

醫院行銷對病患忠誠度影響之模型建構

程永明 a

摘要

近年來，不論是在台灣或是在其他的已開發國家，民眾對於醫療健康照護的品質愈來愈重視。在今日，對大部份的病患而言，他們對於高醫療健康照護品質的期待尤甚以往。如果醫療院所提供之醫療健康照護服務無法符合病患的需求時，此狀況極可能引起病患的不滿，甚至轉院，故在台灣，醫病關係已逐漸改變。因此，醫療院所應施行適合的行銷策略以有效維繫其與病患間之醫病關係。基於上述，為輔助醫療院所了解何種行銷策略能有效增進醫療院所與病患之關係，依據相關文獻回顧，本研究建構一個路徑分析模型以探討醫療院所對內所從事之醫院內部行銷工作，對其員工之病患導向行為、醫病關係品質與病患忠誠度之影響程度為何，並分析醫療院所對外所進行之醫院行銷公關工作，對其醫院形象、醫病關係品質與病患忠誠度之影響程度為何。本研究以至台中市醫療院所就醫之病患與為其提供服務之醫療院所員工為研究對象，共發放 1000 份成對問卷，合計有效回收成對問卷為 735 份，有效回收率為 73.50%。本研究採結構方程式模型作為驗證模式配適度之分析工具。研究結果顯示，醫療院所若能對其員工從事配適的內部行銷策略，將能促使其員工表現出病患導向行為，此不但能促進該醫療院所與其病患間之關係更加緊密，進而更能提高其病患之忠誠度。此外，若醫療院所能採取有效的醫院行銷公關策略，將能促使該醫療院所之形象提昇，同時，此舉亦能促進該醫療院所與其病患間之關係更加穩固，從而提高其病患之忠誠度。

關鍵語：醫院內部行銷、醫院行銷公關、病患忠誠度、結構方程式模型。

=====

Modeling for the Impacts of Hospital Marketing on Patient Loyalty

Yung-Ming Cheng

Abstract

In recent years, the quality of medical health care gets increasing attentions in Taiwan as well as in other developed countries. For most patients today, they expect higher medical health care quality more than before. If hospitals' medical health-care services can not meet with their patients' needs, this situation may extremely lead to their patients' dissatisfaction and disloyalty, thus, the relationship between hospitals and patients has been changing step by step in Taiwan. Hence, hospitals should implement appropriate marketing strategies to maintain effective relationships with patients. Based on the foregoing, in order to assist hospitals in understanding what kind of the marketing strategy can effectively enhance the relationships with their patients, according to related literature reviews, this study constructs a path analytical model to explore the impacts of internal marketing for hospitals on their employees' patient-oriented behavior, hospital-patient relationship quality, and patient loyalty, and analyze the impacts of hospital marketing public relations on hospital image, hospital-patient relationship quality, and patient loyalty. Survey data were collected from patients and hospitals' personnel who provided these patients with services they needed at hospitals in Taichung.

A total of 1000 paired questionnaires were distributed, 735 paired responses were deemed usable for the analyses, with a usable response rate of 73.50%. This study took structural equation modeling as the tool to test and verify the fitness of the model. The main research results are summarized as follows. Synthetically speaking, if hospitals can implement the fitting strategies of internal marketing, these actions will be able to promote their employees' patient-oriented behaviors, and further enhance their patients' loyalty via the closer relationships between these hospitals

and their patients. Furthermore, if hospitals can implement the effective strategies of hospital marketing public relations, these actions will be able to promote their hospital image, and further enhance their patients' loyalty via the tighter relationships between these hospitals and their patients.

Keywords : Internal Marketing for Hospital, Hospital Marketing Public Relations, Patient Loyalty, Structural Equation Modeling.