Customer Perceived Value, Satisfaction of Service Quality,

and Loyalty to Private Dental Clinics
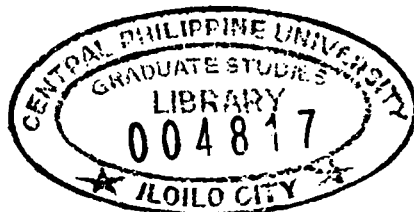
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Abstract

This descriptive and correlational research aimed to determine the customers' perceived value, satisfaction of service quality, and loyalty to the private dental clinics in Beijing China. The respondents of the study were the 120 customers using a convenience sampling method. The data used in this study were obtained through the use of researcher-made instruments. The frequency, percentage, means and standard deviations were utilized as descriptive statistical tools while Mann-Whitney U-test, Kruskal Wallis H-test, and Spearman rho for inferential statistical tool. The results revealed that generally, the customer perceived value was high, the customer satisfaction to service quality was very highly satisfied in terms of responsiveness, and reliability while "highly satisfied" in terms of assurance, empathy, and tangibles, and the customer loyalty was very loyal when respondents are taken as a whole and classified according to sex, civil status, age, educational attainment, occupation, family income, number of visitations. There was a significant difference in the customer perceived value when respondents are classified according to age. There was a significant difference in the satisfaction of service quality in terms of responsiveness when respondents are classified according to age, and number of visitations. Furthermore, significant relationships existed between customer perceived value and satisfaction to service, between customer loyalty and satisfaction to service quality.