

investigating the tendency to use medical tourism services with emphasis on patient satisfaction case study: Pursina, Gil, Arya , Ghaem Hospital

Zahra Eslami Masroor*,

Abstract The main puepose of this study , investigating the tendency to use medical tourism services with emphasis on patient satisfaction in some hospitals in Gilan province . This research is a type of foreign tourism research conducted in the 10 month period. This research is causal research that uses Smart PIs software to analyse this topic. The result of the research saggests the effect that quality of health care patient satisfaction, quality of perceived service on patient satisfaction ,satisfaction of patients with trust in hospital staff, satisfaction of patients with trust in hospitals, satisfaction of patient with their intention to reuse them hospitals, trusting hospital staff on their intention to reuse them hospitals and trust in hospital affects the intention to reuse patients hospitals. Key words: Medical tourism services, patient satisfaction , Quality of health care , Perceived quality of servise

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