

Influence Pathways of Inpatient Satisfaction in a Private Hospital in Tibet: A SERVQUAL and Evaluation Aggregation Degree Approach

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Abstract

Objective From the dual perspectives of service quality level and patient evaluation consistency, this paper analyzes the current situation of inpatient satisfaction and its influencing path in a private hospital in Tibet, and identifies the problem of service experience differentiation that is difficult to be revealed by traditional satisfaction mean analysis, so as to provide reference for the improvement of service quality in private hospitals in ethnic areas. **Methods** The patients who completed hospitalization and were about to be discharged from a private hospital in Tibet from August 25 to September 7, 2025 were selected as the research objects, and the data were collected by on-site questionnaire survey. On the basis of referring to the existing inpatient satisfaction survey and research, combined with the hospital inpatient service process, the questionnaire divides the service content into four categories: admission management, treatment management, logistics management and discharge management. At the same time, combined with the SERVQUAL model, the quality of medical services is evaluated from the five dimensions of tangibility, reliability, responsiveness, assurance and empathy. The evaluation aggregation index was introduced to reflect the consistency of patient evaluation, and the satisfaction-aggregation four-quadrant analysis was used to identify the service advantages and disadvantages. Multivariate linear regression, Pearson correlation analysis and PROCESS Model 4 mediating effect model were further used to test the relationship between the total average score of service quality, evaluation aggregation and total hospitalization satisfaction after controlling for gender, age, education level, marital status and ethnicity. **Results** A total of 518 valid samples were obtained, and 420 complete samples were included in the mediating effect analysis. Among the four types of inpatient services, the satisfaction of discharge management was the highest (79.60%), followed by treatment management, admission management and logistics management. Treatment management and discharge management are in the quadrant of high satisfaction and high aggregation, while logistics management is in the quadrant of low satisfaction and low aggregation, which is the main service weakness. Multiple linear regression showed that inpatient department, gender and ethnicity were important influencing factors of total inpatient satisfaction. Correlation analysis showed that the five dimensions of SERVQUAL and the total average score of service quality were significant.

Keywords

SERVQUAL Model, Hospitalization Satisfaction, Evaluation of Aggregation, Mediation Effect, Private Hospitals, Tibe