



Notice for the PhD Viva Voce Examination

Ms Sheeba Bhaskar, Registration Number: 1920085, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Wednesday, 19 August 2026 at 10.00 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Impact of Hospital Brand Image and Service Quality on Patient Loyalty Specific to Multispeciality Hospital
Discipline	:	Management
External Examiner - I	:	Dr G John Associate Professor Department of Commerce St. Joseph's College (Autonomous) Tiruchirapalli - 620002 Tamil Nadu
External Examiner - II	:	Dr Sonali Jadhav Professor and Principal AISSMS College of Hotel Management and Catering Technology Shivajinagar, Pune - 411005 Maharashtra
Supervisor	:	Dr Leena N Fukey Professor Department of Hotel Management School of Business and Management CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 04 August 2026

Registrar (Academics)

ABSTRACT

Patient loyalty has increasingly become a strategic priority for multispecialty hospitals functioning in a highly competitive healthcare environment. Retaining patients is not only essential for financial sustainability but also for building long-term relationships and enhancing institutional reputation. Although prior research has established hospital brand image and service quality as key determinants of patient loyalty, these factors have often been examined in isolation. Limited attention has been given to understanding how patient satisfaction and patient trust jointly influence this relationship within a comprehensive framework. The present study seeks to address this gap by examining both the direct effects of hospital brand image and service quality on patient loyalty and the indirect effects mediated through patient satisfaction and patient trust.

This study is theoretically grounded in Expectancy Disconfirmation Theory, Service Quality Theory, and Trust Theory. Expectancy Disconfirmation Theory explains that patient satisfaction is shaped by the comparison between expected and perceived service performance. Service Quality Theory provides a structured approach to evaluating healthcare services based on multiple dimensions of service delivery. Trust Theory highlights the significance of reliability, credibility, and confidence in fostering sustained relationships between patients and healthcare providers. By integrating these theoretical perspectives, the study proposes a comprehensive model to better understand the factors influencing patient loyalty in multispecialty hospital settings.

A quantitative research approach was utilized to examine the proposed conceptual framework. Data were gathered from patients of selected multispecialty hospitals through a structured questionnaire. To ensure the consistency of the measurement scales, reliability was assessed using Cronbach's alpha. The validity of the constructs was confirmed by evaluating both convergent and discriminant validity. In addition, the normality of the dataset was tested using the Kolmogorov–Smirnov test to guide the selection of appropriate statistical methods. The hypothesised relationships among the variables were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is particularly effective for analysing complex models and is suitable when the data do not strictly meet normality assumptions.

The findings of the study reveal that hospital brand image and service quality have a significant impact on patient loyalty. Furthermore, patient satisfaction and patient trust play a crucial mediating role in strengthening these relationships. The results suggest that patients are more likely to remain loyal when their expectations are met or exceeded and when they develop confidence in the healthcare provider. These findings contribute to the existing body of knowledge by extending established theoretical frameworks to the context of multispecialty hospitals and by emphasizing the interconnected roles of satisfaction and trust. From a practical perspective, the study offers valuable implications for hospital administrators and healthcare managers. Improving service quality, maintaining a positive brand image, and fostering trust can enhance patient experiences and encourage long-term engagement. The study underscores the importance of adopting an integrated approach that combines multiple factors influencing patient perceptions and behaviors. In conclusion, strengthening patient loyalty requires a holistic strategy that aligns service delivery, brand positioning, patient satisfaction, and trust-building initiatives, thereby enabling hospitals to achieve sustained competitive advantage.

Keywords: Patient loyalty, hospital brand image, service quality, patient satisfaction, patient trust, multispecialty hospitals, PLS-SEM

Publications:

1. **Bhaskar, S., & Fukey, L. N. (2025).** Hospital brand image to patient loyalty: Assessing the mediating role of patient trust in multispecialty hospitals. *Journal of Applied Bioanalysis*, 11(5s), 182–193. <https://doi.org/10.53555/jab.v11si5.1512>
2. **Bhaskar, S., Fukey, L., Mathew, J., & Nair, S. (2025).** *A mediation-based model for enhancing patient loyalty through service quality, satisfaction, and trust in healthcare settings* (Indian Patent Application No. 202541099143 A). Indian Patent Office.