

**Appendix 1
Questionnaire**

Research survey on customer loyalty

This study examines customer loyalty Sharing your experience, information, in this survey will develop our understanding, and improve the health care services This survey is divided into 5 sections A, B, C, D, and E Please answer all questions in this survey

Section A

Please remember that all the following questions are only concerned about customer loyalty

Please answer the questions below by placing (√) in the appropriate box

1 Age is:

a.	- 20	b.	21-40	c.	41-60	d.	Above 60
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2 Total to deal with hospital:

a.	new	b.	2-5	c.	6-10	d.	Above 10
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3. Education level:

a) no education	<input type="checkbox"/>	b) primary school	<input type="checkbox"/>	c) Secondary school	<input type="checkbox"/>
d) Diploma	<input type="checkbox"/>	e) Bachelor	<input type="checkbox"/>	Master and PhD	<input type="checkbox"/>

4. Genders:

a.	Male	b.	Female
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5. Occupation:

Professional **employee** **Business** **owner** **Retiree** **House wife** **Student**

6) Name of the hospital:

7) Hospital location:

8) Number of years of dealing with the hospital

Section B
Perceived Service quality

In relation to the service quality (expectation) please indicate to what extent you agree with the following statements

	expectation (NorazahMohdSuki, Norbayah,2009;Charlene Bebko,2000), <i>a.parasuraman</i> <i>zeithamel, l.berry (1988)</i>	Strongly Disagree		Neutral		Strongly Agree
1	They should have up-to date equipment.	1	2	3	4	5
2	Their physical facilities should be visually appealing.	1	2	3	4	5
3	Their employees should be well dressed and appear neat.	1	2	3	4	5
4	The appearance of the physical facilities of this Organization should be in keeping with the type of services provided.	1	2	3	4	5
5	When these Organization promise to do something by a certain time, they should do so.	1	2	3	4	5
6	When customers have problems, these firms should be sympathetic and reassuring.	1	2	3	4	5
7	This Organization should be dependable.	1	2	3	4	5
8	They should provide their services at the time they promise to do so.	1	2	3	4	5
9	They should keep their records accurately.	1	2	3	4	5
10	They should not be expecting to tell customers exactly when services will be performed.	1	2	3	4	5
11	It's not realistic for customers to expect prompt service from employee of these Organization	1	2	3	4	5
12	Their employees don't always have to be willing to help customers.	1	2	3	4	5
13	its ok if they are too busy to respond to customers request promptly	1	2	3	4	5
14	customers should be able to trust employee of these Organization	1	2	3	4	5

15	Customers should be able to feel safe in their transaction with these Organization ' employees.	1	2	3	4	5
16	Their employees should be polite.	1	2	3	4	5
17	Their employees should get adequate support from this Organization to do their jobs well.	1	2	3	4	5
18	these Organization should not be expected to give customers individual attention	1	2	3	4	5
19	Employee of this Organization cannot be expected to give customers personal attention.	1	2	3	4	5
20	It's unrealistic to expect employees to know what the needs of their customers are.	1	2	3	4	5
21	it's unrealistic to expect these firms to have their customers , best interests at heart	1	2	3	4	5
22	They should not be expected to have operating hours convenient to all their customers.	1	2	3	4	5

In relation to the service quality (perceptions) please indicate to what extent you agree with the following statements

(BIF) = *albasar international foundation. Makah eye hospitals*

	perceptions (NorazahMohdSuki, Lian, Norbayah,2009; Charlene Pleger Bebko,2000) a.parasuraman ,a. zeithamel, l.berry (1988)	Strongly Disagree	Neutral	Strongly Agree		
1	(BIF) has up-to-date equipment.	1	2	3	4	5
2	(BIF) physical facilities are visually appealing.	1	2	3	4	5
3	(BIF) employees are well dressed and appear neat.	1	2	3	4	5
4	The appearance of the physical facilities of (BIF) is in keeping with the type of services provided.	1	2	3	4	5
5	When (BIF) promises to do something by a certain time, it does so	1	2	3	4	5
6	When you have problems, (BIF) is sympathetic and reassuring.	1	2	3	4	5

7	(BIF) is dependable.	1	2	3	4	5
8	(BIF) provides its service at the time it promises to do so.	1	2	3	4	5
9	(BIF) keeps its records accurately.	1	2	3	4	5
10	(BIF) does not tell customers exactly when services will be performed.	1	2	3	4	5
11	You don't receive prompt service from (BIF) employees.	1	2	3	4	5
12	Employees of (BIF) are not always willing to help customers.	1	2	3	4	5
13	Employees of (BIF) are too busy to respond to customer request promptly.	1	2	3	4	5
14	You can trust employees of (BIF).	1	2	3	4	5
15	You feel safe in your transaction with (BIF) employees.	1	2	3	4	5
16	Employees of (BIF) are polite.	1	2	3	4	5
17	Employees get adequate support from (BIF) to do their jobs well.	1	2	3	4	5
18	(BIF) does not give you individual attention.	1	2	3	4	5
19	Employees of (BIF) do not give personal attention.	1	2	3	4	5
20	Employees of (BIF) do not know what your needs are.	1	2	3	4	5
21	(BIF) does not have your best interests at heart.	1	2	3	4	5
22	(BIF) does not have operating hours convenient to all their customers.	1	2	3	4	5

Section: C
Brand image

In relation to the Brand image please indicate to what extent you agree with the following statements

(BIF) = *albasar international foundation. Makah eye hospitals*

	Brand image Gi-Du Kang and Jeffrey James 2004	Strongly Disagree		Neutral		Strongly Agree
1	(BIF) reliable Organization.	1	2	3	4	5
2	(BIF) provides an excellent service to customers.	1	2	3	4	5
3	(BIF) is a successful Organization.	1	2	3	4	5
4	(BIF) makes a lot of contribution to the society.	1	2	3	4	5
5	(BIF) has an superior technology in health.	1	2	3	4	5
6	(BIF) is sincere to the customers.	1	2	3	4	5
7	(BIF) has a good reputation.	1	2	3	4	5
8	(BIF) is a large-scale Organization.	1	2	3	4	5
9	(BIF) is familiar to the customer satisfaction.	1	2	3	4	5
10	(BIF) is honest	1	2	3	4	5

Section: D

Customer satisfaction

In relation to the customer satisfaction please indicate to what extent you agree with the following statements

	Customer satisfaction (Simon J. Bell and Andreas B. Eisingerich, 2006; Mara Cameran_, Peter Moizer and Angela Pettinicchioa,2010)	Strongly disagree	Neutral	strongly agree
1	My decision to purchase services from hospital was a wise one	1	2 3 4 5	
2	I feel good about my decision to purchase the hospital services.	1	2 3 4 5	
3	I am pleased that I purchased the services from the hospital.	1	2 3 4 5	
4	Overall satisfaction with hospital	1	2 3 4 5	
5	This hospital has met our expectations	1	2 3 4 5	

Section E

Customer loyalty

In relation to the customer loyalty (recommending) please indicate to what extent you agree with the following statements

	customer loyalty (recommending) Amy Wong, Amrik S. Sohal,2004): Ahmad Puad Mat Som1, Azizan Marzuki1, Maryam Yousefi1 &Ala`aNimer AbuKhalifeh1.2012)	Strongly Disagree	Neutral	Strongly Agree
1	I am saying positive things about the hospital to other people.	1	2 3 4 5	
2	I am recommending the hospital to those who seek my advice.	1	2 3 4 5	
3	I encourage friends and relatives to use hospital	1	2 3 4 5	
4	I intend to continue to benefit from the services of this hospital.	1	2 3 4 5	
5	I feel I am very loyal to this hospital as a destination choice.	1	2 3 4 5	

In relation to the customer loyalty (Revisit) please indicate to what extent you agree with the following statements

	customer loyalty (Revisit) (Yam B. Limbu, Marco Wolf, Dale Lunsford, 2012)	Strongly Disagree	Neutral	Strongly Agree
1	I am likely to revisit this hospital in the future	1	2 3 4	5
2	I will definitely buy services from this hospital in the future	1	2 3 4	5
3	I feel comfortable in visit this hospital	1	2 3 4	5
4	I would like to visit this hospital again in the future	1	2 3 4	5
5	I can trust the performance of this hospital to be good	1	2 3 4	5

Thank you for your participation in this survey