



## **A Review of the Effective Factors on the Motivation and Intention of Patients Visiting Yazd Research Center for Infertility**

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### **Abstract**

Today the main goal of existing medical clinics is to absorb new clients, encourage client return, and promote advertisement of services through the word of mouth. Retaining clients and encouraging their return by winning their satisfaction are considered a key strategy for clinics and medical centers presently. The present study aims to examine factors contributing to client return in medical clinics. The model of the research was developed using variables including perceived treatment quality, perceived value, perceived service, patient satisfaction, trust in Staff, trust in clinic, and return intention, as well as perceived price reasonability which served as a modifying variable. The research was an applicable one in terms of goal and a correlational one in terms of methodology. Data were collected from among 174 people referring to the infertility research & treatment center of Yazd through a simple method using questionnaires and surveys. The SPSS 18 software was employed to analyze the collected data, and the LISREL 8.72 software was utilized to confirm the relationship between the variables using confirmatory factor analysis (CFA) and structural equation modeling (SEM). Results showed that perceived service has a significant impact on patient satisfaction. The results also confirmed the existence of a direct relationship between perceived value and patient satisfaction. Also, patient satisfaction was directly related to trust in Staff, and a link was observed between patient satisfaction and trust in clinic leading to client return. Perceived price reasonability modified the impact of patient satisfaction on trust in clinic, modifying return intention consequently.

**Keywords:** perceived value, perceived service, trust in Staff, trust in clinic, return intention



## Introduction

Today, the main purpose of many health care centers and clinics which are actively operating is to attract new patients as well as their old patients' revisits. Doctors and the managers of the health care centers make attempts to attract new patients from other different cities and countries by encouraging them through marketing and motivating them to visit, revisit and recommend these health care centers to others to obtain medical services. Therefore, recognizing the critical factors influencing medical travelers (patients) in the process of their decision-making about revisiting medical centers and perceiving the importance of their role in medical tourism market helps medical service centers to achieve this important objective.

Medical Tourism, as a branch of tourism industry, enhances the dynamic and sustainable economic development in countries. Regarding the fact that medical tourism is a low-cost and high-income industry, many developing countries have focused their attention on this sector of tourism industry i.e. medical tourism, and are planning for its development. Therefore, familiarity with medical therapies and transaction of the medical knowledge amongst different regions of the world have made health tourism a branch of tourism industry. Health tourism is an organized travel of people to another country for the purpose of receiving medical treatments or improving physical and mental health. This sort of tourism includes health tourism, natural therapy tourism and medical tourism. Health tourism is defined as the act of travelling to health villages to rescue from everyday life tensions and stress and to recover oneself without medical intervention. Travelling to enjoy mineral water, natural salts and muds, sunbathing for the purpose of the treatment of some disease under medical intervention and supervision is referred to Natural Therapy Tourism. Medical Tourism is travelling abroad to receive medical treatments or surgeries for physical diseases by doctors and physicians at medical centers which may lead to using natural therapy resources and spas in addition to medical treatments and surgeries (Sadr Momtaz & Agharahimi, 2010, 517).

Customer's satisfaction is key to maintaining customer's loyalty and companies' superior financial performance. On the other hand, in today's competitive world, service quality is a way through which organizations can achieve competitive advantages. Service quality is a criterion considered as a universal attitude or judgement towards superiority of a given service which is the result of the comparison between customers' expectations and their perception of service true efficiency. Today, medical tourism has been developed and got popularity among the tourists for using high quality medical services with lower costs in a country other than the residence country of medical travelers. Undoubtedly, international tourism has economic impacts on the national income, employment, prices, budgets and balance payments of countries. Tourism is mainly considered as a labor-intensive service providing business by the developing countries (Keshavarz et al, 2012, 685).

Some universities of medical sciences as well as several private-sector hospitals and medical departments have already established medical tourism associations; however, the efficiency of such tourism systems is little regarding the lack of health tourism industry in Iran. Patients residing in Persian gulf countries welcome the provision of medical services in Iran since they are Muslims and their culture is alike Iranian culture. These patients are interested in being treated by a muslim doctor for their infertility treatment (Mesbahi et al, 2012, 3).

Infertility is a developing branch of treatment in medical tourism and refers to the traveling of people to other provinces or even abroad for the purpose of receiving infertility treatment services for which there does not exist any specialized medical centers in their own country or province. Iran is concerning critical and fundamental plans in medical sector with regard to the capabilities Iran has in terms of professional human resource, appropriate cultural conditions and social circumstances, and the presence of applicable infrastructures. Many research has been done about Medical tourism, patients' satisfaction, patients' revisiting medical centers by foreign researchers; whereas a little domestic research has been done in this field. The present research study intends to investigate the effective factors on the motivation and intension of patients visiting Yazd research center for infertility.



## THEORITICAL FRAMEWORK AND RESEARCH HYPOTHESES

### Customers' (Patients) Satisfaction

Customers' satisfaction has a crucial role in service provision. Along with the development of service provision sector, researchers have taken great actions towards defining and understanding satisfaction from the perspective of customers. In order for organizations to achieve more customers' satisfaction, they must focus their attention on the development of infrastructures, rather than market analysis, promotions and advertisements, to be able to supply customers' needs by providing proper products and services. It is necessary that customers reach to true satisfaction through perceived value and quality of goods and services. Oliver describes customers' satisfaction as "customers' total commitment." Satisfaction is, in fact, the result of customers' judgement about the extent to which the properties of a given product or services can actually meet the customers' expectations at a desirable level. This definition highlights the evaluative nature of satisfaction based on which the customers decide on whether a product, a trading brand or a shopping center would meet their expectations. Considering its complex structure, there are many methods to evaluate satisfaction (Ranjbarian et al, 2012,57-58).

Customers' satisfaction is the main factor contributing to the success of many organizations. Different research has pointed out the relationship between customers' satisfaction and word-of-mouth communication (Oral Communication), loyalty, re-purchase intention and organizations' profitability. Customers' satisfaction and evaluation after purchase is a service as a byproduct of customers' consumption experience (Sharma & Patterson, 2000,470). The degree of patients' satisfaction is a strategic consideration for medical centers. Patient's satisfaction gradually creates customers' loyalty to medical centers and clinics; this enhances clinics' reliability, increases their profitability and paves the way for research on various disease.

### Perception

Perception is the process of observation and interpretation of facts and environmental factors. This process makes human understand that what they observe and interpret is probably different from reality. The process of receiving and interpreting the environmental stimuli is perception; human behaviors is based on his interpretation of the situations he observes. In other words, human behaviors is based on his perception of reality not on the reality itself (Farajian, 2013, 72).

### Perceived Medical Quality

Perceived quality is the customers' overall evaluation of the norms and standards of the service provision process. Earlier research has proved the relationship between perceived quality and patients' satisfaction. Some experts believe that perceived quality is the extent to which perceived performance complies with customers' satisfaction. However, there is not a necessarily positive relationship between customers' perception of quality and their perception of value. It is probable that customers perceive a greater value for the products and services of low quality due to the low prices. Still some studies identified the positive relationship between perceived quality and perceived value (Ranjbarian et al, 2012,57). Horowitz et al (2007) believe that one of the important issues in medical tourism is its potential effects on the residents of the countries of destination; they also propose that the revenue the developing countries obtain from their medical service provision to foreign patients provides opportunities to enhance medical quality and accessibility for their own residents.

Medical quality includes patients' internal evaluation of medical performances comparing it to their personal expectation of medical quality and treatment they receive from medical clinic and staff. In many cases, the feeling a patient has about the medical treatment they expect to receive can lead to patients' satisfaction or dissatisfaction. Hence, it seems that there is a direct relationship between the perceived medical quality by patients and their satisfaction or dissatisfaction about the process of medical treatments they receive.

Therefore, the first hypothesis of the present research is developed as follows:

*H1: There is a statistically significant relationship between perceived medical quality and patients' satisfaction.*



## Perceived Value

In marketing, perceived value is defined as the customers' evaluation of incurred costs and obtained interests from purchasing a product or receiving a service (Ranjbarian et al, 2012, 57). One of the most significant concepts in marketing which is, nowadays, widely concerned and discussed by marketing experts and researchers is Perceived Value. The main reason for this popularity is the critical and strategic role of perceived value in the management decisions and in providing competitive advantages for both organizations and their customers (Atilgan et al, 2007, 237). Mac Degul and Lusgoo define the perceived value of services as the benefits patients believe they can receive in addition to the costs associated with their service or product consumption. The overall perceived value of mass customization is the tendency to pay higher prices for the mass-customized products in comparison to standard products (Schreier, 2006, 317). Perceived value is the degree of value and feeling as well as the amount of profit and interests a customer obtain from the service they receive; this perception may lead to customer's satisfaction or dissatisfaction and may encourage the customer to repurchase the products or services. Researchers like Kuo et al (2009) and Chokrabarty and Senguta (2014) investigated the relationship between perceived value and customers' (patients) satisfaction.

Therefore, the second hypothesis of the present research is developed as follows:

*H2: There is a statistically significant relationship between perceived value and patients' satisfaction.*

## Perceived Service Quality

Constant provision of high quality services is one of the effective ways through which an organization can distinguish itself from other rivals. Today, organizations have come to the point that even the most desirable and the most popular product in the world is not considered as an ideal product if it does not meet customers' needs, demands and expectations. The new concept of quality is the extent to which a product conforms to customers' expectations and required product's specifications. Therefore, a key to organizations' success is their constant provision of high quality services beyond their customers' expectation in comparison to other rival organizations. Customers' expectation is shaped based on organization's prior experiences, advertisements and managers' declaration in this regard. Customers always compare the services they actually receive (given service) with the services they expect to receive (expected service). If the given service is less than the expected service, the customers lose their interest in the service provider. On the other hand, if the given service is beyond expectation or even equally meets the customers' expectation, the customers repurchase the products or tend to get the service again (Heydarieh et al, 2013, 68).

One of the factors which has a positive effect on customers' satisfaction is the feeling of satisfaction towards the services they receive; this may directly or indirectly lead to their intention to revisit the clinic and inspire others to visit the same clinic. Hence, medical centers and clinics try to enhance the quality of services they offer to patients in order to increase patients' satisfaction and perception of perceived service quality in different ways.

Likewise, research has shown that service quality has significant effect on customers' satisfaction and purchase intention. Han and Hyun (2015) studied the relationship between perceived service quality and patients' satisfaction in patients visiting Korea.

Therefore, the third hypothesis of the present research is developed as follows:

*H3: There is a statistically significant relationship between perceived service quality and patients' satisfaction.*

## Trust in Staff

Trust is conceptualized as a key factor to the success of relational marketing efforts (Morgan & Hunt, 1994, 25). According to Router (1967) trust is the belief that a person's speech is reliable and that he will not fail in his business relationship commitment (p. 651).

Trust of customers is the greatest asset each organization possess. This unique asset is gradually and effortfully achieved through the sincere efforts of the members of the organization, the support of regulatory and supervising institutions and the activities of public relations overtime. It takes days,



months and years for organizations to win people's trust; thus, it is the art of the managers and members of organizations to protect the trust organizations gradually get from people with their honesty and people-oriented efforts along with their other activities and develop and expand people's trust. This process will lead to a positive effect on the performance of organizations if it accompanies honest performance, proper mottoes and advertisement and thus will facilitate and accelerate the organizations' efforts to achieve their objectives. Mismatch between the selected advertising mottoes and organization's performance not only does not develop public trust but also is considered as an anti-propaganda and its negative impacts on the public opinions will cause irreparable damages to organizations each day (Hashem Zehi & Jahbin, 2012, 146). Trust in staff is defined as the expectations patients have from the manner of speech, action, and responsiveness to visitors on the part of staff, medical and surgical group. The level of trust in staff and medical group is directly influenced by customers' (patients) satisfaction and is one of the main factors which increases the patients' intention to revisit the clinic. When the patients are satisfied with the service they receive from the clinics and staff, they can better trust them. Researchers including Kim et al. (2009) and Han and Hyn (2015) studied the relationship between Trust and customers' satisfaction.

Therefore, the fourth hypothesis of the present research is developed as follows:

*H4: There is a statistically significant relationship between Customers' (Patients) Satisfaction and Trust in Staff.*

### **Trust in Clinic**

Trust is a belief or knowledge for which the trustee is motivated or stimulated to commit themselves to do an action they were supposed to do. Trust is a relative issue and the initial acceptance of trust is dependent on one's evaluation of the extent to which the other person is reliable (Hosseini & As'adi, 2014, 81). As organizations prioritize their staff and customers, they (the staff and customers) begin to trust the organization, and become loyal; thus, organizations' profit will rise, and their success will continue. Today, organizations which set their trends on the wavelength of public opinion, and try to gain reputation and branding by using the mechanism of information announcement and public relations away from publicity will do better in businesses and economic activities and will appear more successful. In order to get closer to meet people's needs and demands, one should first win their trust (Qafary Ashtiani et al., 2012, 5). Another factor causing a visit to a clinic is trust in clinic. If the clinic's management puts the staff and patients in the highest priority, they (the staff and patients) will trust the clinic and become more loyal to that center which in turn leads to word-of-mouth advertising (Oral Advertising) and also the patients' revisit, which help achieve the clinic's objectives.

Therefore, the fifth hypothesis of the present research is developed as follows:

*H5: There is a statistically significant relationship between customers' (patients) satisfaction and trust in clinic.*

### **Intention to Revisit**

Repurchase intention is the iterative process of purchasing certain goods and services from a store, and the major reason behind it is the post-purchase experiences. Instead of attracting new customers, organizations can keep their existing customers with a lower evaluation cost (Ranjbarian et al., 2012, 59). To increase loyalty and long-term customer retention has turned out to be a major target for the managers of service centers. There is a consensus that attracting a new customer costs 3 to 5 times as much as keeping an existing customer. The existing customers' satisfaction reduces the service and marketing expenses. Accordingly, in the current competitive markets, customer retention results in more cost reduction and more profitability, and becomes the key to the survival and success of service companies. Academic scholars as well as business and marketing experts have tried to discover the most significant impacts on post-purchase behavior of customers. So many studies have been conducted which show the effective use of customers' decision to revisit and their recommendation to others increase the profitability for service providers (Han & Kim, 2009, 820-821). To keep the existing customers is always by far less expensive for the organizations compared to attracting new ones; therefore, the most



appropriate thing to do for the organizations is to place keeping the existing customers on top of their organizational objectives. Organizations identified the factors causing customers to revisit the organizations and helped strengthen these factors by proper plans and appropriate actions. Therefore, according to previous studies, such as those conducted by Dos Santos & Basso (2012) and Han (2013), trust in staff and trust in clinic leads to patients' intention to revisit the center such that the revisit and recommendations to others increase the profit for all service provider organizations and institutions.

Therefore, the sixth and seventh hypotheses of the present research are developed as follows :

*H6: There is a statistically significant relationship between trust in staff and intention to revisit.*

*H7: There is a statistically significant relationship between trust in clinic and intention to revisit.*

### **Perceived Price Reasonableness**

Price reasonableness is considered as the customers' perception of price reasonability for a specific product or service of an organization in comparison with other rivals. According to Ah (2000), customers tend to get more perceived reasonable prices after evaluating the actual price of the product when compared to the prices provided by the rivals (Han & Hyun, 2015, 22). The perceived price is based on the belief that it is an important component in explaining customers' behavior. Research shows that customers often consider the price as a criterion in the evaluation of the business on a product or service. The word 'price' includes both monetary (objective price) and non-monetary (perceived price) features. Specifically, the objective price shows the actual price of the product and the perceived price refers to the price which is encoded or perceived by the customers (Han & kim, 2009, p. 23). Keshavarz et al. mentioned in their article that people of England, Ireland, and Wales travel to countries such as Bulgaria, Croatia, Hungary and Poland to visit their medical clinics; also, people of Australia travel to Thailand for its lower dental expenses.

Therefore, the following hypotheses considers 'Perceived Price Reasonableness' as the Moderator Variable in relationships between the variables.

*H8: Perceived price reasonableness moderates the relationship between perceived medical quality and customer's (patients) satisfaction.*

*H9: Perceived price reasonableness moderates the relationship between perceived value and customer's (patients) satisfaction.*

*H10: Perceived price reasonableness moderates the relationship between perceived service quality and customer's (patients) satisfaction.*

*H11: Perceived price reasonableness moderates the relationship between customer's (patients) satisfaction and trust in staff.*

*H12: Perceived price reasonableness moderates the relationship between customer's (patients) satisfaction and trust in clinic.*

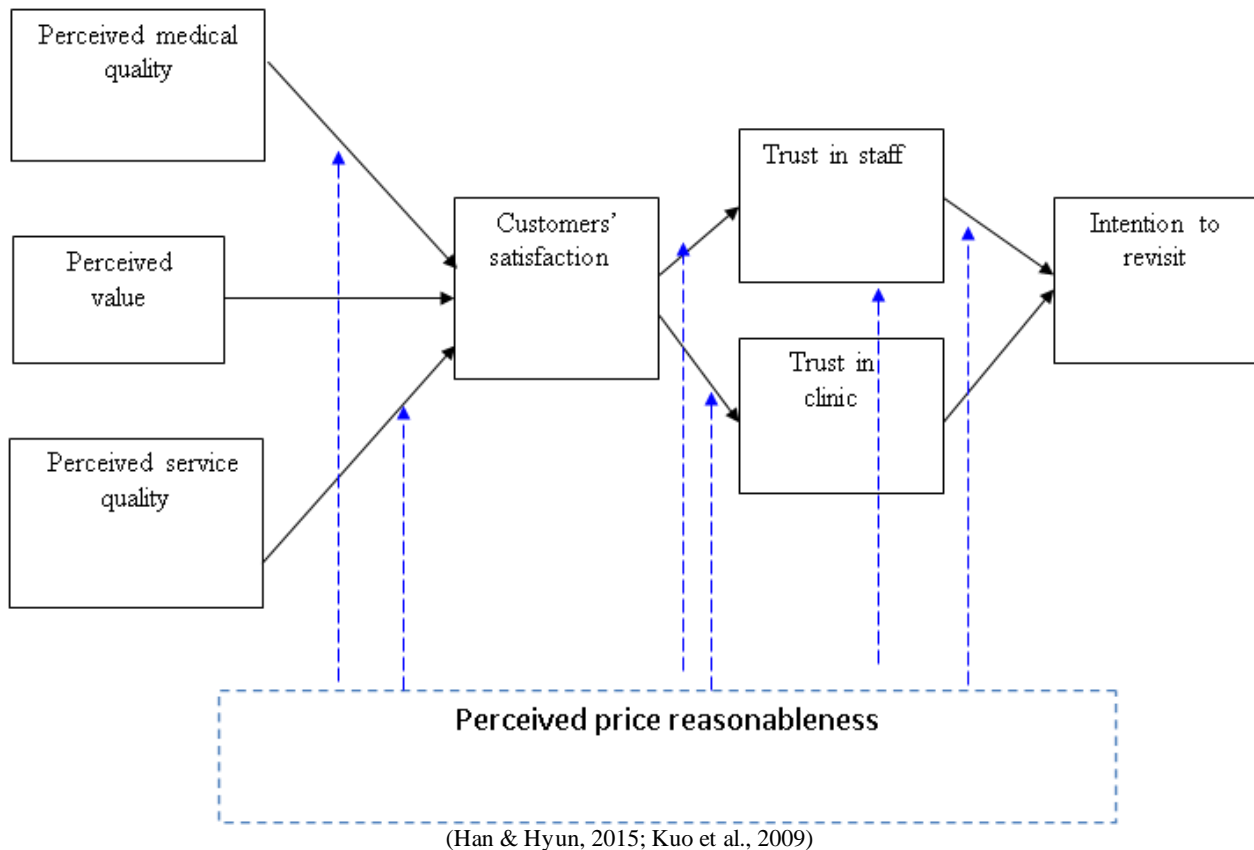
*H13: Perceived price reasonableness moderates the relationship trust in staff and intention to revisit.*

*H14: Perceived price reasonableness moderates the relationship trust in clinic and intention to revisit.*

### **CONCEPTUAL MODEL**

The conceptual model of the present research is as the following:

**Figure 1: Conceptual Model**



## METHODOLOGY

The research nature and methodology is of different research type due to different objectives. First, this research is an Applied research so that the managers of the clinics can apply and implement its results in their medical centers. Second, the research method is Descriptive and since the main research data collection tools is a questionnaire, the research is a Survey research. Nonetheless, correlation methods were used to examine the relationships between the research variables. On the other hand, the present research was conducted to investigate the role of effective factors on the patient's intention to revisit at a specific point of time, thus, the research is a cross-sectional research.

The research population is the patients visiting Yazd Research Center for Infertility. Today, many health care centers and clinics are actively operating and trying to attract new patients as well as their old patients' revisits. One of the main objectives of all these centers is conducting scientific research and developing the scientific knowledge as well as health promotion and maximum profitability and revenue. To this end, managers aim at investigating and analyzing the effective factor on the patients' intention to revisit Health care centers. Yazd Research Center for Infertility is known as the main pole of infertility treatment in Iran. Each year, many couples from all over the country and neighboring countries and even Iranian residents in European countries visit Yazd Research Center for Infertility to receive infertility treatments. Hence, this center was the best medical center to conduct a research in which the researchers could better analyze the variables and investigate the patients' intention to revisit.

The sampling method used in this research was simple random sampling. Since the sampling size was unknown, the sample size was calculated through Sample Variance formula based on which 174 samples were selected as an acceptable sample size. The questionnaire consisted of 7 variables plus a Moderator variable; the research variable got different numbers of questions; perceived medical quality and

perceived service quality each got 2 questions, likewise, perceived value and patients' satisfaction each got 3 questions, 4 questions was appointed to each trust in staff, trust in clinic and intention to revisit respectively, and the moderator variable i.e. perceived price reasonableness, got 5 questions.

The face validity of the present research was confirmed by university professors and experts in this field to assure that the questions are not ambiguous or insufficient for the respondents so that the desired results are obtained.

To estimated the reliability of the research, Cronbach Alpha Reliability Method was used. According to this method, the questionnaire is valid provided that the Alpha Coefficient index a value greater than 0.7.

**Table 1: Questionnaire Reliability**

Variable	Question's Number	Number of Questions	Cronbach Alpha Coefficient	Source
Perceived Medical Quality (PMQ)	1-2	2	0.839	Haemoon Oh (2000) han & hyun (2015)
Perceived Service Quality (PSQ)	3-4	2	0.795	
Perceived Value (PV)	5-7	3	0.810	Kuo et al (2009)
Customer's (Patients) Satisfaction (CS)	8-10	3	0.809	Kuo & wu ( 2009) han & hyun (2015)
Intention to Revisits (IR)	11-14	4	0.768	Oh (2000) han & hyun (2015) taylor & baker (1994)
Trust in Staff (TS)	15-18	4	0.806	Santos & Basso(2012) han & hyun (2015)
Trust in Clinic (TC)	19-22	5	0.843	
Perceived Price Reasonableness (PPR)	23-27	5	0.816	Oh (2000) han & hyun (2015)
Overall Questionnaire	-	27	0.901	-

The Table 1 above displays the results of Cronbach Alpha and the number of questions specified for each variable and the overall questions. Based on the results, the Cronbach Alpha Coefficient is estimated as 0.901 for the overall questionnaire and as  $> 0.7$  (greater than 0.7) for the each variable, therefore, it can be concluded that the questionnaire has an acceptable reliability estimation.

## Descriptive Statistics

Amongst the 174 subjects participated in this research, 106 patients had Social Security Insurrence, 33 subjects had National Health Service (NHS) Insurrence, 13 patients had Iranian Health Insurrence and the rest 22 patients had other Insurrences; accordingly, about %61 of the subjects were insured by Social Security Insurrence. Table 2 below presents the Population Demographic Information.

**Table 2: Population Demographic Information**

Variable	Category	Percentage
Insurrence	Social Security	60.9
	National Health Service	19
	Iranian Health	7.5
	Other Insurrence	12.6
	Under 25	21.8

<b>Age</b>	26 - 35	67.2
	36 - 45	10.9
<b>Education</b>	Undergraduate and Diploma	55.2
	Associate Degree	12.6
	Bachelor's Degree	27
	Master's Degree	4.6
	PhD	0.6
<b>Employment</b>	Private Sector Organization	13.8
	Educational Organization	8
	Self-employed	21.8
	Retired	0.6
	Student	4
	Unemployed	24.7
	Other Employment	27
<b>Income (IRR: Iranian Rial)</b>	Below 5,000,000 IRR	27.6
	5,000,000 – 10,000,000 IRR	47.7
	10,000,000 – 15,000,000 IRR	10.9
	15,000,000 – 20,000,000 IRR	9.8
	Above 20,000,000 IRR	4
<b>The Number of Visiting Yazd Research Center for Infertility</b>	Once	26.4
	Twice	25.3
	Three Times	16.7
	Four Times	8
	More	23.6
<b>Total</b>		100

## DATA ANALYSIS

To analyze the variables, Single-Sample t-test was used regarding the mean of the measurement, and the data was analyzed using SPSS18. Confirmatory Factor Analysis and Structural Equation Modeling Technique were used to investigate the relationship between variables and factors using LISREL8.72. In order to test the hypothesis of the Moderating role of Perceived Price Reasonableness variable, Hierarchal Multiple Regression was used.

## Inferential Statistics

### Comparing the Observed Mean of Research Variables with Average Hypothetical Mean of the Measurement

Single-sample t-test was used to compare the observed mean of the research variables with the hypothetical mean of the measurement. Based on the results, there is a statistically significant difference between the observed mean of the variables and the hypothetical mean regarding the significance level  $< 0.05$  (smaller than 0.05). According to the estimated means of measurement, it is concluded that the mean of the variables including perceived medical quality, perceived service quality, perceived value, customer's (patients) satisfaction, intention to revisit, trust in staff, trust in clinic and perceived price reasonableness is greater than 3 ( $> 3$ ) and is statistically significant above the average hypothetical mean.

**Table 3: The Results of Single-sample t-test (One-sample t test) for Research Variables**

Variables	Comparing Observed Mean with the Fixed value of 3				
	Mean	T-test	Degree of Freedom	Significance Level	Mean Difference (Deviation)
Perceived Medical Quality (PMQ)	3.7781	13.283	173	.000	.77811
Perceived Service Quality (PSQ)	3.8851	16.168	173	.000	.88506
Perceived Value (PV)	3.6102	9.603	173	.000	.61015
Customer's (Patients) Satisfaction (CS)	3.6054	10.462	173	.000	.60536
Intention to Revisits (IR)	3.6341	10.809	173	.000	.63410
Trust in Staff (TS)	4.2653	21.338	173	.000	1.26533
Trust in Clinic (TC)	4.3156	20.188	173	.000	1.31561
Perceived Price Reasonableness (PPR)	3.2672	4.721	173	.000	.26724

## The Main Model

It is necessary to verify the measurement model before testing the research hypotheses. In order to test the significance level of the factors, confirmatory factor analysis using path analysis was employed which was analyzed through Structural Equation Modeling Technique using LISREL Statistical software.

Before verifying the structural equation relationships, it is essential to ensure the model fitness and appropriateness of each measurement model. To this end, the value of  $\chi^2$  and other fitness criteria should be analyzed. Therefore, a model is said to be appropriate and fit having the following optimum conditions.

- ✓ The value of  $\chi^2$  to the degree of freedom must be smaller than 3, the smaller the value, the better the result since it is indicating the differences between the data and the model.
- ✓ The index of RMSEA must be smaller than 0.08 (closer to 0), the smaller this index, the more the model is fit and appropriate.
- ✓ In cases, the model criteria do not verify the model fitness, the model, then, must be modified using the output related to the modified model; afterwards, the research questions and hypotheses must be re-analyzed based on the modified or reformed model.

## Measurement Models, T-test, Standard Coefficient and SEM

The equation measurement is estimated for each of the observed variables. Each equation includes path coefficient between the observed variable and the latent variable, the observed error and the significant level through t-test value, and the R2 value i.e. the coefficient of determination of variance based on the latent variable or the construct.

**Table 4: Analyzing the Indices of Coefficient and T-test**

Variables	Items	Standard Coefficient	T-test	Coefficient of Determination	SEM
Perceived Medical Quality	Q1	0.80	11.75	0.64	0.053
	Q2	0.90	13.59	0.81	0.057
Perceived Service Quality	Q3	0.79	11.20	0.62	0.058
	Q4	0.84	12.19	0.71	0.053
Peceived Value	Q5	0.75	11.06	0.57	0.069
	Q6	0.83	12.78	0.70	0.066
	Q7	0.73	10.62	0.54	0.064
Customer's Satisfaction	Q8	0.89	-	0.79	-
	Q9	0.72	10.88	0.52	0.054
	Q10	0.70	10.52	0.50	0.063
Intention to Revisit	Q11	0.85	-	0.72	-
	Q12	0.82	10.52	0.67	0.068
	Q13	0.37	4.63	0.14	0.091
	Q14	0.67	8.86	0.45	0.086
Trust in Staff	Q15	0.74	-	0.55	-
	Q16	0.82	9.71	0.68	0.074
	Q17	0.64	7.84	0.41	0.087
	Q18	0.65	7.93	0.42	0.094
Trust in Clinic	Q19	0.87	-	0.75	-
	Q20	0.84	13.40	0.71	0.054
	Q21	0.77	11.74	0.60	0.070
	Q22	0.71	10.34	0.50	0.074

In the methodology of the structural Equation Modeling, first the construct validity should be estimated and confirmed to assure that the selected items are accurately measuring the variables so that the path coefficient of each item yield a t-value greater than 1.96 with its corresponding variable. This way, the item is said to be accurately measuring the construct and/or the latent variable and is valid. If the absolute t-test value (Modulus) is greater than 1.96, it is significant at %95 confidence level; while, if it is greater than 2.58, it is significant at %99 confidence level.

The results of the measurement model all show that all the items yielded a t-value greater than 1.96 and that the coefficient of determination of each item was acceptable; therefore, no item was discarded from the models and the research continued using the same items (questions). On the other hand, based on the standard coefficients (factor analysis loading matrix/coefficients), the index which has the greatest factor load has the greater contribution to the measurement of its corresponding variable whereas the index with the smallest load factor has the least contribution to the measurement of the corresponding latent variable (i.e. the construct).

Figure 2 below presents the model with its significant t-value in a way that the indices presented on the paths are indicators of the t-value for each path. If the value was not significant, it would be highlighted with red color in the output of the analysis software. In this analysis, the t-value was greater than 1.96 for 6 paths; consequently, it is significant while it is not significant for path of relationship between the perceived medical quality and customer's (patients) satisfaction.

Figure 2: The Model with Significant t-value

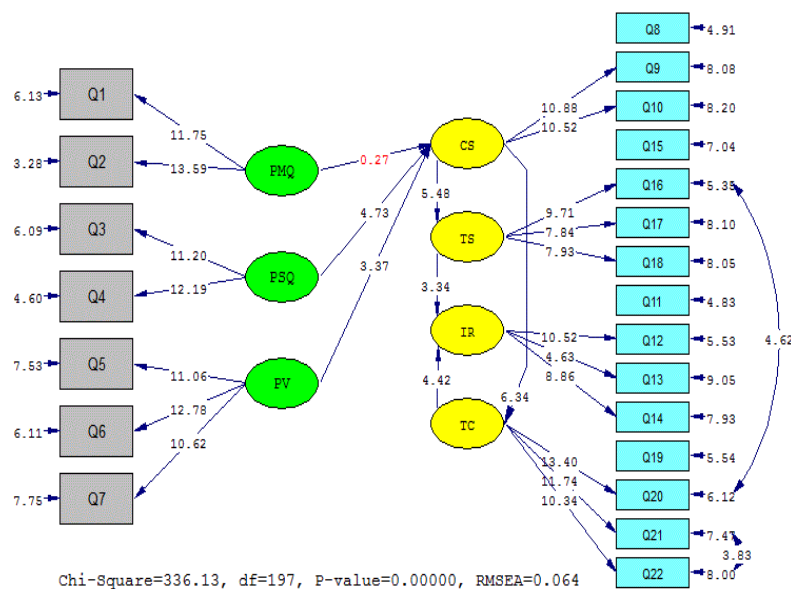
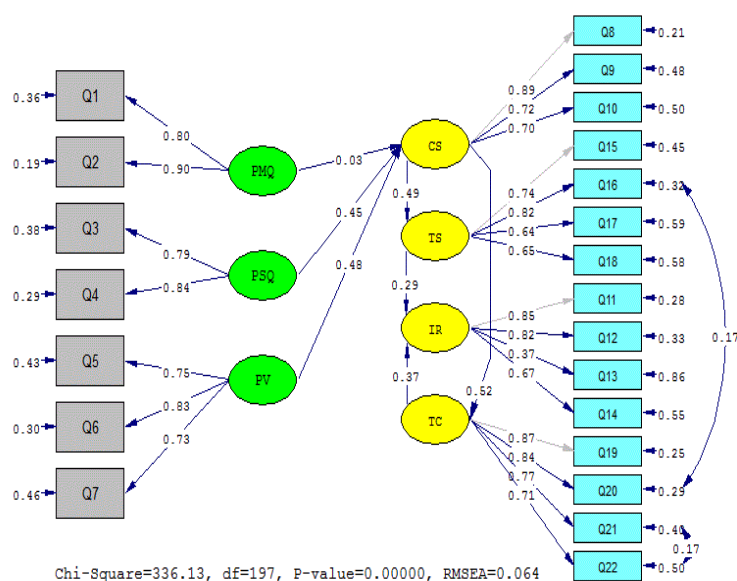


Figure 3 below presents the overall model with standard coefficients estimation. The comparison between the observed variables inferencing the latent variables is possible only if the model is estimated with standard coefficients. Furthermore, with regard to the standard coefficients, it is assumed that the variables such as perceived value (0.48) and perceived service quality (0.45) have respectively the most significant effect on customer's (patients) satisfaction. Nonetheless, the variables 'trust in clinic' (0.37) and 'trust in staff' (0.29) have the most significant effect on the patients' intention to revisit successively.

Figure 3: The Model with Standard Coefficients



Model Verification

As illustrated in the models, the value of  $\chi^2$  with the degree of freedom as 1.71 which is smaller than 3 is approved to be an appropriate and acceptable value. The low index of this value indicates that there is a little difference between the research conceptual model and the observed data. Additionally, the value of RMSEA indexing 0.064 i.e. smaller than 0.08 along with the value of  $\chi^2$  show that the smaller the RMSEA index, the more the fitness of the model. Likewise, the indices of NFI, NNFI, IFI and CFI are all greater than 0.9 as well as the GFI and AGFI indices geater than 0.8, therefore, the model has an acceptable fitness and thus is verified.

Table 5: Analysing Fitness Indices

Indices	Values	Indices	Values
Chi-square	336.13	AGFI	0.81
Degree of Freedom	197	NFI	0.94
Chi-square to Degree of Freedom	1.71	NNFI	0.97
RMSEA	0.064	IFI	0.97
GFI	0.85	CFI	0.97

DISCUSSION

Testing the Main Hopotheses of Research

The ultimate model of the research was verified based on the research hypotheses as displayed hereunder:

Figure 4: The Ultimate Model of the Research

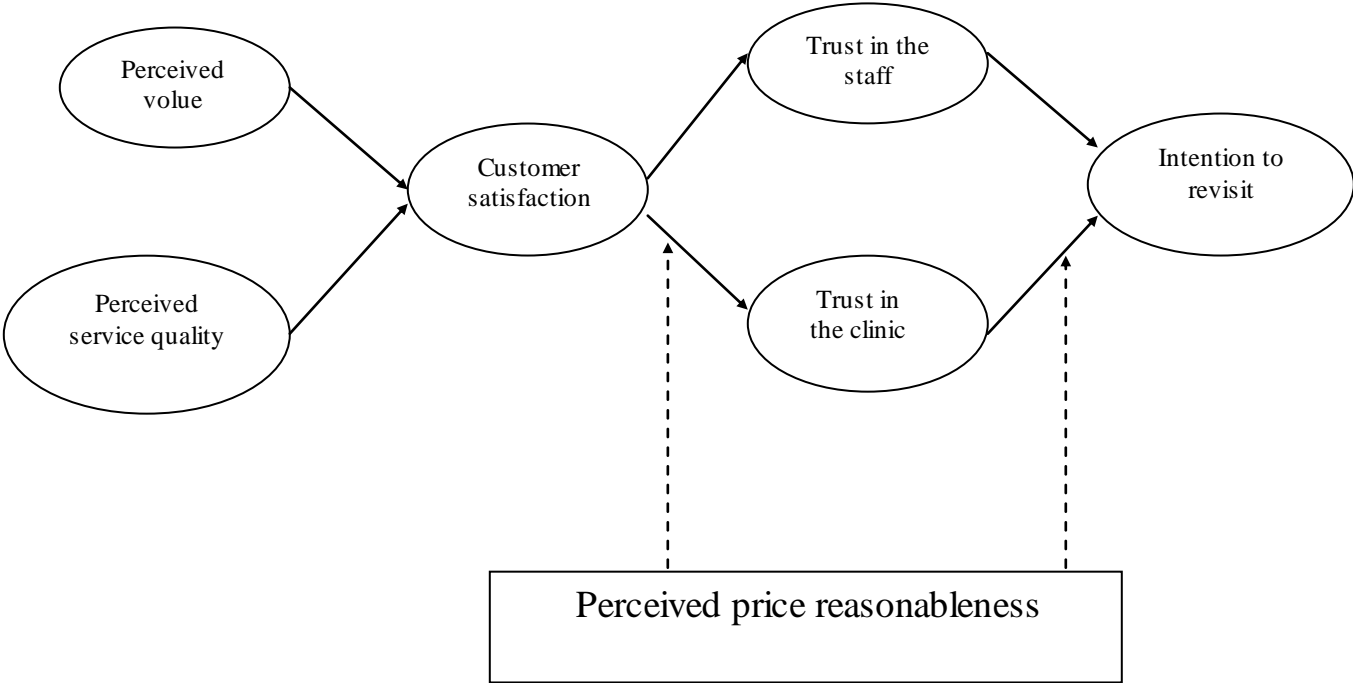


Table 6 below shows that the coefficient of determination for the Customer’s (patients) satisfaction variable is estimated as 0.77 and this indicated that the variables including perceived medical quality, perceived value and perceived service quality could altogether describe %77 of the changes in customer’s (patients) satisfaction significantly. Regarding the standard coefficients and t-value, it is concluded that

perceived value (0.48) and perceived service quality (0.45) had respectively the most significant effect (the greatest standard path coefficient) on customer's (patients) satisfaction while perceived medical quality did not have any significant effect.

On the other hand, it is assumed that almost %24 of the changes in the 'trust in staff' as well as %27 of the changes in 'trust in clinic' are described by customer's (patients) satisfaction. The results display that the variables 'trust in staff' and 'trust in clinic' could only describe an overall %27 of the changes in patients' intention to revisit. However, with regard to standard coefficients, it is proposed that 'trust in clinic' had a significant effect on the patients' intention to revisit more than 'trust in staff'.

**Table 6: The Summary of the Results of Standard Coefficients, Coefficient of Determination, T-value and Research Hypothesis Testing**

Paths	Standard Coefficient	T-value	Coefficient of Determination	Results
Perceived Medical Quality → Patients' Satisfaction	0.03	0.27	0.77	Rejected
Perceived Value → Patients' Satisfaction	0.48	3.37		Approved
Perceived Service Quality → Patients' Satisfaction	0.45	4.73		Approved
Patients' Satisfaction → Trust in Staff	0.49	5.48	0.24	Approved
Patients' Satisfaction → Trust in Clinic	0.52	6.34	0.27	Approved
Trust in Staff → Intention to Revisit	0.29	3.34	0.27	Approved
Trust in Clinic → Intention to Revisit	0.37	4.42		Approved

In order to investigate the moderating role of the 'perceived price reasonableness' on the relationship between the variables, the researchers used multiple regression analysis with hierarchal approach to the analysis in three consecutive steps for each relationship. In the third step, each variable should be multiplied by the moderating variable; if the result of the relationship between the two variables is significant, the variable 'perceived price reasonableness' is concluded to have a moderating role effect.

In the third step related to the hypothesis No. 8, with regard to the sig. level of F for the changes, Coefficient of determination (0.141) and t-value (1.480), the relationship between perceived medical quality and perceived price reasonableness was shown greater than 0.05; that is, the perceived price reasonableness could not moderate the relationship between the perceived medical quality and customer's (patients) satisfaction at %95 confidence level.

In the third step related to the hypothesis No. 9, with regard to the sig. level of F for the changes, Coefficient of determination (0.293) and t-value (1.054), the relationship between perceived value and perceived price reasonableness was shown greater than 0.05; that is, the perceived price reasonableness could not moderate the relationship between the perceived value and customer's (patients) satisfaction at %95 confidence level.

In the third step related to the hypothesis No. 10, with regard to the sig. level of F for the changes, Coefficient of determination (0.808) and t-value (0.244), the relationship between perceived service quality and perceived price reasonableness was shown greater than 0.05; that is, the perceived price reasonableness could not moderate the relationship between the perceived service quality and customer's (patients) satisfaction at %95 confidence level.

In the third step related to the hypothesis No. 11, with regard to the sig. level of F for the changes, Coefficient of determination (0.444) and t-value (-0.767), the relationship between Customer's (Patients) Satisfaction and perceived price reasonableness was shown greater than 0.05; that is, the perceived price reasonableness could not moderate the relationship between the customer's (patients) satisfaction and trust in staff at %95 confidence level.

In the third step related to the hypothesis No. 12, with regard to the sig. level of F for the changes, Coefficient of determination (0.000) and t-value (-4.232), the relationship between Customer's (Patients)



Satisfaction and perceived price reasonableness was shown smaller than 0.05; that is, the perceived price reasonableness could moderate the relationship between the customer's (patients) satisfaction and trust in clinic at %95 confidence level.

In the third step related to the hypothesis No. 13, with regard to the sig. level of F for the changes, Coefficient of determination (0.110) and t-value (-1.608), the relationship between trust in staff and perceived price reasonableness was shown greater than 0.05; that is, the perceived price reasonableness could not moderate the relationship between the trust in staff and intention to revisit at %95 confidence level.

In the third step related to the hypothesis No. 14, with regard to the sig. level of F for the changes, Coefficient of determination (0.003) and t-value (-3.047), the relationship between trust in clinic and perceived price reasonableness was shown smaller than 0.05 as well as the absolute t-value (modulus) greater than 1.96; that is, the perceived price reasonableness could moderate the relationship between the trust in clinic and intention to revisit at %95 confidence level.

## CONCLUSION AND FURTHER RESEARCH SUGGESTION

This study intends to investigate the effective factors on customers' intention to revisit Yazd Research Center for Infertility, where the hypotheses testing of the population in this study (patients and visitors of Infertility Research Center of Yazd) resulted in a positive correlation between perceived value and patients' satisfaction, perceived service quality and patients' satisfaction, patients' satisfaction and trust in clinic, patients' satisfaction and trust in staff, trust in staff and intention to revisit, trust in clinic and intention to revisit, perceived price reasonableness moderating the relationship between patients' satisfaction and trust in staff, and perceived price reasonableness moderating the relationship between trust in clinic and the intention to revisit.

Regarding the fact that the perceived value has a direct relationship with patient satisfaction, therefore, in order to create and enhance value in the perspective of the patients, it is suggested that managements pay attention to patients' motivations and intentions to visit the clinic and do their best to meet patients' expectations. Moreover, managements should give due consideration to their communication with their patients and also design more appropriate strategies and plans to develop this relationship. These plans should be in line with identifying the clinic and patient so the feeling of self-worth may increase in patients

Since there is a direct relationship between perceived service quality and patients' satisfaction, it is suggested that the clinic's management increase customers' satisfaction through not-yet-provided services and provision of products with superior quality, and try to encourage patients to follow their treatment process in their clinic .

The relationship between patients' satisfaction and communication with employees and medical staff is a direct and influential one. Therefore, it is suggested that personnel be trained in effective communication with patients during their in-service training programs .

Since the relationship between patients' satisfaction and trust in clinic is a direct and influential one, therefore, in order to increase trust in clinic, the key goals should focus on the variable of patients' satisfaction, and in order to increase patients' satisfaction, there should be more advertising in this area and people ought to be made aware of the activities of these centers.

There is a significant relationship between trust in staff and intention to revisit. Therefore, it is suggested that employees and medical staff help build trust in patients by more coordination and cooperation, responsiveness to patients' needs and by maintaining an intimate relationship with patients, which in turn lead to patients' revisit and positive oral advertising for the clinic .

Findings show that there is a significant relationship between trust in clinic and intention to revisit. Therefore, it is suggested that some actions be taken to help create a better interior environment with a more suitable atmosphere and more distinct services and facilities than other clinics. And a place should be dedicated to this purpose, with magazines and brochures available for patients in order for them to



raise their level of awareness and knowledge and increase their tolerance while awaiting their treatment process .

Since Yazd Research Center for infertility is known as the main pole of infertility treatment in the country and many infertile couples come to this center from around the country each year for their treatment of infertility, it is suggested, therefore, that the prospective researchers conduct some studies on the value of brand name of this infertility center.

Moreover, prospective researches should be such that they can result in setting out guidelines for clinics' management in handling patients' complaints, providing better services and management relationship with patients .

As the final remarks, in prospective studies, the researchers are recommended to identify other factors affecting the interaction between medical staff and patient with doctors' performance, the role of new ways of marketing and communications in the interactions between medical staff and patients, and effective evaluation of the performance of medical staff in healthcare centers in their interaction with patients.

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