

## **DEDICATION**

To my mother and my late father, who have given me so much, thanks for your faith in me, and teaching me that I should never surrender.

To my wife Neama and Afra and my kid's Mtap and Maap and Mohap and Awap and Khppap and Khtap and Iehap, who have always motivated me.

In reality, this thesis is partly theirs too.

To my brothers and sisters, who have always supported me.

To all those who believe in the richness of learning.

Thank you

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Thank you all so much.

## **Abstract:**

Customer loyalty is a concept received more attention, since it affect the competitive advantage of the time. However little attention have been considered it. The purpose of this research is to examine the interaction between service quality and brand image and its impact on customer satisfaction and customer loyalty, When seeking treatment in private healthcare sector in the Sudan. A survey was conducted among 450 patients in the Makah eye hospitals to measure service quality in the private healthcare sector in Sudan using SERVQUAL 5 dimensions model by Parasuraman et al (1985). The results showed that perceived service Quality in Sudanese Health sector consists of three dimensions , In addition the results show that Customer Satisfaction is full mediate the relationship between the interaction of Service Quality variables and Brand Image on Customer loyalty . This study can help health care providers and managers to have deep understanding about how patients' both perceived service quality and expectation service quality are affected by patient's characters and the need to improve the quality of services provided by the hospitals so that it could meet or exceed customers' expectations in order to retain current

customers and win their loyalty as well as attract new customers by adopting quality service as a strategy for competition and distinction, which would help improve the hospitals competitive status as well as increase its market share and profit . It would be recommended to future researchers that this type of survey be conducted on a larger scale to assist all private healthcare providers to render better service to their customers.

## مستخلص الدراسة

ولاء العملاء لقي اهتماما كبيرا في الآونة الأخيرة لأنه يؤثر على الميزة التنافسية للمؤسسات، ومع ذلك فإن القليل من المؤسسات التي تهتم به، الهدف من هذا البحث هو دراسة التفاعل بين جودة الخدمة والعلامة التجارية وأثرها على رضا العملاء وولاء العملاء عند طلب العلاج في قطاع الرعاية الصحية الخاص في السودان. وأجري الاستطلاع بين 450 مريضا في مستشفيات مكة لطب العيون لقياس جودة الخدمة في قطاع الرعاية الصحية الخاص في السودان باستخدام نموذج ((SERVQUAL ل Parasuraman وآخرون (1985)). وأظهرت النتائج أن جودة الخدمة المدركة في قطاع الصحة السوداني تتكون من ثلاثة أبعاد هي (الموجودات الملموسة، والاستجابة، التعاطف)، وبالإضافة إلى ذلك أظهرت النتائج أن رضا العملاء هو متغير وسيط قوي أثر على العلاقة بين تفاعل متغيرات جودة الخدمة (التوقعات والتصورات) مع العلامة التجارية وولاء العملاء. هذه الدراسة يمكن أن تساعد مقدمي الرعاية الصحية والمديرين لفهم عميق حول كيفية نظر المرضى لجودة الخدمة، والحاجة إلى تحسين نوعية الخدمات التي تقدمها المستشفيات بحيث يمكن أن تلبي أو تتجاوز توقعات العملاء من أجل الحفاظ على العملاء الحاليين والفوز بولائهم وكذلك جذب عملاء جدد من خلال اعتماد جودة الخدمة كاستراتيجية للمنافسة والتميز، التي من شأنها أن تساعد على تحسين الوضع التنافسي للمستشفيات فضلا عن زيادة حصتها في السوق والربح. وسيكون من المستحسن للباحثين في المستقبل أن تجرى هذا النوع من المسح على نطاق واسع لمساعدة جميع مقدمي خدمات الرعاية الصحية بالقطاع الخاص لتقديم خدمة أفضل لعملائها. وسيكون من المفيد لو أن كل مقدمي

خدمات الرعاية الصحية بالقطاع الخاص شاركوا وساعدوا على تسهيل وتوسيع نطاق

البحث.

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## Symbols and abbreviations

BIF	Albasar international foundation
SQ	Service quality
BI	Brand image
C S	Customer satisfaction
CL	Customer loyalty
PCQ	Perceived service quality
CE	Customer expectation
CP	Customer perception

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