

## **Studying the effect of the customer's experience in the health sector An applied study on a sample of patients in private hospitals in the Middle-Euphrates area**

Hussien Ali Abdul Rasool

Iqbal Kumail Awad

*Al-Qadisiyah University - College of Administration and Economics*

*Corresponding Author: Iqbal Kumail Awad*

**Abstract :** The purpose of the current study is to study the customer's experience and its impact on satisfaction, re-purchase, and verbal speech in the health sector. The design of the study depends on the descriptive method by adopting a special scale built in the light of previous research and studies. The scale of the experiment involved both dimensions (verbal experience and emotional experience). The study tried to answer the main question which is whether "the customer's experience can achieve a positive response by the customer through satisfaction, re-purchase, and word of mouth. About (230) questionnaire forms were distributed to patients in hospitals in the Middle-Euphrates area, (225) of which were properly filled out. The study used a set of statistical tools like (arithmetic means, standard deviation, Cronbach's alpha coefficient, and T and F test) for testing the study hypotheses. The study reached a group of results, the most important of which are the patients' perception of their successful experiences with the hospital contributes in enhancing customers' motives to reassure hospital services and generates future intentions to limit health dealings with the same hospital and achieve the patient's customer's comprehensive satisfaction. In its light, the study recommended that the studied hospitals should achieve the patients' satisfaction on the health experience in general, and that requires them to provide the patient with convenient services that meet his/her needs and requirements. This requires continuous surveys for patients concerning their convictions about services and satisfaction with the hospital and its medical staff, communication with customers and encouraging them to provide feedbacks concerning the level of services, and provision of proposals for future development.

**Keywords:** customer's experience, customer's satisfaction, re-purchase, pronounced mouth word.

**INTRODUCTION:** The extent of convenience and development of health services are among the basic criteria of the human communities' welfare. Consumers may take a special approach to evaluate health services and they are ready to take responsibility for their health.

Depending upon that, health services consumers' expectations would be high, and they need an exceptional level of care and attention. In other words, they need high health services at the present time compared to what they were in the past, in addition, they are more sensitive to the value of health services provided to them.

Due to the typical conversion in health services, health service providers need to take into account the customers' growing expectations and perceptions and focus on improving the quality of health services. In general, high quality health services is a responsibility or moral duty of health service providers, as well as access to high quality health services which is a right for each patient.

Customers expect health organizations to provide a valuable medical experience, to meet real or fundamental service promises. The secondary clues (that accompany service provision during the service meeting such as the physical appearance of the physical environment, and people involved in service provision such as service seniority and the way of reaction to the patient and responding to them and sympathy with them) can be considered as an indication that the service is excellent and has greater impact on beneficial customer's assessment of the service experience - and thus help them determine the services they can make use of again (Ndubisi, 2014: 240) (Wall & Berry, 2017: 61).

### **Study Problem:**

The private health services sector witnessed, witnessed many cases of failure that led to lose and distort its image in front of the public as it is obvious that the level of health services provided is much less than the standard quality level, and that made a huge amount of patients resort to travel abroad for therapeutic tourism to get high quality medical services and that deplete foreign currency outside the country, and caused a relative depression in the health sector. On the other hand, studies and researches confirm that the adopted price and service marketing strategies are no longer enough for contemporary organizations (Chowdhury & Biswas, 2018: 115).

So new approaches must be followed to successful health sectors superiority. In addition, the health service sector is a very difficult environment with no or very little space for mistakes or service failure as mistakes leads to serious consequences like death (in extreme cases), customer's dissatisfaction and the shift to another service provider (Li & Green..2018:123).

Moreover, the health service sector is a field that requires high efficiency which can better be achieved through managing a successful customer experience. However, the effect of the customer's experience and factors in the services sector in general and health services were not addressed in an earlier study. In addition, the dimensions of this phenomenon were not identified and studied and a clear and agreed cognitive structure was not provided in the Arab and local study. Therefore, experimental scientific research is needed for the dimensions of this concept and its potential effects. Depending upon that, the study problem could be derived through the following question "What are the determiners and the effects of the customer's experience in the health sector?" From this question, the following sub-questions emerged:

- a. What is the level of the application of the customer's experience in the study community?
- b. What are the positive effects resulted from the application of the customer's experience in the study community?

#### **Study Objectives:**

The study objectives could be summarized in the light of the following:

- a. To identify the level of application of customer's experience dimensions in the study community i.e. to know the level of the cognitive experience and the emotional experience of the study sample.
- b. To diagnose the positive effects resulted from the application of the customer's experience on the health sector and the study community, especially by verifying whether the customer's experience factors affect customer's responses concerning satisfaction, re-purchase, the positive mouth word and loyalty in the health care sector.
- c. To present a cognitive contribution in the field of health services on the level of dimensions and the studied variables, especially when the marketing of the experience is one of the new cognitive fields that are introduced to the modern marketing thought and requires further research, inquiry and investigation.
- d. To introduce recommendations that help decision makers of health sector improve the quality of services and meet the market needs as well as the local customer's desires.

#### **Study significance and contributions :**

The results of this study have an important value for the academic circles in one hand and the health sector and the study community on the other. Thus, we can say that the study significance is represented in the following points:

- a. This study is considered as an academic contribution at the theoretical level through providing and introducing intellectual models in the field of the customer's experience, which is scarce at the local and Arab levels. It also contributes in studying and analyzing intellectual controversy over the dimensions of the customer's experience and its determinants and effects at the level of foreign studies.
- b. This study contributes in supporting consumer's behavior, and to cognitive addition in the field of customers' experience, especially in marketing thought at the Arab and local levels.
- c. This study is appropriate because there is a need to adapt the customer experience approach correctly in a highly sensitive service sector which is the health services sector in developing countries, particularly Iraq, in order to perform more effectively and efficiently.

#### **Building the Study Model and Hypotheses:**

Confirmed that, by dealing with service organizations, customers guide the perceived (clear) and unclear pieces of evidence that they face during the service meeting and form them in a series of impressions, some of which are concrete standard, while others are sensational or emotional and cognitive, these experience dimensions may allow customers to form opinions and impressions in the light of the specialized practical implementation of the service, or in the light of the concrete results associated with the service, as well as service providers' behavioral considerations, all these dimensions define the consumers' cognitive and emotional perceptions, and make the service experience real (Li & Green, 2018:292).

Furthermore, explains that the customer's hidden feelings accumulate and intensify when the experience becomes complex, subjective and uncertain, in particular if the customer has high levels of attention and focus on the aspects of the experience, to convey a message to the customer indicating the nature of the overall experience and its results (Ndubisi, 2014:241).

Previous studies noted that improvements in quality lead to improvements in the customer's experience, which in turn enhances customer satisfaction (Schmitt, 1999:99) and achieve their attitudinal loyalty (Mathwick et al., 2018:40) and their trust in the organization (Hansen et al., 2005). (Ndubisi, 2014:241) confirmed that the active experience fully mediates the relationship among performance, customer satisfaction and the intention to re-purchase.

Confirms that the physical and social environment, comfort and price fairness are expected to have a significant impact on the customer's experience. Many previous studies also tried to verify the role of customer's experience, satisfaction and relationship to the quality of service and that quality of service can be considered as a determiner to the customer's experience (Wall&Berry, 2007:61).

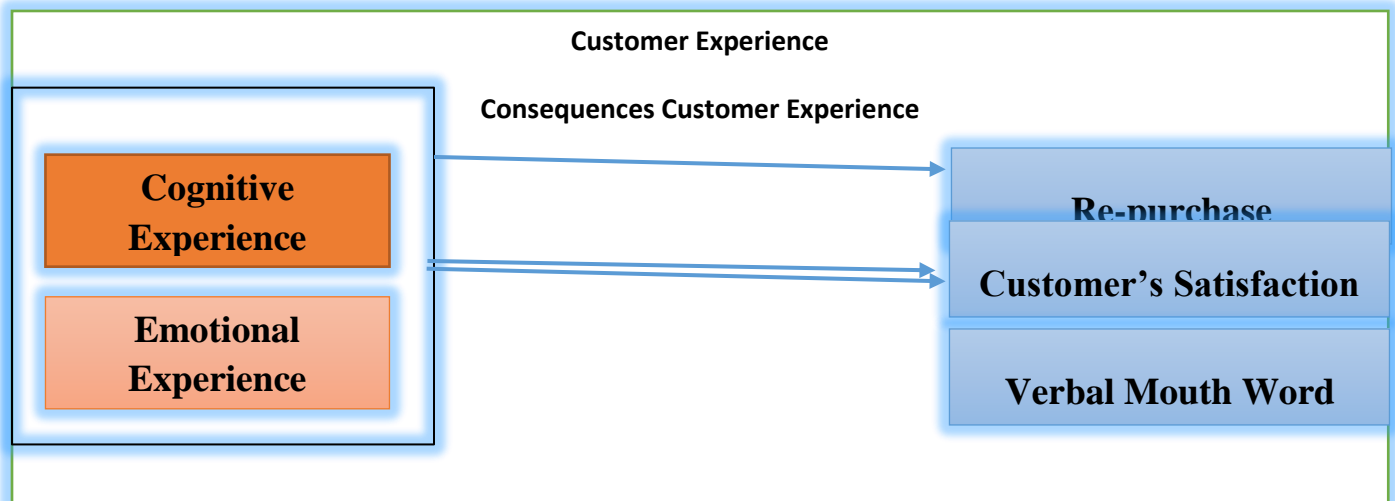
Studies also indicate that organizations that deliver a positive customer experience gain their customers' attitudinal loyalty (Schmitt, 1999:99) (Olsson, et al., 2018:415). If the customers of health organizations are not loyal to them,

they will be at a disadvantage and will have to invest in different marketing strategies in order to gain their loyalty. Previous researches individually showed that service quality, product quality, physical environment, social environment, comfort and price fairness are important factors affecting customer's experience (Mathwick et al., 2018:41). In the light of what was mentioned earlier, the study hypotheses could be derived as the following:

There are positive effects of the customer's experience that could be achieved, they are (re-purchase intention, customer's satisfaction, and the positive mouth word). And thus, the following sub-hypotheses could be derived:

- There is a moral effect of the dimensions of the customer's experience on the customer's intention to re-purchase from the service provider according to the point of view of the study sample
- There is a moral effect of the dimensions of the customer's experience on the customer's satisfaction according to the point of view of the study sample
- There is a moral effect of the dimensions of the customer's experience on verbal mouth word according to the point of view of the study sample.

Figure 1: In the light of the mentioned hypotheses



expectations are met or exceeded and dissatisfaction occurs when those expectations are not met (Pizam & Ellis, 1999:201).

The (Nordic model of quality of Grönroos, 1982, 1984) can also be employed, it implies that quality is the result of comparing expected to perceived performance, Grönroos (1982) adaptation of the non-conformity model has reduced quality in two dimensions, the first dimension is the technical dimension of quality that describes the result of the service (the final result of the service); the second dimension is the functional dimension of quality, which includes the actual process of service delivery during the customer's interaction with the service provider. In the same vein, (SERVQUAL) of (Parasuraman, Zeithaml, & Berry, 1988) can also employ a non-confirmation model as the basis for the quality of service model.

According to the study, there is a gap between the perceived and expected level of service. In this model, reliability, empathy, warranty, response, and tangible objects are separate features of service quality. Integrated loyalty model, can also be relied upon as "the strength of the relationship between an individual's relative attitude and the frequency of dealing and purchase. Accordingly, situational factors and social norms can mediate this relationship, i.e. cognitive and emotional factors have an impact on loyalty, which could be a positive word of mouth or the intention to repurchase and affect the customer's behavioral and cognitive structures (Dick & Basu's 1994:543).

## The Intellectual Review of the Research Variables

### 4.1 The concept of the customer's experience and its dimensions

The concept of customer's experience received the attention of the research field in the service industry such as hospitality, tourism, health and medical care over the past decade (Quan & Wang, 2004), and the historical roots of this concept descend from behavioral sciences in the light of the theoretical foundations that this concept presented. In the mid-1980s, the main authors that established the idea of the customer experience were (Holbrook and Hirschman), after that, in the late 1990s, the concept became more closely related to (Pine & Gilmore), 1998, who expanded the concept of customer's experience in their book "The Experience Economy" (Gentile et al., 2007).

The customer experience is defined as "a unified way to create unique value for the customer through an organized plan implemented according to various indicators and elements to satisfy the customer's needs and desires (Schmitt,

2003:224). Also defined it as that methodology for full strategic supervision of the service meeting with an element/product or organization (Avaya, 2014:1).

(Johnston & Kong, 2011:3) indicated that customer's experience management may provide a new way for competition and provide a good and important experience because it greatly affects customers' satisfaction, customers' loyalty and also affects customer's expectations, and trust instilling, and supports the brand and also creates emotional bonds with customers or vice versa i.e. it creates a negative emotional impact.

Emphasizes that customer's experience management proves that emotional feedback of customers service can be measured by the beneficial values and pleasure felt by the customer, which positively affects the satisfaction towards the service provider and in turn leads to a word of mouth and loyalties. In addition to that, the effect of the perceived value (pleasure or benefit) on the intention to preserve the customer would be through achieving customer's experience management (Roozen, & Katidis, 2019:10). Designing a good and clear experience is crucial for retailers, since 90% of the information the brain receives is visual information. The most studied factor is the effect of color as an incentive in the decision to shop and choose the brand (Vázquez-Casielles 2018:3).

Chauhan, & Sarabhai, 2018: 19, presented a comprehensive opinion concerning the components of the customer's experience. It is based on the fact that the customer's experience has multiple dimensions, which means that it includes emotional, cognitive, sensory, material and relational dimensions. Moreover, it determines the importance of the emotional and rational components of the customer's experience, which relate to the characteristics of the experience. The point-of-contact concept also takes into account all customer's experience points in detail, directly before purchase, during purchase and after consumption experiences (Lundaeva, 2018:3). Finally, (Chauhan, Sarabhai, 2018:19) in their study also form the dimensions of the customer's experience through matching previous customer's expectations with the real experience at different points of contact. The number of components (dimensions) of the customer's experience management in this research (Susan et al., 3012:310), can be determined as the following:

#### **4.1.1 The Cognitive Experience:**

According to (Susan et al., (3012:310), cognitive experience is a component associated with thinking or conscious actual processes related to the way the health service is provided and the nature of interaction with the service and its provider and its health system. It is also defined as a cognitive situation that was experienced through moving among marketing companies and the services they provided to customers in the stimulating construction to influence the experience to get a summary of its application and criticism, especially how it relates to the world's beliefs or its own knowledge.

#### **4.1.2 The Emotional Experience:**

The emotional experience represents the "the individual's emotional system" through generating the mood, feelings and emotions associated with the way the health service is provided and the nature of interaction with the service and its provider and its health system. It is all marketing activities aimed at arousing emotional feelings or reactions in individuals who are exposed to marketing messages in most cases. Today, private hospitals become able to withstand competitive challenges and continuous change in the marketing business environment, as well as the pressures witnessed by the Iraqi environment, especially in recent years such as the market opening, which increased the ambition of private hospitals and their desire to assure superior experiences to survive and expand the competitive marketing environment, that led to paying attention to a vital contemporary topic which is "emotional marketing" as it is one of the dimensions of managing the customer experience in financial sector which is an important economic sector (Susan et al., 3012:310).

### **Customer's Experience Effects**

Many researches emerged to illustrate the effects of the customer's experience, among which we can mention customer's satisfaction and the intention to buy, but they varied from research to another, there are other studies that focused on demographic factors as one of the effects of the customer's experience (Jiradilok, et al, 2014: 5). Some researches focused on satisfaction, loyalty, purchasing intention and verbal word of mouth. Thus, the importance of the effects of the customer's experience appears as an independent factor in influencing the management of the customer's experience as a dependent factor, and knowing the customers' intention to purchase premium and non-premium services (Mainardes, et al, 2019:312). Most studies agreed on three important effects as results of customer's experience that can be adopted in this study, they include: re-purchase intention, customer's satisfaction and verbal word of mouth (Fatma, 2014: 5) (Mainardes, et al, 2019:312) (Wijaya, & Hariguna, 2019:2012).

#### **7.1. Re-purchase Intention**

The term "intention" comes from behavioral sciences, it means the intention of something is associated with doing it and it is also a plan to guide someone and act in a certain way, thus, the intention is any work done by someone who starts from senses starting as an idea and then activating it. The intention to purchase is the patient's desire to engage in frequent visits to the hospital after evaluating the successful experience with it (Mainardes, et al, 2019:312).

The intention to re-purchase also represents the personal possibility by the organization that the customer continues to purchase and consume services from the same organization, unlike the intention of re-purchase for the first time when the customer is hesitant and does not have enough information beside the lack of experience compared to customers with previous experiences who have the ability to understand and comprehend the information and identify the features of the services they desire because of their previous experiences (Chiu, et al, 2014: 5).

The importance of re-purchase appears in the following: (Kim, et al , 2005:1693).

- a. Several researches explained the importance of the intention to re-purchase and its different effects with price and value realization and explained that prices have an important impact on the effect of the intention to re-purchase. The intention re-purchase may be achieved among some customers as soon as the price falls while other customers look for luxurious products and services at high price.
- b. The intention to re-purchase helps organizations build a base of loyal customers, as intentions to re-purchase continuously grant organizations their customer's loyalty and purchase of their products or services.
- c. The intention to re-purchase helps spread a verbal word of mouth to more customers to enable the organization to win new customers.
- d. The intention to re-purchase gives organizations more profits that they get through the intention of re-purchase by current customers of the organization as well as by new ones.
- e. The intention to re-purchase provides the organization with information about the intentions of customers to purchase. Thus, this intention helps to understand the actual behavior of the customer.

### **7.2 The Customer's Satisfaction**

Customer satisfaction gives a clear picture of the organization's efforts to meet the customer's desires and to provide a high quality service and makes the necessary organizational adjustments and programs to become more responsive to the needs and desires of the consumer as satisfaction is the customer's sense of rewards or their lack as an exchange for the customer's sacrifice when purchasing (Khafaji, 2012:83) while (Hammad, 74:2014) defined it as the customer's feeling that results from comparing the characteristics of the product or service with his/her own expectations.

Several studies confirmed that customer's satisfaction is the customer's sense of pleasure or disappointment resulting from comparing the performance of the health service provided to him with his previous expectations about the hospital health service. Self-satisfaction is linked to the nature and level of personal expectations of this customer on one hand and the self-recognition of the provided services on the other. The customer cannot judge the quality of service realistically and objectively, but rather through what he expects from the services (Baz & Abdul Karim, 44:2018). Self-satisfaction leads to the need for material elements of activities and makes the moral elements of the service tangible in order to demonstrate the hidden satisfaction of the customer. From that, we conclude that customer's satisfaction reflects a scale for the level of products or services provided by the organization to meet or exceed customer's expectations. Customer's satisfaction was also defined as the customer's feeling, which was produced by comparing the characteristics of the product or service and his/her expectations (Jiradilok, et al, 2014: 5). In this aspect, that the organization which wishes to succeed should make the customer the nucleus around which its operations mainly revolve and should focus on the needs and desires of the customer and how to satisfy them, as customer's satisfaction is of a great importance in any organization being the most effective criteria in judging the performance of organizations, especially in organizations that care about quality. And within this framework, (Kotler) identified a set of facts of the importance of customer's satisfaction in the form of statistics: (Khneither & Maraimi, 2017:33)

- a. Getting new customers costs the organization 5 to 10 times the cost of satisfaction of current customers.
- b. Reducing the customer loss rate by 5% increases profits by 25-80%, these results confirm how far customer's satisfaction increases the profitability of the organization.
- c. The customer's profit rate increases as the purchase period extends.

### **7.3 The Verbal Word of Mouth**

The verbal word of mouth may be positive or negative i.e. it is an interpretation or oral statement that conveys the level of satisfaction or dissatisfaction of the customers that were reviewed at the hospital among their connections to assess the level of service received from the hospital and its health system. Positive word of mouth encourages satisfaction and loyalty, while the negative word enhances the intentions to switch. (Arnold et al 2005) emphasized that customers, who had good experiences, told others about their good experience and recommended others like friends and relatives to deal with the same organization or brand. Therefore, the volume of their purchases increased (Chahal, & Dutta, 2015:5).

Studies also stress that customers' decisions need to evaluate information as part of their relationships with others through listening to them and knowing their needs more than their need for advertising and other promotion means. Organizations are interested in the verbal word of mouth to provide new customer' experiences and provide information. The verbal word of mouth means the contribution that the customer makes to the organization in the

decision-making process and communication with others through the verbal word of mouth. (Pandir, B.", and .. Enginkaya, 2018: 151). In most researches it was found that a famous and distinctive brand among customers has a broadly positive word of mouth, unlike brands that customers don't know, and that it is more likely that loyalty tend to be towards the famous brand (Vázquez-Casielles et al., 2013:45).

Most researches consider verbal word of mouth to be a way to get new customers and is therefore a means of reducing cost and time and found that to achieve the word of mouth, the following must be achieved: (Silverman, 2011:21).

- The best way to increase profits is to speed up favorable product decisions.
- The best way to speed up product decisions is to make them easier.
- The best way to make them easier is to deliver a verbal word of mouth instead of ads of no credibility, sales representatives or other traditional marketing methods. The organization then recognizes that the verbal word of mouth is one of the most powerful ways in the market and is thousands of times stronger than traditional marketing.

### Research Methodology

The research was based on the analytical descriptive approach in order to describe the data collected which is related to the research sample concerning the independent and dependent variables, while the analytical approach was used for the purpose of analyzing the data and finding the relationship between variables.

### Research community and sample

The survey community for this study consists of patients of private hospitals in the Middle-Euphrates region of the governorates (Najaf, Karbala, Babylon, and Diwaniyah) at the time of the survey. Due to the difficulty of counting the study community, a sample of sick customers who deal with these hospitals was selected to obtain the required data about the variables and items of the study. The equation provided by (Hair et al., 2012), was adopted to determine the appropriate sample size in the available samples based on the result of multiplying the number of questionnaire items (scale) in five, i.e. the sample size in this case is five times the number of questionnaire items (\*5=205 added to it (20), (10% safety margin, the total is 230 and only 225 forms were obtained), and the sample characteristics were as explained in table (1).

**Table 1: The study sample characteristics**

Targeted sample characteristics					
Social type			Age (years)		
	Times	%		Times	%
Male	176	62%	Less than 20	23	8%
			21-30	89	31%
			31-40	73	26%
Female	109	38%	41-50	36	13%
			More than 50	64	22%
Education level			Duration of dealing with hospital		
Primary	53	19%	Less than a year	149	52%
Secondary	56	20%	From a year – 5 years	102	36%
BA	137	48%	More than 5 years	34	12%
Postgraduate	29	10%			

**Source: Prepared by the researcher depending on computational results.**

### Scale Building

In its scales, the current research depended on what previous studies presented concerning the current research variables, and the scale of (Susan et al. 2012) was adopted to identify customer's experience items. Both of (Al-Musawi & Janabi, 2017), were relied upon to determine the items of the customer's experience impact scale. To test the quality of the scale, both researchers used a set of criteria known as psychometric features, including tools that enable both researchers to overcome possible errors in the scale, interpret and match them to the sample (Formell & Larcker, 1991:41).

This was done by employing confirmatory factor analysis according to the structural equation model, and in the light of the hypothesis of a match between the heterogeneous matrix of variables included in the analysis and the hypothetical matrix by the model (consumed by the model), many indicators appear to refer to the quality of this match according which the data hypothetical model is accepted or rejected which is known as matching quality indicators.

**Table 2: The results of scale building test**

Scale Items	Scale Psychometric Features			
	A	$\lambda$	CR	AVE
Cognitive Experience				
I felt as if I am a new person when I was in the hospital	0.89	0.72	0.85	0.83
I felt as if I am in another world while I was there.		0.91		

I felt better after I visited the hospital lately.		0.79		
I liked the last time I visited the hospital.		0.82		
I think that the hospital offers me all services more than any other hospital		0.79		
Emotional Experience				
I had a pioneer experience in the hospital.	0.82	0.90	0.93	0.81
My experience in the hospital was fun and problems free.		0.88		
The experience with the hospital made me happy.		0.79		
My visit to the hospital made me feel comfortable.		0.85		
My visit to the hospital made me feel safe.		0.92		
My time in the hospital was fun and made me feel healthy.		0.89		
Re-purchase Intention				
It is probable that I re-visit the hospital in the near future.	0.84	0.82	0.86	0.78
I expect to re-visit the hospital in the upcoming period.		0.91		
I re-visit the hospital whenever I need.		0.88		
I intend to visit the hospital again.		0.85		
Customer's Satisfaction				
I feel satisfied with the overall health experience in the hospital.	0.85	0.82	0.89	0.79
I feel satisfied with the previous health experience in the hospital.		0.80		
I feel satisfied with the services that I get in the hospital after leaving it.		0.79		
The service of the hospital is convinible in my point of view.		0.80		
The hospital meets most of my medical and health needs and desires		0.81		
I trust the medical staff that wok in the hospital.		0.72		
The Verbal Mouth Word				
I will spread my positive experience in the hospital.	0.84	0.84	0.82	0.75
I will recommend this hospital to my relatives.		0.90		
I'd like to spread my experience in the hospital across social media.		0.91		
If my friends are in need of medical and health services, I'll recommend visiting this hospital.		0.89		
I often defend the hospital in front of others.		0.80		
$\alpha$ : Cranach's alpha CR: Composite reliability; $\lambda$ : Standardized factor loading AVE: Average variance extracted				
Indicators of matching quality to build the scale. All weights and loadings are significant at the .05 level $\chi^2 = 184.23$ , df = 80, GFI = .84, CFI = .89, RMSEA = .06				

The values of the Cronbach's Alpha coefficient ranged from (0.89-0.82) and are statistically acceptable in administrative and behavioral researches because they are worth more (0.75), which indicate that the scales are characterized with internal consistency. The compound stability coefficient, for which the acceptable value is equal to or more than (0.70), has also been used. The convergence sincerity indicator, which indicates the degree to which multiple indicators of the scale correspond and converge, i.e. the items or dimensions of the scale seek to measure the same conceptual structure, and the more close the indicators of the same scale, the more it indicates the credibility of the scale. It was found that all the values for the standard saturation (t) for each item of the scales were moral at 0.01, revealing that one of the indicators of convergence was achieved. The acceptable minimum variation extracted for the scale reached (0.5), as all scales achieved variation of more than the acceptable limit.

### Statistical Description

In table (3), the arithmetic means, standard deviations and the matrix of internal association of study variables are observed. It is also noted that the general arithmetic mean of the cognitive experience dimension the was 3.32 with a standard deviation of (0.77), indicating the homogeneity of the sample's answers and its agreement on the hospital's interest in caring for the psychological and physical condition of patients, showing their positive energy and providing different health services to patients compared to rivals. The sample also expressed agreement on the emotional experience of providing a special and subsequent emotional experience of problems while in the hospital, the arithmetic mean of this dimension was (3.78) with a standard deviation of (0.56), to refer to the hospital's orientation to pay attention to improve the patients' feeling of wellness and safety towards the provided service. Furthermore, these results confirm that the management of hospitals care about the patient's positive feelings in the hospital and help him to heal.

The results indicate that dimension of the intention to re-purchase is of an answer that lean towards agreement with a high arithmetic mean of (3.81) and a standard deviation of (0.68) to indicate the sample agreement on the interest of the studied hospitals to encourage patients to re-deal with the hospital, which helps the hospital to build positive relationships with patients in order to improve the effects of the patient's experience with the hospital and to emphasize the health condition of the patient in the independent variable and encourage him/her to deal with the hospital and revisit it in emergency cases, and provide the necessary requirements to examine the patient and prepare the necessary requirements for treatment from any injury or illness that can be healed.



The results showed that the level of interest of the studied hospitals towards the effects of the customer's experience is due to the agreement on the dimension of customer's satisfaction with a high arithmetic mean of (4) to indicate the agreement of the studied sample towards trust in the services provided by the medical staff working in these hospitals and a standard deviation of (0.81), pointing to the hospital's interest in meeting most of the medical and health needs and desires of patients. Finally, the third stage represents the verbal word of mouth with a high arithmetic mean of (3.59) with a standard deviation of (0.82) and this indicates the agreement of the sample towards meeting the requirements of patients and ensuring the building of a verbal word and a positive patients' perception in order to ensure the generation of a high reputation and prestige towards the hospital, it also means the provision of appropriate communication means in order to deliver the experience well enough to the patient, and the orientation of the studied hospital to reduce the dispersion of the sample's opinions in the future.

**Table 3: The descriptive statistics and correlation coefficients of the research variables**

Variables	Correlation Coefficients				
	1	3	4	5	
1. Perceptual Experience	1.00				
2. Emotional Experience	0.25				
3. Re-purchase Intention	0.42**	0.59*	1.00		
4. Customer's Satisfaction	0.41**	0.35*	0.39*	1.00	
5. Verbal Word of Mouth	0.42*	0.40*	0.41*	0.35*	1.00
Descriptive Statistics					
Number of items					
Arithmetic Mean	3.32	3.78	3.81	4	3.59
Standard Deviation	0.77	0.56	0.68	0.81	0.82
*p<0.05; **p<0.01					

As far as the correlation coefficients matrix among the study variables is concerned, it was used for two purposes, whereas the correlation coefficient mentioned in table (3) was used in two fields. The first one is related to verifying the strength of the study model by inferring a linear correlation among variables in preparation for the use of the structural equation model, as the results showed that the highest correlation coefficients did not exceed (0.60) between independent variables, meaning that there was no problem of multiple linear correlation. The second purpose is to provide initial support for the research hypotheses to verify a subsequent impact relationship.

#### **The test of the study hypothesis and the forming of the path of the structural model**

The current item contains an attempt to establish the theoretical basis for the relationship between the study variables, which is based on previous theoretical foundations through what other studies have provided. Table (4), shows the modelling of structural relationships among the study variables (based on statistical software Amos vr.23) and in the light of the critical ratio value (C.R) and the level of (P-Value), judgement is done with or without the impact of P-value among variables. It is noted from the results of the table (4), that the model of dimensions of the management of the customer's experience contributed to the interpretation of the intention to re-purchase through (cognitive experience) as variables affecting the intention to re-purchase, in order to indicate that improving patients' cognitive experience by one unit increases the possibility of repeat dealing with the hospital by (0.759), with a standard error rate of (0.05) and a critical value higher than (1.96) to reach (13.8). The role of customer's experience management represented by (the cognitive experience, the emotional experience) appears in interpreting the (0.64) of intention to re-deal with the hospital, while the remaining value is due to other variables outside the limits of the study. This means that access to positive psychological and physical care for customers which provide them with positive energy can create future intentions to sustain the relationship with the hospital in any case in which they need care services to go to the same hospital, and the positive feelings generated by the patient facilitate his recovery and create a positive impression that urges him to make the hospital his first future choice.

**Table 4: The test of impact hypotheses (the path of contractual model)**

Hypothesis	Path of Hypothesis	B	t-value	SE	C.R	R <sup>2</sup>	F
	Cognitive Experience – Re-purchase	.79	11.2	.04	1.3	.31	14.42**
	Emotional Experience – Re-purchase	.72	8.14**	.091	3.1		
	Cognitive Experience – Customer's Satisfaction	.59	9.14**	.071	6.65	.48	11.12 *
	Emotional Experience -- Customer's Satisfaction	.77	15.92*	.045	4.11		
	Cognitive Experience – Positive Mouth Word	.77	9.87 *	.082	2.91	.51	10.41**
	Emotional Experience -- Positive Mouth	.61	10.11*	.092	8.01		



Word						
(CFI = .93; GFI = .91; RMSEA = .075 X2= 352, df=89 NFI= .95;).						

The model of the dimensions of customer's experience management, which is represented by (cognitive experience and emotional experience) as variables that affect customer's satisfaction. It indicates that an increase in (cognitive experience, and emotional experience) by one unit leads to improvements of (0.403, 0.386) respectively in patient's satisfaction with the provided health services with a standard error rate of (0.051, 0.047) with a critical value higher than (1.96) to reach (7.902, 8.213) respectively. In general, it means that the management of the customer's experience of (cognitive experience, emotional experience) explains the (0.547%) of intention to re-deal with the hospital, while the remaining value is due to other variables outside the limits of the study. This confirms that access to positive psychological and physical care for customers can make the customer feel that the hospital meets most of their needs and desires, increases their trust in the medical staff of the hospital and meets their expectations and convictions. The results of table (4) shows that the model of dimensions of the management of the customer's experience (cognitive experience, and emotional experience) as an influential variable in the dimensions of the verbal word of mouth, to indicate that increasing interest in (cognitive experience) by one unit leads to an improvement of (0.31) in urging the customer to speak the verbal word with an error rate of (0.07) and a critical value higher than (1.96) to reach (4.4). It means that the patient's experience with the hospital, which makes him happy and healthy, gives him hope and optimism that can constantly urge him/her to show off in front of others about his dealings with the hospital by talking about his successful experience with it and recommending others to deal with the same hospital.

### Conclusions

1. The sample showed in this research a clear agreement on the ability of eligibility hospitals to effectively management experiences sick at every key point of contact with them, allowing them to reduce the differences between the expectations of the patients and their real experiences. The sample showed a successful cognitive experience based on hope, optimism and positive energy that provides fertile ground for the psychological, physical or provided by the hospital.
2. The sample also showed positive feelings through hospitals to generate a positive mood and attractive feelings that make him/her happy and feel healthy and safe and these feelings are connected to the method by which the health service is provided and the nature of the interaction with the service, its provider and the system by which it works.
3. The patients showed a positive response to the hospitals and the services they provide, as demonstrated by their clear desire to engage in frequent visits to the eligibility hospital after evaluating the successful experience with them and expressing their conviction in the hospital services resulting from their satisfaction in the light of comparing the real performance of the services with their previous expectations of the hospital health service. They also expressed their willingness to spread their successful experience with the hospital through social media.
4. The perception of patient customers of the quality of service provided by the studied hospitals in general or their excellence in the health service can enhance their perception of the successful experience with the hospital and make them feel the importance of dealing with this hospital. The success of the hospital in creating a good physical environment and urging employees to interact positively according to the desire of patients and civility in dealing through personal response can enhance the success of the experience with the hospital and ensure the creation of reassurance and for patients.
5. Eligibility hospital staff's striving to complete their tasks in the shortest possible time and with the lowest consumption of customer efforts helps to generate satisfaction and conviction among the customers forming their experience with the hospital and pushes them to promote the hospital and convey their successful experiences in front others.

### Recommendations:

1. The necessity for the studied hospitals to pay attention to the sample related to patients and to ensure building a positive emotional experience that makes patients feel safe about the services provided to them by private hospitals by finding results that are in line with the wishes of patients in private hospitals, providing distinguished health care means and contracting with reputable and highly reputable medical staff in private hospitals, which contributes to patient satisfaction.
2. Determining the necessary sample for patients to obtain a sample that achieves the desired results to sustain the relationship of private hospitals and patients, by creating a reputation and a positive spoken word by private hospitals towards patients in the light of the distinguished and high-quality services provided to them that create high confidence for patients.
3. The studied eligibility hospitals need to ensure the satisfaction of patients with the health experience in general, which requires them to provide the patient with appropriate services that meet his/her needs and requirements, and this

requires continuous surveys of the opinions of patients about their conviction in the services and their satisfaction with the eligibility hospital and its medical staff and open channels of communication and encourage patients to provide a feedback concerning the level of services and submit proposals for their future development.

4. The necessity for the studied private hospitals to be keen on building a database of the quality of service for patients and the extent of their frequency in dealing with successful private hospitals. Encouraging the rest of the patients to deal with private hospitals that achieve patient satisfaction, and focusing on creating a good physical environment to achieve an efficient database with the disease to know the levels of profitability for all hospitals to gain contentment and competition with the rest of the organizations

5. The need for private hospitals to complete their studied tasks to benefit from bringing patients while providing all the supplies inside private hospitals that patients need. This covers the requirements of the medical staff in order to satisfy patients in providing the necessary supplies for its operations.

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