

Patients and Providers in Parallel: Exploring Perceived Service Quality in Greek Primary Health Care

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Abstract

This study examines perceived service quality (PSQ) in Greece's public Primary Health Care (PHC) system from the perspectives of both citizens and healthcare professionals. Using a modified SERVQUAL approach, PSQ Gaps were calculated as the difference between perceived performance and importance, and served as a disconfirmation-based indicator. Results revealed significantly larger negative gaps reported by citizens, especially in service aspects relating to accessibility, empathy, and emergency preparedness. A structural equation model confirmed that PSQ Gaps positively predict revisit intention ($\beta = 0.69$) and account for 47.1% of its variance. The findings underscore the importance of addressing service aspects most valued by users, particularly in constrained-choice settings. By incorporating both stakeholder viewpoints, this study highlights key priorities for PHC reform and contributes to the discourse on service quality in essential public services.

Track: Consumer Behaviour