

## 醫院形象與忠誠度之關連性探討

藍毓莉、何玉菁、林麗娟、王昭順、陳建智

慈濟技術學院醫管系、行政院衛生署花蓮醫院護理部、大漢技術學院流通與行銷管理系、慈濟大學醫學科學研究所

### 摘要

目的：本研究主要探討醫院形象與忠誠度之關連性。

方法：本研究採橫斷性設計，以立意取樣的方式選取東部某區域級醫院的門診病人為研究對象，符合取樣條件包括：年齡達 18 歲（含）以上者、意識清楚，能以國、台語溝通者、及經說明後，同意參與面訪或自行填寫問卷者。

結果：有效問卷為 586 份，剔除無效問卷 28 份，問卷回收率為 95.22%。醫院形象排名前三名依序為「知名度」、「醫療專業形象」及「醫療品質」。忠誠度排名前三名依序為「願意再回診治療」、「願意再次就醫」、「可依賴此醫師」。病人忠誠度與「年齡層」、「職業別」、「教育程度」及「婚姻狀況」、「就醫次數」、「就醫原因」、「就診狀況」、「是否固定就醫」及「固定就醫場所」等變項達統計上顯著差異。醫院形象與病人忠誠度具有顯著相關。

結論：本研究結果將可作為醫院管理改善方向及提昇競爭力之重要參考。

關鍵字：門診病人、醫院形象、忠誠度

# **A Study on the Relationship between Hospital Image and Patient Loyalty**

Yu-Li Lan 、 Yu-Ching HO 、 Li-Chuan Lin 、 Chao-Shun Wang 、 Chien-Chih Chen

Department of Health Administration, Tzu Chi College of Technology 、 Department of Health Administration, Tzu Chi College of  
Technology 、 Department of Nursing, Hualien General Hospital ,Department of Health 、 Executive Yuan, 、 Department of Logistics and  
Marketing Management, Dahan Institute of  
Technology 、 Institute of Medical Sciences, Tzu Chi University

## **Abstract**

**Purpose:** The present study aims to study the relationship between hospital' s image and patient royalty.

**Methodology:** The study uses a cross-sectional survey design to test the hypothesis. The purposeful sampling technique is administered to select the participants who are out-patients of one regional hospital in the east cost of Taiwan. The eligibility criteria for participation include: who (1) must be older than 18 (included) years of old, (2) is conscious and able to communicate clearly in either Mandarin or Taiwanese, and (3) is agreed to be interviewed or completed the survey on his/her own after explanation.

**Result:** After removing 28 invalid responses, a total of 586 valid surveys were collected for analysis. The respondent rate is 95.22%. The result indicates that the most import 3 determinants related to hospital' s image are: (1) hospital brand awareness, (2) medical professionalism image, and (3) the quality of medical care and service. The most important 3 factors related to the royalty are: (1) the willingness of returning to the hospital for consecutive treatments, (2) the willingness of returning to the hospital for another treatment, and (3) a reliable doctor. The following determinants show the statistically significant relationship with patient' s royalty: age, occupation, education, marital status, the frequency of clinical visits, the reason for seeking medical service, the status of clinical visit, whether regularly clinical visit, and whether seeking the medical service from the same hospital/clinics. In addition, the hospital' s image is also statistically significant related to patient' s royalty.

**Conclusion:** The result of this study can be used for improving hospital management strategies and increasing competitive advantage suggestions.

Keywords : outpatient, hospital' s image, royalty