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## Factors affecting patient satisfaction in Egyptian private hospitals

Ashraf Labib

Dalia Farrag

Rania El-Dakak

College of Management & Technology, AASTMT, Alexandria, Egypt

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### Key words

Patient satisfaction, patient experience, hedonic consumption, healthscapes, service quality

### Abstract

*The purpose of this study is to identify the most important factors which form the "patient experience", and to investigate the effect of the patient experience on patient satisfaction in private in-patient Egyptian hospitals. The main contribution of the research lies in its emphasis and more adequate representation of the hedonic aspects of the service consumption experience that beg for additional research in the healthcare field. This emphasis on the hedonic aspects was seen to be vital as we now live in an "experience economy", and one of the main corner stones of this economy is providing services that possess hedonic aspects. Example of hedonic elements is pleasant Healthscapes represented in "a pleasant environment and moderate application of ambient, physical, and psychological elements" that will often enhance the attractiveness of the otherwise utilitarian establishment. The adoption of hedonic consumption in healthcare is especially important as favourable atmospheric and tangible cues can make the hospital stay less stressful, thus offsetting expected negative experiences and can allow patients to be more psychologically prepared to receive the treatment.*

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