

# **Effective Factors Of Customer Satisfaction In Medical Tourism Based On SERVQUAL Model And Ranking Them By Applying The TOPSIS**

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## **Abstract**

Nowadays any organization, public or private, regardless of the quality of services, will not survive in their business and in fact doomed to destruction .

Medical tourism industry in recent decades due to the wide range of benefits such as high profit margins, employment, international peace, culture and ... is taken to the consideration of many countries in the region of Middle East. This is notable that One of the most important factors in the development of health tourism industry is the quality of Service.

Regarding to the importance of the quality of health services for foreigner patients, this research carry out the analysis of effective factors of customer satisfaction in medical tourism based on servqual model and also ranking the factors by applying the TOPSIS decision making technique in case of Gandhi hospital. This research is an applicable in terms of objectives and in terms of methodology is descriptive.

The analyzed population is foreign patients of Gandhi hotel hospital in Tehran during two months this questionnaires were distributed among 108 persons

The findings of this research demonstrate, the SIG test in connection with the independent variables of empathy, the confidence, the responsiveness, reliability and tangible dimension is equal to 0.000and less calculated according to the value of SIG the significance level of %5 as a result we can say with %95confidence hypotheses 1, 2, 3,4and 5is confirmed. There is a significant relationship between these variables and the correlation value is calculated in these five variables are positive therefore there is a direct relationship between the variables.

## **Keywords**

Hotel, Hospital, Health Tourism, Satisfaction, Model SERVQUAL, Hotel Hospital Gandhi