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Evaluation Assessing Patients' Satisfaction on Orthodontic Service Quality Using Modified SERVQUAL Model at Postgraduate Center, International Islamic University Malaysia

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Abstract

Aim: This research aims to evaluate the difference between what orthodontic patients expect and perceive regarding the quality of dental services at the Postgraduate Centre, Kulliyah of Dentistry, International Islamic University Malaysia. **Methods:** A cross-sectional study was conducted involving 202 orthodontic patients selected through convenience sampling. A modified 20-item SERVQUAL questionnaire was used to measure patients' expectations before treatment and their perceptions after receiving care. Data were collected during the same visit, and analysis was performed using SPSS version 28, applying Wilcoxon's signed-rank test to evaluate differences between expectations and perception scores. P-value<0.05 considered as significant. **Results:** Significant differences were found between patients' expectations and perceptions (P<0.05), except for "waiting time" (Q3), "visually appealing facilities" (Q4), "up-to-date equipment" (Q5), and "toilet cleanliness" (Q20). The highest satisfaction was reported for "neat appearance" (Q6), "politeness" (Q10), "caring attitude" (Q7) and "prompt treatment" (Q15). The smallest satisfaction gaps were observed for "toilet cleanliness" (Q20), "waiting time" (Q3), "up-to-date equipment" (Q5), "visually appealing facilities" (Q4), and "clear explanation of dental issues" (Q12). Overall, patients' perceptions exceeded expectations across all dimensions, with positive gaps.

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