

The Relationship between Services Quality Diminutions and Companion Behaviour Intention to Revisit: the Mediating Role of Companion Satisfaction: A Conceptual Paper

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Abstract: *Service quality includes different feature, which facilitate customer satisfaction; but service quality is not only the factor that can develop the quality services that meets the requirement and expectation of the customers. However, when the perception of customer service quality are high, behavioral intentions are favorable, which strengthen their relationship with the organization. The researcher has defined the service quality dimensions such as; tangibility, assurance, empathy, responsiveness, and reliability should be directly affect the companion satisfaction and companion behavior intention to revisit. In addition, this paper employ the companion satisfaction as a mediation variable that could enhance the effect of service quality dimensions on companion behavior intention to revisit. In the hospital industry, service quality is to provide best care and attention to the patients and their companion to make them satisfied and able to feel relaxed and comfortable.*

Keywords: services quality diminutions, companion behavior intention to revisit, companion satisfaction, conceptual paper.

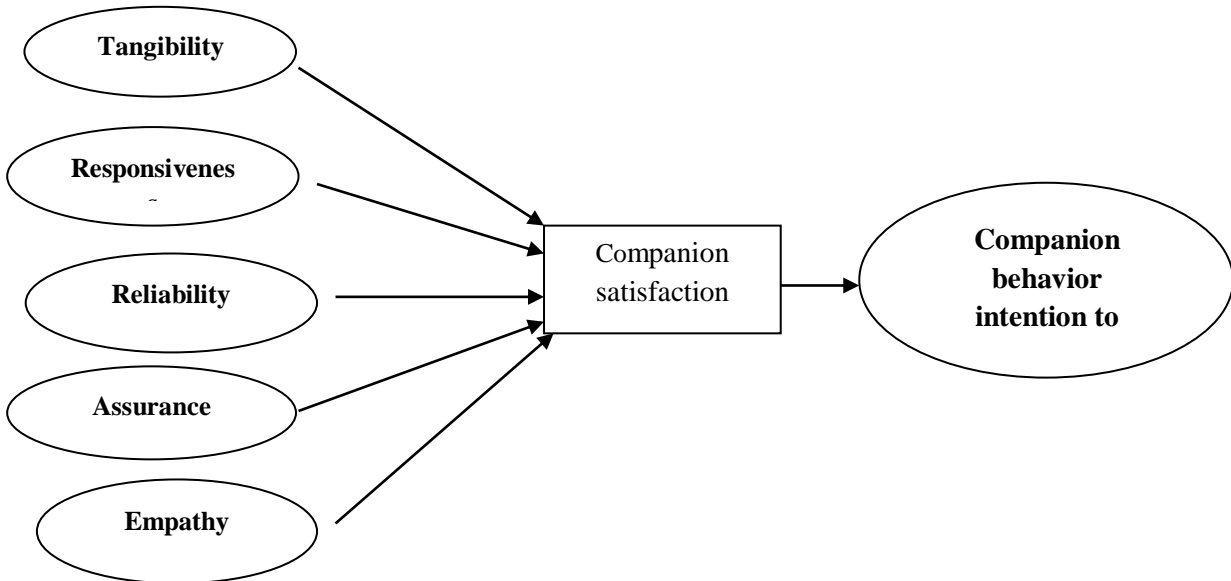
Introduction

Health care is the most effective and highly demand area for the humans. Human beings are highly concern over their health issues and try to keep healthy by adopting different features along with his health is the biggest concern for the humans whether they are in the developed or developing countries. Health sector is the sector where other are having concern and take care the humans whether they are in the clinics, hospitals, medical facility and others places. Those provide health care services are having highly crucial jobs of undertaking the patients and their health whether they are children, young, old or others.

The importance of the research is that it will increase the validation to be used in the literature regarding the companion perception and behavioral intention towards the service quality of the hospitals. It is necessary that patient companion satisfaction of hospital that is being shown up in the return of patient satisfaction; as far as the customer contentment is concern towards the society to develop the trust on human treatments. In order to analyze the perspective of the patient competition from the hospital quality services from the hospital and have a great concern over the patient to get satisfied from the hospital service quality.

With the virtue of this research; it will be a ground breaking feature to analyze the factors that are having impact upon the patient companion perception on the behavioral intention. There is likely to undertake the companion satisfaction that impact upon the hospital that are having recognition of the patients that contribute towards the profit generation along with the criticism that are being beard by the health care professionals and their institutions (Kagan, Porat, & Barnoy, 2019). Researcher is trying to give a brighter side about the companion satisfaction along with the contribution of increasing the value of the organization. Those are aware about the functions of the service quality of hospitals that have the effective impact on the organizational success as a whole.

Conceptual framework



1. Tangibility effect on behaviour intention

Customers are attracted towards the quality services and products; it is evident that many of the organizations are highly focused upon the development of quality services and products in order to give satisfaction and develop loyalty among them (Haque et al, 2012). As far as the tangibility of the products or services is concern it has the direct relation with the behaviour intention. Tangibility is the physical appearance of the products or services that can facilitate the behaviour intention among the customers to make the purchasing decision. Customers behaviour intention is being motivated through the appearance and features that are being provided through the products or services (Sarwar et al, 2012).

The main and effective feature for the customers is the services that are being given by the employees through the interaction of customers and give them adequate information or resolve the issues that are associated with the products (Lam, 1997). There are different research in the past that have considered the both construct that are tangibility effect and behaviour intention to analyze the service quality in relation with the customer satisfaction. The findings of the study suggested that tangibility is having direct relation with the behaviour intention towards the products or services in the long run. Hence the literature discussed above leads to the following claim.

H1: There is positive effect of tangibility on behaviour intention.

2. Responsiveness effect on behaviour intention

Responsiveness is the readiness of the employee to provide services to the customers. In the retail sector in different stores customers are keen to get information from the staff of customer services most of the time they are failed to get proper response or find the availability of the staff at the store when they are required (Kiran, 2010); which creates a negative effect on the services and did not get the desired products or services or in other words; they are not able to bring their behavioural intention towards the purchasing of the products. Therefore; responsiveness of the staff members has the positive effect on the customer’s satisfaction and increase the level of service quality (Nwankwo et al, 2010).

Responsiveness is the SERVQUAL dimension that requires time bound activity to be provided to the customers in order to help them to response their behaviour intention towards the purchasing decision about the product or services (Sarwar et al, 2012). It is indeed necessary for the organization that is providing services they are bound to provide responsiveness to the customers concerns. It is suggested by the researchers that responsiveness effect has

the positive relation with the intention behaviour in the service quality and towards the customer satisfaction. The following claim can be made by the discussion of above literature.

H2: There is positive effect of responsiveness on behaviour intention.

3. Reliability effect on behaviour intention

In the hospitality services reliability is the major portion for the satisfaction of the patients or individual that has recovered through the care and service of the particular hospital (Oswald et al, 1998). Reliability is a form of trust on which patients or customers are highly relying and suggest other on the basis of the quality services which they are experienced in the past. Reliability is being measured through the qualitative means in which opinion and experiences are the main source that illustrate the customer satisfaction and trust as well (Swartz and Brown, 1989).

Reliability has the high impact upon the behaviour intention of the customers. Reliability can be helpful in deriving the expectation among the customers regarding service quality of the organization (Brown and Swartz, 1989). Reliability is being developed through different dimension such as; timely delivery of services, truthful about the services and others. It is suggested by the previous researchers that reliability effect is having direct and positive relation with the behaviour intention; this relation has been tested in different models and framework that are used by the researchers in the past. Hence the literature discussed leads to the following hypothesis.

H3: There is positive effect of reliability on behaviour intention.

4. Assurance effect on behavior intention

Assurance is having reliance upon the employee's performance that is being given to satisfy the customers through the best gestures, help, and suggestion and quality services (Berry et al, 1989). That increases the chances among the customers to get assurance that organization or hospital will be providing best services to them adequately. Assurance is having direction association with the employees' ability, skills, awareness about the products or organizations and most important the way they communicate with the customers; develop the assurance feeling and perception as well (Cronin et al, 2000).

Researchers has used the assurance as a dimension of the service quality because in the past researchers has identified as to undertake the perception of the customers towards the organization they have to include this feature into the study to evaluate the level of assurance of the customers (Kang and James, 2004). This is also suggested that assurance is the best predictor of service quality in the insurance industry as well. There are few studies in the literature that suggest there is no relation between the assurances in the customer's satisfaction but it is evident that assurance has the association towards the behaviour intention. The above discussion posits the following claim.

H4: There is positive effect of assurance on behaviour intention.

5. Empathy effect on behaviour intention

Empathy is considered as the soft corner of the customer towards the employees of the organization because service is being provided that includes the best quality and give their personal insight towards the customers which develop the empathy about the employees of the organization (Reichheld and Sasser, 1990). Empathy is a basic element that acknowledges the service is satisfactory that urge them to come again and get the services as per the requirement. However; every industry has the different perception and perspective about the empathy but in the case of hospital management empathy is the most important element from the perspective of the patients that perceive and acknowledges the behaviour of the staff members towards in the process of recovery of them (Choudhary, 2014).

Patients are keen to feel services if they are satisfied with the staff then it is likely possible that they will be feeling empathy with the staff of the hospitals. It will be the case of referring and acknowledging the services to the others because of the services they have received from the particular staff (Choudhary, 2014). There is also a consideration that empathy is having relation with the behaviour intention of the customers. Hence the literature leads to the following hypothesis.

H5: There is positive effect of empathy on behaviour intention.

6. Tangibility effect on companion satisfaction

Tangibility is also being assessed by the companion and in the case of patients mostly patients that are having old age do not distinguish about the services but the companion that are with the patients are there to observe the quality of services exists or not (Gera, 2011). It is indeed important that service quality should be adequate and effective that other can be assessed and give their appreciations at one. However; it is being observed that companion is the main source of acknowledging the tangibility of the quality services. Companion satisfaction come when they observe patients are being treated properly and having staff attitude and behaviour positive towards the recovery of the patient (Santouridis and Trivellas, 2010). Companion satisfaction is the patient satisfaction with the treatment and services that are being offered by the staff members. These are having different features of the companion satisfaction in different industries. Tangibility effect is having the positive relation with the companion satisfaction as well. Hence the above literature states the following hypothesis.

H6: There is positive effect of tangibility on companion satisfaction.

7. Responsiveness effect on companion satisfaction

Responsiveness is the employee concern and association that are being showed by them through their services. Companion are also aware about the services and they are being observing that it is being referred by the someone in order to increase the satisfaction level that directly impact upon the companion towards the patients (Ojo, 2010). Responsiveness is the readiness of the employees to provide ultimate services which are satisfaction and non objectionable for the patient or the companion. In the case of companion satisfaction it is necessary that they should feel the performance and services of the staff members that are providing the services towards the patients (Irfan and Ijaz, 2011). However; in many cases companion satisfaction become questionable when they are not satisfied with the staff member's lack of approach towards providing the services which makes the patient comfortable and companion satisfied. In the previous studies it is being suggested that responsiveness effect is having positive relation with the companion satisfaction. Hence the literature posits the hypothesis as follows.

H7: There is positive effect of responsiveness on companion satisfaction.

8. Reliability effect on companion satisfaction

Reliability is a kind of trust on the services that are being provided by the staff members to the patient and the companion of the patient should undertake it to feel satisfied. However; in many cases every individual or companion has different level of satisfaction or become not satisfied that decreases the level of reliability on the services (Sohail, 2003). However; in the there are number of studies that suggest reliability has the positive impact upon the companion satisfaction. It is directly associated with the service quality and reliability develops when the staff members are providing suggested services that contribute towards development of trust (Peterson and Wilson, 1992). Once the trust or reliability is being developed then it become easy for the satisfaction for the patient and for the companion as well; but reliability includes features feature; such as; the other person perception, trust on the provided services, cognition of the companion to perceive the services that are provided to the patient is effective and evident that seems to be beneficial to heal or recover the patients (Choi et al, 2004). Companion satisfaction is having direct relationship with the service quality and customer satisfaction; which increases the feasibility of the getting the desired level of services and staff is having proper readiness and response towards the given situation. It is suggested that reliability effect has a positive impact upon the companion satisfaction as well. The above discussion hence lead to the following claim.

H8: There is positive effect of reliability on companion satisfaction.

9. Assurance effect on companion satisfaction

Assurance is also the dimension of the service quality that is being provided by the employees or staff at the certain situation or by the organization. It is evident individual can be assured through the behaviour, communication, services, treatment, behaviour and other attitude that make an impact upon the behavioural intention on the individual; however; assurance is the level of trust that is being provided by the employees that provided services will increase the satisfaction level and increase the trust that provided quality includes quality (Keaveney and Parthasarathy, 2001). On the other hand; companion satisfaction is directly associated with the prior experience and

word of mouth experience to be observed and develop the assurance on the suggested services. It is indeed necessary that other perception illustrate the version of service differently in different areas but the companion that is experiencing currently are feeling different which cannot be categorized or segmented appropriately because the desired expectation was not able to fulfilled and assurance effect did not make the impression on the companion satisfaction (Kheng et al, 2010). Hence the above discussion leads to the following hypothesis.

H9: There is positive effect of assurance on companion satisfaction.

10. Empathy effect on companion satisfaction

Empathy is from the part of the employees that they are the providing the services in consideration that providing care and concern is their responsibility to conveyed through the service form towards the customers (Kim et al, 2013). Service quality has different dimension in which empathy is the one which focuses upon the employee perception, affection and association with the services which they give in the form of courtesy and meeting the expectation of the customers. However; it is a fact that empathy encourages best quality services for the customers that is highly desired and expected by the customers intensely. Empathy is the way through which services are being delivered and contribute towards the competitive edge if the service quality is having its best form (Kaline, 2011). The approach of the employee or staff is towards the customer, sensitivity of the employees, and level of understanding of the employees that undertake and understand the need and requirement of the customers at once. Companion endorsement towards the service quality can be effective if the employees are having high empathy towards the operations and interacting with the customers with the gestures that are develop pleasant environment and resolving the issues of the customer instantly. Hence leading to the following hypothesis.

H10: There is positive effect of empathy on companion satisfaction.

11. Companion satisfaction effect on companion behaviour intention

It is a fact that once the received services and with the level of satisfaction urge the customer or companion to use the services again in the future and give the others opinion or suggestions from the perceived organization services (Siddiqui et al, 2010). It is evident that companion become satisfied which facilitate companion behaviour intention towards the adoption of the services in the future or in return as well. Companion satisfaction comes from the observation and receiving the quality services from the organization or from the employees. It is evident that companion satisfaction enhanced to an extent that it will increase the feasibility towards the companion behavioural intention in return which leads towards the customer satisfaction and expect the high quality services (Wilson et al, 2012). Service quality is not only for the person who is availing the services but also for the companion that are therefore; the customer or patient which can be avail the services depending upon the satisfaction level which is being gained through the desired or required services from the employees. Hence the above discussion leads to the following hypothesis.

H11: There is positive effect of companion satisfaction on behaviour intention.

12. Companion satisfaction mediates the effect of tangibility on behaviour intention

Tangibility is the physical appearance of the products or services that can facilitate the behaviour intention among the customers to make the purchasing decision. Customers behaviour intention is being motivated through the appearance and features that are being provided through the products or services (Dick and Basu, 1994). Tangibility of the services or products motivates the customers to develop their behaviour intention towards the purchasing but the customers satisfactions based upon the service quality and the mediating factor such as companion satisfaction it directly influenced of effected by the effect of tangibility on behaviour intention. It is suggested that products appearance and services that are visible has the certain effect or impact upon the behaviour intention of the customers to develop the perception about the products or services (Asubonteng et al, 1996). Satisfaction of customers and companion is being associated with the effect of service quality and behaviour intention that is exerted through the tangibility of the products or services adequately. It is therefore; important that service quality dimension such as tangibility. It is also referred that customers has certain expectations on the part of the service provider that required to be fulfilled according to the requirement and expectations of the customers or companion in order increase the satisfaction of both. The above discussion leads to the following hypothesis.

H12: There is a mediating effect of companion satisfaction the effect of tangibility and behaviour intention.

13. Companion satisfaction mediates the effect of responsiveness on behaviour intention

Responsiveness is the SERVQUAL scale dimension that requires time bound activity to be provided to the customers in order to help them to response their behaviour intention towards the purchasing decision about the product or services (Asubonteng et al, 1996). It is indeed necessary for the organization that is providing services they are bound to provide responsiveness to the customers concerns. Service quality should be adequate and having proper parameters that can be undertaken by the companion as well; with the satisfaction of customer companion satisfaction is also effective and necessary as well. There is a mediation effect of companion satisfaction with the relation of service quality dimension such as responsiveness has the adequate feature that increase the behaviour intention of the customers (Bagozzi and Yi, 2012). It is indeed necessary that satisfaction of the customer is also having mediated impact over the companion satisfaction as well. Satisfaction is being developed through the responsiveness of the employees towards the companion or customers that are there to make the behaviour intention towards the purchasing and not able to get the desired information and effective responses bring the change into their behaviour to get satisfied with the services. The literature discussed above leads to the following relationship.

H13: There is a mediating effect of companion satisfaction the effect of responsiveness and behaviour intention.

14. Companion satisfaction mediates the effect of reliability on behavior intention

Reliability is being measured through the qualitative means in which opinion and experiences are the main source that illustrate the customer satisfaction and trust as well. Reliability has the high impact upon the behaviour intention of the customers (Santouridis and Trivellas, 2010). Reliability can be helpful in deriving the expectation among the customers regarding service quality of the organization. Reliability is being developed through different dimension such as; timely delivery of services, truthful about the services and others. It is suggested by the previous researchers that reliability effect is having direct and positive relation with the behaviour intention; this relation has been tested in different models and framework that are used by the researchers in the past (Ojo, 2010). Companion satisfaction is also a factor that mediates in the conceptual framework of service quality; it become effective if the services are having its best and customers also feel that they are having reliable services to be attained and get satisfaction through it. Reliability has the acceptance and perception has been developed to acquire the services of the organization and has the intense quality in their services to make the customers and companion satisfied adequately. The above literature leads to the following claim.

H14: There is a mediating effect of Companion Satisfaction the effect of Reliability and Behaviour Intention.

15. Companion satisfaction mediates the effect of assurance on behavior intention

Assurance is having direction association with the employees' ability, skills, awareness about the products or organizations and most important the way they communicate with the customers; develop the assurance feeling and perception as well (Sohail, 2003). Assurance is having reliance upon the employee's performance that is being given to satisfy the customers through the best gestures, help, and suggestion and quality services. That increases the chances among the customers to get assurance that organization or hospital will be providing best services to them adequately (Kheng et al, 2010). On the other hand; companion satisfaction is directly associated with the prior experience and word of mouth experience to be observed and develop the assurance on the suggested services. It is indeed necessary that other perception illustrate the version of service differently in different areas but the companion that is experiencing currently are feeling different which cannot be categorized or segmented appropriately because the desired expectation was not able to fulfilled and assurance effect did not make the impression on the companion satisfaction (Kheng et al, 2010). Hence the hypothesis 15 of the study can be stated as follows.

H15: There is a mediating effect of companion satisfaction the effect of assurance and behaviour intention.

16. Companion satisfaction mediates the effect of empathy on behavior intention

The approach of the employee or staff is towards the customer, sensitivity of the employees, and level of understanding of the employees that undertake and understand the need and requirement of the customers at once (Kim et al, 2013). Companion endorsement towards the service quality can be effective if the employees are having high empathy towards the operations and interacting with the customers with the gestures that are develop pleasant environment and resolving the issues of the customer instantly. Empathy is a basic element that acknowledges the service is satisfactory that urge them to come again and get the services as per the requirement (Kim and Lee, 2011). However; every industry has the different perception and perspective about the empathy but in the case of hospital management empathy is the most important element from the perspective of the patients that perceive and acknowledges the behaviour of the staff members towards in the process of recovery of them. The mediating role of companion satisfaction is directly associated with the empathy of the employees towards the customers and has the perception to undertake the needs and requirement of the customers into the parameters of service quality and making the satisfaction for the customers and companion as well. Hence the above discussion leads to the following hypotheses.

H16: There is a mediating effect of companion satisfaction the effect of empathy and behaviour intention.

Conclusion:

Customers are highly focused upon the service quality and employees are having direct influence upon the customers by providing services. There are different dimension of service quality that has the impact upon the perceived behaviour and expectations. Service quality includes different dimension such as: tangibility, empathy, assurance, responsiveness and reliability. It is necessary that organizations or other industries should focus upon the development of customer satisfaction because it will develop the behaviour intention that motivates the customer to make their shopping and repeat the services taken from them. However; it is also suggested by the researchers that service quality is the feature of gaining competitive edge and helpful in satisfying the customers need and requirement. It is a renowned phenomenon that service quality is the main factor that illustrates the customer's satisfaction and develops of behavioural intention which facilitates new and innovative way to approach customers and deliver them best service which they are expected to receive it from them.

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