perceived value is a multidisciplinary concept which is associated with many different disciplines such as psychology, sociology, economy and business (Eskiler and Altunışık, 2015). It has been suggested that the concept of perceived value is intertwined with the concepts of quality and perceived quality in some studies and the perceived quality is the determinant of the perceived value. However, the perceived value is a more important and richer concept which measures customer assessments more comprehensively than perceived quality (Sánchez and Iniesta, 2007:429). In her study addressing the perceived value concept, Zeithaml (1988:13-14) examined the definitions of value and perceived value concepts made by various researchers based on the statements of the customers. As a result of the study, the concept of perceived value is defined as a comprehensive assessment about what customers spend for a product (money, time or effort) and what they receive (amount, quality or suitability) in return according to their perceptions. In other words, the customer value emerges when the benefit provided as a result of obtaining a product or service is higher than the costs paid for this benefit (Tekin and Çiçek, 2005:66,). Sanchez et al., (2004) described the value for service as a comparison between the perceived benefit and perceived costs of the customers. According to Yücenur et al., (2011), the value of a service is determined by the difference between what a customer has bought and what the customer has paid. Accordingly, the customers who think that they acquire namely lost something to get a service will tend to be more loyal to a firm providing service making them to feel gaining more against their loss. However, especially when the health sector is taken into consideration, these losses are not only monetary, but also non-monetary losses such as the time lost, effort spent and the stress experienced (Ettinger, 1998:112). Considering all this, it is seen that the perceived value is a multi-dimensional structure. In previous studies conducted by various researchers (Sweeney and Soutar, 2001; Sa'nchez et al., 2006; Cengiz and Kirkbir, 2007), the functional, emotional and social dimensions of the perceived value were emphasized. For these reasons, within the scope of this study, the concept of perceived value will be addressed as a multi-dimensional structure composed of seven dimensions as functional value of the establishment, functional value of the professionalism of the personnel, functional value of the service quality, functional value of the monetary costs, functional value of the nonmonetary costs, emotional value and social value.

Customer Satisfaction

In the studies conducted in health sector, the effect of the perceived value on patient satisfaction has been investigated and it has been concluded in some of the studies that the perceived value is the determinant of patient satisfaction (Choi et al.,2004: 919). In addition, it is suggested in many studies that the patient satisfaction leads to patient loyalty (Singh and Sirdeshmukh, 2000; Moliner, 2009). Oliver (1997) defines customer satisfaction as the completion of a customer's need, desire or purpose with a delighting way as a result of consumption. Varinli and Çakır (2004:6) describe customer satisfaction as a concept arising after the customers have experienced the service and being an

indicator of how much they are satisfied or dissatisfied with the service. In terms of health institutions, patient satisfaction has positive other outcomes such as the recommendation of the health institution to the others by the satisfied patients who received service from that institution (Çaha and Bayyurt, 2009: 87), as well as positive word-of-mouth communication, high profitability, and increased tendency of complying with medical advice. Therefore, the managers of health institutions should give importance to patient satisfaction and determine the perceived value dimensions affecting the patient satisfaction (Dursun and Çerçi, 2004:3).

Customer Loyalty

Customer loyalty is described as the positive attitude and behavior displayed by customers towards a trademark, a store or a supplier (Sheth et al., 2004:400). As is understood from this definition, customer loyalty has two aspects, namely, attitudinal and behavioral (Yang and Peterson, 2004: 802). Repurchase action of the customers is related to the behavioral aspect of the loyalty; whereas, the positive talk about the institution by customers and recommendation of that institution by them to others are related with the attitudinal aspect of the loyalty. While some researchers (Oliver, 1999:33) suggest that customers must first be satisfied with the product in order to be loyal to that product, some other researchers (Chahal and Kumari, 2011:107) argue that there is a direct correlation between the customer loyalty and the perceived value.

Materials and Methods

Purpose of the Study

The purpose of this study is to investigate multi-dimensionally the perceived value in health sector and to determine the effects of the concept of perceived value on patient satisfaction and patient loyalty.

Data Collection Tool

The questionnaire was used as the data collection method in the study. For this purpose, the first part of the two-part data collection tool had a total of 35 items including 31 items for measuring the perceived value (Özer, Başgöze and Karahan; 2017), 3 items for measuring patient satisfaction (Baker and Crompton; 2000) and 1 item for measuring the patient loyalty (McDougal and Levesque; 2000) and its second part included the questions for determining the demographic characteristics of the patients.

In the study, the questionnaire was applied to the patients in outpatient clinic in Harran University Research and Practice Hospital located in Şanlıurfa between 1-30 June 2021 after obtaining necessary permissions. After removing the incomplete and/or incorrect questionnaires, 783 complete and error-free questionnaires were evaluated.

The items in the questionnaire used in the study were evaluated with 5-item Likert type scale having the value between “I strongly disagree” (1) and “I strongly

agree" (5). The Cronbach's alpha reliability coefficient for the Perceived Value Part of the questionnaire was calculated as 0.973 in the study.

Analysis and Results

Descriptive Results

As seen in Table 1, 45.8% of the patients participating in the study were female and 54.2% were male. The majority of the patients were in the age group of 31-41 years (26.1%) and 56.1% of the patients came to the hospital from the city center of Şanlıurfa. 45.6% of the patients were primary school graduates and 41.3% of them did not have any income. While the social security of two thirds (67.6%) of the patients was social security institution (SSI), 23.9% of the patients came to this hospital for the first time.

Table 1 Descriptive Results for the Patients

VARIABLES	f	%
Gender		
Female	359	45.8
Male	424	54.2
Age Groups		
17-23 years	200	25.5
24-30 years	198	25.3
31-41 years	204	26.1
42 years and over	181	23.1
Place they came from		
City center of Şanlıurfa	439	56.1
Districts of Şanlıurfa	310	39.6
Other cities	34	4.3
Educational Status		
Primary school	357	45.6
High school	256	32.7
Associate's degree	99	12.6
Bachelor's degree	58	7.4
Master's degree	13	1.7
Income Status		
No income	323	41.3
Minimum wage	290	37.0
1405-3000 TL	130	16.6
3001-4577 TL	36	4.6
4578 TL and higher	4	.5
Social Security		
SSI	529	67.6
No social security	37	4.7

Green card	176	22.5
Private health insurance	32	4.1
Other	9	1.1
Number of Applications		
1	187	23.9
2	220	28.1
3	176	22.5
4 and more	200	25.5
Total	783	100.0

Results about the Perceived Value of the Outpatients

Table 2: Means and Standard Deviations About the Perceived Value

Items about the Perceived Value	\bar{x}	SD
<i>Functional Value of the Establishment</i>	3.47	1.074
Internal layout of the hospital provides privacy and confidentiality	3.52	1.413
Hospital is neat and well-organized	3.66	1.312
Hospital is modern, spacious, and clean	3.65	1.337
Location of the hospital is appropriate (central, easy to find and/or easy to access)	2.92	1.565
Technology level used in the hospital is high	3.61	1.294
<i>Functional Value of Professionalism of the Personnel</i>	3.67	1.062
Employees understand their jobs well	3.63	1.258
Employees do their jobs well	3.65	1.269
Personnel follow the code of professional ethics	3.73	1.231
Personnel have up-to-date information about their jobs	3.73	1.204
Personnel's advices are valuable	3.69	1.188
Personnel have knowledge about all services provided by the hospital	3.63	1.228
<i>Functional Value of The Service Quality</i>	3.71	0.997
Services are regular	3.64	1.199
The quality of the services provided in the hospital is maintained in the same way.	3.72	1.163
While being compared with the other hospitals I can go, the quality of service provided is at acceptable level.	3.72	1.155
Personnel are always respectful, kind, and friendly.	3.72	1.219
Diagnoses and treatments of the doctors are correct	3.77	1.165
Easy to contact and communicate with the relevant doctor	3.73	1.206
Easy to contact and communicate with the relevant nurses	3.72	1.214
Easy to contact and communicate with the other relevant personnel	3.69	1.237
<i>Functional Value of The Monetary Costs</i>	3.73	1.122
Fees charged to me is reasonable	3.69	1.256
The service I have received is worthy for the payment I have paid	3.73	1.247
Service I have bought is affordable	3.77	1.242

Functional Value of The Nonmonetary Costs	3.79	1.147
I was able to get an appointment for examination in the near future	3.80	1.226
I did not have to wait for doctor for examination when I came to the hospital on the appointment date	3.78	1.230
Emotional Value	3.85	1.103
I feel comfortable	3.81	1.223
The attitude of the personnel towards me is positive	3.87	1.219
The personnel do not give me a hard time	3.87	1.239
I am delighted with the services I received	3.86	1.221
Social value	3.86	1.124
Many people I know come to this hospital.	3.88	1.201
This hospital has a respectable place in society	3.84	1.234
People around me will think it's right for me to come to this hospital.	3.86	1.226
General	3.70	0.912

In Table 2 showing the scores given by the outpatients included in the study to 31 items in the questionnaire about the perceived value, the items with the highest mean score were observed to be “Many people I know come to this hospital”, “The attitude of the personnel towards me is positive”, “The personnel do not give me a hard time”, “I am delighted about the services I received”, and “People around me will think it's right for me to come to this hospital”, respectively. Accordingly, it is seen that the most important matter in the value perception of the patients is the preference of that hospital by the other people they know (such as spouse, friend, relatives). When the dimensions of the related items were examined, it was observed that these were the dimensions of emotional value and social value. As a result of the evaluations of the patients, it was remarkable that the item having the lowest mean score is “Location of the hospital is appropriate (central, easy to find and/or easy to reach)”. The fact that the hospital is located approximately 30 kilometers away the city was thought to be effective in this low value.

Table 3 shows the percentage of agreement of outpatients in the statements about the perceived value. The responses of the outpatients as “I strongly agree”, “I agree”, “I strongly disagree” and “I disagree” for the items about the perceived value were evaluated together. As seen in the table, the patients were highly agreed mostly in the items about emotional value and social value dimensions of the perceived value.

Table 3. Percentages of Agreement of the Outpatients Concerning the Items Related to Perceived Value

Items About Perceived Value	Agreement/Disagreement Status	%
1. Internal layout of the hospital provides privacy and confidentiality	I disagree	26.4
	Neutral	14.2
	I agree	59.4
2. Hospital is neat and well-organized	I disagree	21.5
	Neutral	15.7
	I agree	62.8
3. Hospital is modern, spacious, and clean	I disagree	21.6

	Neutral	16.6
	I agree	61.8
4. Location of the hospital is appropriate (central, easy to find and/or easy to access)	I disagree	42.6
	Neutral	16.8
	I agree	40.6
5. Technology level used in the hospital is high	I disagree	20.7
	Neutral	19.5
	I agree	59.8
6. Employees understand their jobs well	I disagree	21.3
	Neutral	18.4
	I agree	60.3
7. Employees do their jobs well	I disagree	19.8
	Neutral	20.7
	I agree	59.5
8. Employees follow the code of professional ethics	I disagree	17.3
	Neutral	20.0
	I agree	62.7
9. Employees have up-to-date information about their jobs	I disagree	17.8
	Neutral	18.6
	I agree	63.6
10. Personnel's advices are valuable	I disagree	17.6
	Neutral	19.7
	I agree	62.7
11. Personnel have knowledge about all services provided by the hospital	I disagree	19.6
	Neutral	19.6
	I agree	60.8
12. Services are regular	I disagree	19.2
	Neutral	20.3
	I agree	60.5
13. The quality of the services provided in the hospital is maintained in the same way	I disagree	16.1
	Neutral	21.4
	I agree	62.5
14. While being compared with the other hospitals I can go, the quality of service provided is at acceptable level.	I disagree	16.4
	Neutral	19.6
	I agree	64.0
15. Personnel are always courteous, kind, and friendly.	I disagree	18.0
	Neutral	19.3
	I agree	62.7
16. Diagnoses and treatments of the doctors are correct	I disagree	16.0
	Neutral	19.9
	I agree	64.1
17. Easy to contact and communicate with the relevant doctor	I disagree	16.5
	Neutral	20.3
	I agree	63.2
18. Easy to contact and communicate with the relevant nurses	I disagree	17.1
	Neutral	17.9
	I agree	65.0
19. Easy to contact and communicate with the other	I disagree	17.9

relevant personnel	Neutral	19.4
	I agree	62.7
20. Fees charged to me is reasonable	I disagree	18.2
	Neutral	19.4
21. The service I have received is worthy for the payment I have paid	I agree	62.4
	I disagree	17.6
22. Service I have bought is affordable	Neutral	19.2
	I agree	63.2
23. I was able to make an appointment for examination in the near future	I disagree	17.3
	Neutral	17.5
24. I did not have to wait for doctor for examination when I came to the hospital on the appointment date	I agree	65.2
	I disagree	16.1
25. I feel comfortable	Neutral	17.9
	I agree	66.0
26. The attitude of the personnel towards me is positive	I disagree	16.2
	Neutral	18.2
27. The personnel do not give me a hard time	I agree	65.6
	I disagree	15.7
28. I am delighted with the services I received	Neutral	15.3
	I agree	69.0
29. Many people I know come to this hospital	I disagree	15.5
	Neutral	14.8
30. This hospital has a respectable place in society	I agree	69.7
	I disagree	15.5
31. People around me will think it's right for me to come to this hospital.	Neutral	15.5
	I agree	69.0
20. Fees charged to me is reasonable	I disagree	15.4
	Neutral	15.1
21. The service I have received is worthy for the payment I have paid	I agree	69.5
	I disagree	15.0
22. Service I have bought is affordable	Neutral	15.1
	I agree	69.9
23. I was able to make an appointment for examination in the near future	I disagree	16.1
	Neutral	14.9
24. I did not have to wait for doctor for examination when I came to the hospital on the appointment date	I agree	69.0
	I disagree	15.4
25. I feel comfortable	Neutral	14.1
	I agree	70.5

The questions about the patient satisfaction and patient loyalty were asked to the patients participating in the study and it was tried to determine on which concept the perceived value had the highest effect. Table 4 shows the results of the regression analysis conducted to determine the effect of the perceived value dimensions on patient satisfaction.

Table 4: Linear Regression Results for the Effect of Perceived Value Dimensions on Patient Satisfaction

	Regression Coefficients	Standard Regression Coefficients	T	p
Constant	0.007		0.067	0.947
Functional Value of the Establishment	-0.030	-0.026	-0.929	0.353
Functional value of the professionalism of the personnel	0.118	0.099	2.779	0.006
Functional value of the service quality,	0.054	0.042	0.996	0.319
Functional value of the monetary costs	-0.079	-0.070	-1.966	0.050
Functional value of the nonmonetary costs	0.118	0.107	2.980	0.003
Emotional value	0.037	0.032	0.750	0.454
Social value	0.789	0.700	18.075	0.000
R	R squared	Adjusted squared R	F	p
0.842	0.709	0.706	268.155	.000a

The significance of the model on which the effect of perceived value dimensions on patient satisfaction was explained by linear regression was examined by ANOVA test. According to ANOVA test, the model was found to be statistically significant. This signified that the effect of perceived value dimensions on patient satisfaction can be examined with the linear regression model. In addition, the coefficient of the adjusted R-squared was calculated as 0.706 for the model. This value indicates that 70.6% of the variation in patient satisfaction is explained by the perceived value dimensions through linear regression model (Table 4).

Student-t test was used to examine the significance of the estimations of the coefficients in the linear regression model. The results revealed that the coefficients of the variables of functional value of professionalism of the personnel, functional value of nonmonetary costs and social value were statistically significant; whereas, the coefficients of the other variables were statistically insignificant. By omitting the variables whose coefficients were found to be insignificant from the model, a new regression model was prepared.

Table 5: Results of the Linear Regression Model Prepared after Omitting the Variables Having an Insignificant Coefficient

	Regression Coefficients	Standard Regression Coefficients	t	p
Constant	-0.012		-0.121	0.904
Functional value of the professionalism of the personnel	0.107	0.090	3.451	0.001
Functional value of the nonmonetary costs	0.100	0.090	2.958	0.003
Social value	0.807	0.716	24.998	0.000
R	R squared	Adjusted squared R	F	p
0.841	0.707	0.706	625.680	.000a

The new model with three independent variables was also found to be significant. In addition, the coefficient of the adjusted R-squared for the model was calculated as 0.706. This value indicated that 70.6% of the variation in patient satisfaction was explained by the perceived value dimensions through the linear regression model (Table 5). According to the model obtained, all three of the variables had a positive effect on patient satisfaction. If the patient satisfaction, functional value of the professionalism of the personnel, functional value of the nonmonetary costs, and social value are shown as Y, X1, X2, and X3 respectively according to the results, the linear regression model can be obtained as:

$$Y = -0,012 + 0,107 \times X1 + 0,100 \times X2 + 0,807 \times X3$$

In addition, according to the standard coefficients, it is expected that 1-unit increase (1-unit increase in the perceived value in this dimension) in the variable of functional values of the professionalism of the personnel will cause an unit increase of 0.090 in satisfaction variable, 1-unit increase in the variable of functional values of the nonmonetary costs will cause an unit increase of 0.090 in satisfaction variable and 1-unit increase in social value will cause an unit increase of 0.716 in satisfaction variable. Considering the values of Student-t test statistics of the coefficients, it can be interpreted that the social value variable had a higher importance (effect) on patient satisfaction.

Table 6: Linear Regression Results for the Effect of Perceived Value Dimensions on Patient Loyalty

	Regression Coefficients	Standard Regression Coefficients	t	p
Constant	0.193		1.826	0.068
Functional Value of the Establishment	-0.026	-0.023	-0.779	0.436
Functional value of the professionalism of the personnel	-0.002	-0.002	-0.043	0.966
Functional value of the service quality	0.083	0.067	1.489	0.137
Functional value of the monetary costs	0.014	0.013	0.336	0.737
Functional value of the nonmonetary costs	0.122	0.114	3.012	0.003
Emotional value	0.114	0.102	2.300	0.022
Social value	0.651	0.596	14.680	0.000
R	R squared	Adjusted squared R	F	P
0.822	0.675	0.672	229.38 3	.000a

The significance of the model on which the effect of perceived value dimensions on patient loyalty was explained by linear regression was examined by ANOVA test. According to ANOVA test, the model was found to be statistically significant. This signified that the effect of perceived value dimensions on patient loyalty can be examined by linear regression model. In addition, the coefficient of the adjusted R-squared was calculated as 0.672. This value showed that 67.2% of the variation in patient loyalty was explained by the perceived value dimensions through linear regression model (Table 6).

Student-t test was used to determine the significance of the coefficient estimations in the linear regression model. According to the obtained results, coefficients of functional value of the nonmonetary costs, emotional value and social value variables were found to be statistically significant; on the other hand, the coefficient of the other variables was found to be statistically insignificant. By omitting the variables, whose coefficients were found to be insignificant, from the model, a new regression model was prepared.

Table 7: Results of the Linear Regression Model Prepared after Omitting the Variables Having an Insignificant Coefficient

	Regression Coefficients	Standard Regression Coefficients	t	p
Constant	0.231		2.391	0.017
Functional value of the nonmonetary costs	0.149	0.139	4.265	0.000
Emotional value	0.120	0.107	2.505	0.012

Social value	0.676	0.619	15.673	0.000
R	R squared	Adjusted R squared	F	p
0.821	0.673	0.672	534.717	.000a

The new model including three independent variables was also found to be significant. In addition, the coefficient of the adjusted R-squared was calculated as 0.672 for the model. This value showed that 67.2% of the variation in patient loyalty were explained by the perceived patient value dimensions through the linear regression model (Table 7). According to the model obtained, all three of the variables had a positive effect on patient loyalty. If the patient loyalty, functional value of the nonmonetary costs, emotional value, and social value are shown as Y, X1, X2, and X3 respectively according to the results, the linear regression model can be obtained as:

$$Y = 0,231 + 0,149 \times X1 + 0,120 \times X2 + 0,676 \times X3$$

In addition, according to the standard coefficients that it is expected that 1-unit increase (1-unit increase in the perceived value in this dimension) in the variable of functional values of the nonmonetary costs will cause an unit increase of 0.139 in loyalty variable, 1-unit increase in the variable of emotional value will cause an unit increase of 0.107 in loyalty variable and 1-unit increase in the variable of social value will cause an unit increase of 0.619 in loyalty variable. When the student-t statistical values of the coefficients were examined, it can be interpreted that the variable of social value had a higher importance (effect) on patient loyalty.

Conclusion and Recommendations

In today's health sector with intense competition environment, one of the patient-oriented strategies that can be applied by the managers of health institutions who want to survive or increase their shares in the market in health sector is to provide high level of patient satisfaction and patient loyalty by increasing the perceived value of the patients. In this sense, the managers of the health institutions who want to provide more value to their patients should try not only to increase the benefits they provide to the patients but also to reduce the monetary and nonmonetary costs the patients will suffer to obtain these benefits. It is very important to define the parts forming the perceived value of the patients in the health institutions and to increase this value perceived by the patients. This is Because the long-term relationship to be established with patients as a result of increasing the perceived value will bring growth and profitability to the health institution (Chahal and Kumari, 2012: 167). Starting from this point, the perceived value, dimensions of the perceived value, patient satisfaction and patient loyalty were investigated in this study.

As a result of the study, it was seen that the emotional value and social value dimensions were mostly effective in the perceptions of patients about the value of service they received. Accordingly, the positive attitudes of the personnel to the patients, comfortable feelings of the patients, the place of the hospital in the community and the views of the circle of the patients about hospital affect the value perceptions of the patients significantly. On the other hand, it was tried to

determine the perceived value dimensions affecting patient satisfaction and patient loyalty. As a result of the study, it was observed that functional value of the nonmonetary costs and social value dimensions were effective on both patient satisfaction and patient loyalty. While the functional value of the professionalism of the personnel dimension affected patient satisfaction, the emotional value dimension was effective on patient loyalty. According to Ettinger (1998:112), the managers of health institutions should know what the core patients value and they should design the service delivery in such a way to increase this value. According to the results of the study, the most important perceived value dimensions affecting the patient loyalty were found as the functional value of the nonmonetary costs, social value, and emotional value. Accordingly, the managers of health institutions should make improvements especially to the items under these three dimensions to increase the perceived value of their loyal patients. It is thought that the results obtained from this study will help both the researchers and the managers to understand the factors affecting the value perceptions of the patients as well as interactions of the perceived value with the patient satisfaction and patient loyalty.

It should also be remembered that the patients have different value perceptions since they have different needs, different preferences, different values and different financial statuses (Chahal and Kumari,2012:168). It is thought that conducting further studies about the value perceptions of the patients having different demographic characteristics would contribute to the literature.

This study was limited to 783 patients who applied to the outpatient clinics of Harran University, Research and Application Hospital in city of Şanlıurfa. Therefore, since the results of this study cannot be generalized to all institutions and organizations, it is recommended to conduct future researches about the subject of this study in different regions with larger populations.

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