Modelling Enablers of Service Using ISM: Implications for Quality Improvements in Healthcare Sector of UAE

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Abstract : Purpose: The purpose of this paper is to show the relationship between the service quality dimensions and model them to propose quality improvements using interpretive structural modelling (ISM). Methodology: This paper used an interpretive structural modelling (ISM). The data was collected from the expert opinions that included a questionnaire. The detailed method of using ISM is discussed in the paper. Findings: The present research work provides an ISM based model to understand the relationships among the service quality dimensions. Practical implications or Original Value: An ISM based model has been developed for healthcare facility for improving customer satisfaction and increasing market share. Although there is lot of research on SERVQUAL model adapted to healthcare sector, no study has been done to understand the interactions among these dimensions. So the major contribution of this research work is the development of contextual relationships among identified variables through a systematic framework. The present research work provides an ISM based model to understand the relationships among the service quality dimensions.