

الجزء الثالث: سعر الخدمة

١	٢	٣	٤	٥	١- تعد أسعار الخدمات التي تقدمها عيادة طب الأسنان التي أعالج فيها منخفضة.
١	٢	٣	٤	٥	٢- تعد أسعار الخدمات في عيادة طب الأسنان التي أعالج فيها منخفضة مقارنة بأسعار باقي عيادات طب الأسنان.
١	٢	٣	٤	٥	٣- تعد أسعار الخدمات عيادة طب الأسنان التي أعالج فيها منخفضة مقارنة بجودتها.

الجزء الرابع (الرضا):

١	٢	٣	٤	٥	١- أشعر برضا شديد عن الخدمات التي تقدمها عيادة طب الأسنان التي أعالج فيها.
١	٢	٣	٤	٥	٢- بشكل عام أنا راض جداً عن الخدمة في عيادة طب الأسنان التي أعالج فيها.

الجزء الخامس: (الصورة الذهنية):

١	٢	٣	٤	٥	١- تتمتع عيادة طب الأسنان التي أعالج فيها بسمعة جيدة.
١	٢	٣	٤	٥	٢- تتمتع عيادات طب الأسنان التي أعالج فيها بمكانة جيدة.
١	٢	٣	٤	٥	٣- تتمتع عيادة طب الأسنان التي أعالج فيها بسمعة جيدة مقارنة بباقي عيادات طب الأسنان في لبنان.

الجزء السادس: الخصائص الديموغرافية

- ١- النوع: أنثى نكر
- ٢- الدخل الشهري ٥٠٠-١٠٠٠ ١٠٠١-١٥٠٠ ١٥٠١-٢٠٠٠ ٢٠٠١-٢٥٠٠
- ٣- التعليم: ابتدائي إعدادي ثانوي جامعي دراسات عليا
- ٤- العمر: ١٥-١٩ ٢٠-٢٤ ٢٥-٢٩ ٣٠-٣٤ ٣٥-٣٩ ٤٠-٤٤ ٤٥-٤٩ أكبر من ٥٠
- ٥- عدد مرات زيارة عيادة طب الأسنان:
- ٦- مكان الإقامة في لبنان/ المحافظة الحي السكني.....
- ٧- نوع الخدمة التي تلقيتها في عيادة طب الأسنان:.....

جزيل الشكر

* ضع من فضلك دائرة حول الرقم الذي يعكس درجة موافقتك على كل عبارة من العبارات الآتية:
ملحوظة: ضع حول الرقم (٥) عندما تكون موافق جداً، والرقم (٤) عندما تكون موافق، والرقم (٣) عندما تكون محايد، والرقم (٢) عندما تكون غير موافق، والرقم (١) عندما تكون غير موافق على الإطلاق. يقصد بالعاملين - جميع العاملين من أطباء الأسنان ومساعديهم وقيمين وموظفين وغيرهم.

الجزء الأول: (الأداء المدرك للخدمة):

١	٢	٣	٤	٥	١- يتم الالتزام بقواعد التطهير والتعقيم في عيادات طب الأسنان.
١	٢	٣	٤	٥	٢- تستخدم القفازات البلاستيك التي تستعمل لمرة واحدة.
١	٢	٣	٤	٥	٣- يتم فحص المريض بدقة وتحديد التشخيص الصحيح.
١	٢	٣	٤	٥	٤- يحصل المرضى على معلومات عن الصحة العامة وكذلك خطة العلاج الخاصة بهم.
١	٢	٣	٤	٥	٥- يتفهم الأطباء حساسية وظيفتهم كأطباء أسنان.
١	٢	٣	٤	٥	٦- يتم استخدام القناع أثناء علاج المرضى.
١	٢	٣	٤	٥	٧- يحصل المريض على معلومات تتعلق بأمراض الأسنان وطرق الوقاية منها والحفاظ على الصحة العامة.
١	٢	٣	٤	٥	٨- يتم إرسال المرضى لطبيب أسنان متخصص أو طبيب صحة عامة في حالة الحاجة لذلك.
١	٢	٣	٤	٥	٩- يتم تخصيص وقت كافي لعمل مناقشات واتصالات مع المريض.
١	٢	٣	٤	٥	١٠- تتوفر المعلومات الحديثة والتعليم المستمر للإجراءات الحديثة من العلاج وطرق استخدام التكنولوجيا المتقدمة في هذا الخصوص.
١	٢	٣	٤	٥	١١- الالتزام بمواعيد علاج المرضى بدقة شديدة.
١	٢	٣	٤	٥	١٢- توافر أحدث المعدات اللازمة لعلاج المرضى.
١	٢	٣	٤	٥	١٣- توافر المواد اللازمة لعلاج المرضى.

الجزء الثاني: (جودة العلاقات):

١	٢	٣	٤	٥	١- تحقق علاقات مع العاملين في عيادة طب الأسنان ما أريده بالضبط.
١	٢	٣	٤	٥	٢- علاقتي جيدة جداً مع العاملين في عيادة طب الأسنان التي أعالج فيها.
١	٢	٣	٤	٥	٣- تتطابق علاقتي مع العاملين في عيادة طب الأسنان التي أعالج فيها أهدافي بشكل تام.
١	٢	٣	٤	٥	٤- تحقق علاقتي مع العاملين في عيادة طب الأسنان التي أعالج فيها أهدافي بشكل تام.
١	٢	٣	٤	٥	٥- بشكل عام تتصف علاقتي مع العاملين في عيادة طب الأسنان التي أعالج فيها بأنها جيدة.

Appendix2

Questionnaire

عزيزي المستقصى منه

نشكركم مسبقاً على تعاونكم معنا في إجراء هذا البحث الذي يستهدف تقييم جودة العلاقات وأداء عيادة طب الأسنان التي تعالج فيها، ومدى رضاكم عنها، والصورة الذهنية لهذه العيادات من وجهة نظركم، ونفيد سيادتكم علماً بأن البيانات المطلوبة ستستخدم فقط لأغراض البحث العلمي.

الباحثة

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180- Sultani Mohamed Ali Wafic DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Shehadeh Slope Tel: 01707412 More Info	181- Tabbara Jihad Afif DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Borj Abi Haydar Tel: 01313961 More Info	182- Tabbara Jihad Anis DENTISTS & DENTAL SURGEONS Beirut, Mazraa, A. G. Arayssi st Tel: 01656757 More Info
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153- Kobeissy Adnan Ali DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Cola ra Tel: 01840159 More Info	154- Koleilat Ahmed Khaled DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Mar Elias st Tel: 01706161 More Info	155- Kotob Abdellatif DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Mar Elias st Tel: 01315770 More Info
156- Kreidelly Ghassan Sleiman DENTISTS & DENTAL SURGEONS Beirut, Mazraa, A. Tibi st Tel: 01318798 More Info	157- Mahmoud Ahmed Mohamed DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Saydnaya st Tel: 01301733 More Info	158- Makkie Ahmed Adnan DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Mar Elias st Tel: 01363601 More Info
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94- Bakri Mohamed Salah DENTISTS & DENTAL SURGEONS Beirut, Mazraa Tel: 01317337 More Info	95- Bassam Hicham Khalil DENTISTS & DENTAL SURGEONS Beirut, Mazraa Tel: 01318307 More Info	96- Batal Moustapha Afif DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Mar Elias st Tel: 01316780 More Info
97- Bchenati Khodr Mohamed DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Mar Elias st Tel: 01375584 More Info	98- Boukhari Abdallah Said DENTISTS & DENTAL SURGEONS Beirut, Mazraa, Mar Elias st Tel: 01703399 More Info	99- Beydoun Hachem Ali DENTISTS & DENTAL SURGEONS Beirut, Mazraa Tel: 01651766 More Info
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55- Khoury Georges Michel DENTISTS & DENTAL SURGEONS Beirut, Hamra, Sidani st Tel: 01743029 More Info	56- Khoury Selim Kamel DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01753535 More Info	57- Lumident DENTISTS & DENTAL SURGEONS Beirut, Hamra, Mme Curie st Tel: 01342333 More Info
58- Lumiray DENTISTS & DENTAL SURGEONS Beirut, Hamra, Mme Curie st Tel: 01342999 More Info	59- Mahfouz Imad Abdel Massih DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01340378	60- Makhlof Eugene DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01344710 More Info
61- Makki Fouad Haidar DENTISTS & DENTAL SURGEONS Beirut, Hamra, Sidani st Tel: 01743342 More Info	62- Megarbane Jean=Marie Antoine DENTISTS & DENTAL SURGEONS Beirut, Hamra, M. Eddeh st Tel: 01736164 More Info	63- Nader Antoine Georges DENTISTS & DENTAL SURGEONS Beirut, Hamra, Makdissi st Tel: 01351195 More Info
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67- Raad Ra'fat Rida DENTISTS & DENTAL SURGEONS Beirut, Hamra, Makdissi st Tel: 01351411 More Info	68- Riachi Nagi Salem DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01342929 More Info	69- Saade Maged Nabih DENTISTS & DENTAL SURGEONS Beirut, Hamra, Makdissi st Tel: 01745042
70- Sadek Khaled Mohamed DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01745920 More Info	71- Safadi Ayman Mohamed Teyssir DENTISTS & DENTAL SURGEONS Beirut, Hamra, Mme Curie st Tel: 01345653 More Info	72- Sahyoun Ibrahim Joseph DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01343434 More Info
73- Saikali May Sami DENTISTS & DENTAL SURGEONS Beirut, Hamra, Bliss st Tel: 01363964 More Info	74- Salamoun Zouheir Aziz DENTISTS & DENTAL SURGEONS Beirut, Hamra, Cairo st Tel: 01345181 More Info	75- Saleh Roukaya Fawal DENTISTS & DENTAL SURGEONS Beirut, Hamra, Commodore st Tel: 01745450 More Info

22- Diamond & Whiter Smile, Ghina Ezzedine Clinic DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01755585 More Info	23- Djanbatian Movses Yervant DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01345669 More Info	24- Doughan Bassel Hassan DENTISTS & DENTAL SURGEONS Beirut, Hamra, Mme Curie st Tel: 01742827 More Info
25- Doughan Zouheir Hussein DENTISTS & DENTAL SURGEONS Beirut, Hamra Tel: 01750510 More Info	26- Ezzeddine Ghina Wafic DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01755585 More Info	27- Farah Fouad DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01341577 More Info
28- Fathallah Imad DENTISTS & DENTAL SURGEONS Beirut, Hamra, Bliss st Tel: 01363445 More Info	29- Fayez Kassem DENTISTS & DENTAL SURGEONS ORTHODONTISTS Beirut, Hamra, Commodore st Tel: 01745450	30- Feytrouni Imad Mounir DENTISTS & DENTAL SURGEONS Beirut, Hamra, Watwat st Tel: 01375252 More Info
31- Ghalayini Walid Ahmed DENTISTS & DENTAL SURGEONS Beirut, Hamra, Bliss st Tel: 01803972 More Info	32- Ghassani Ibrahim Hassan DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st. Tel: 01749239 More Info	33- Habli Jihad Moustapha DENTISTS & DENTAL SURGEONS Beirut, Hamra, Jeanne d'Arc st Tel: 01348938 More Info
34- Hajjar Edouard Yaacoub DENTISTS & DENTAL SURGEONS Beirut, Hamra, Lyon st Tel: 01747006 More Info	35- Hajjar Jacques Edouard DENTISTS & DENTAL SURGEONS Beirut, Hamra, Lyon st Tel: 01747006 More Info	36- Hamdan Taleb Mohamed DENTISTS & DENTAL SURGEONS Beirut, Hamra, Zeydanieh st Tel: 01735983 More Info
37- Harik Randa DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01345155 More Info	38- Houeili Riad Khalil DENTISTS & DENTAL SURGEONS Beirut, Hamra, Joublatt st Tel: 01310682 More Info	39- Hourri Imad Anis DENTISTS & DENTAL SURGEONS Beirut, Hamra Tel: 01736700 More Info
40- Hovnanian Sebouh Vasken DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aal st Tel: 01342453 More Info	41- Hussein Bassem Toufic DENTISTS & DENTAL SURGEONS Beirut, Hamra, Nobel st Tel: 01346486 More Info	42- Ibrahim Dunia Ibrahim DENTISTS & DENTAL SURGEONS Beirut, Hamra, Spears st Tel: 01736062 More Info
43- Itani Adel Osman DENTISTS & DENTAL SURGEONS Beirut, Hamra, Jeanne d'Arc st Tel: 01343704 More Info	44- Itani Imad Sadek DENTISTS & DENTAL SURGEONS Beirut, Hamra Tel: 01342518 More Info	45- Itayem Souheil Kamel DENTISTS & DENTAL SURGEONS Beirut, Hamra, Souraty st Tel: 01343320 More Info
46- Jaber Ramzi Rafic DENTISTS & DENTAL SURGEONS Beirut, Hamra, Lyon st Tel: 01745153 More Info	47- Jannoun Ahmed DENTISTS & DENTAL SURGEONS Beirut, Hamra, Gefinor Tel: 01738329 More Info	48- Kaddouh Hala Youssef DENTISTS & DENTAL SURGEONS Beirut, Hamra, Makdissi st Tel: 01738460 More Info

Appendix1

List of dental clinics in Beirut

1- Smile Dental Clinic DENTISTS & DENTAL SURGEONS Beirut, Hamra, Jeanne d 'Arc st Tel: 01348938 More Info	2- Hajjar Dental Clinic DENTISTS & DENTAL SURGEONS Beirut, Hamra, Lyon st Tel: 01747006 More Info	3- Specialized Dental Clinics DENTISTS & DENTAL SURGEONS Beirut, Hamra Tel: 01344944 More Info
4- L.G.C. Implant & Esthetic Dentistry DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01343434 More Info	5- Abdel Sater Hares Hassan DENTISTS & DENTAL SURGEONS Beirut, Hamra, Lyon st Tel: 01340674 More Info	6- Abou Selman Salah Nassib DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01344612 More Info
7- Aboul Husn Hitaf Ahmed DENTISTS & DENTAL SURGEONS Beirut, Hamra, Makdissi st Tel: 01751300 More Info	8- Achkar Georges Ramez DENTISTS & DENTAL SURGEONS Beirut, Hamra, Sitt Nassab st Tel: 01349281 More Info	9- Aridi Chadi Issam DENTISTS & DENTAL SURGEONS Beirut, Hamra, Ant. Gemayel st Tel: 01347264 More Info
10- Baalbaki Samir Omar DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01345965	11- Bacho Riad Hassan DENTISTS & DENTAL SURGEONS Beirut, Hamra, Amine Beyhum st Tel: 01377373 More Info	12- Badra Mazen Abdel Rahman DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01741876 More Info
13- Bitar Mohamed Marwan DENTISTS & DENTAL SURGEONS Beirut, Hamra, Mme Curie st Tel: 01868534 More Info	14- Bou Karroum Baha' Adel DENTISTS & DENTAL SURGEONS Beirut, Hamra, Bliss st Tel: 01748530 More Info	15- Bristol Smile Center DENTISTS & DENTAL SURGEONS Beirut, Hamra, Mme Curie st Tel: 01345615 More Info
16- Chami Chafic Amine DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01345945 More Info	17- Chatila Mazen Kamal DENTISTS & DENTAL SURGEONS Beirut, Hamra, Hamra st Tel: 01745139 More Info	18- Chehade Dany Abdel Fattah DENTISTS & DENTAL SURGEONS Beirut, Hamra Tel: 01750747 More Info
19- Dada Lina Zaim DENTISTS & DENTAL SURGEONS Beirut, Hamra, Abdel Aziz st Tel: 01344563 More Info	20- Damer Salah Bassam DENTISTS & DENTAL SURGEONS Beirut, Hamra Tel: 01344944 More Info	21- Dana Saadallah Anis DENTISTS & DENTAL SURGEONS Beirut, Hamra, Tannoukhiyine st Tel: 01864592 More Info

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The current study provided an initial attempt to study the determinants of the overall satisfaction, and the image of the dental clinics. This study could form the basis for further studies in this regard, it can carry out a study to measure the determinants of the overall satisfaction, and the image from the patients perspective, and staff in the units of service, and to identify gaps in this regards in order to respond to customer requirements and provide better solutions to their problems. In addition, the study can be made on other services sector and tangible goods, and compare the results with the findings of the current study. Researchers can also examine the relationship between the image of one of the units of service organization and the image of the organization as a whole in order to identify the relative contribution of the subunits in supporting the image of the whole organization. In addition, there is a need to study the consequences of the overall satisfaction and image, such as the loyalty to the service organization and the word of mouth in the traditional context or in the electronic context. This study can also be conducted among business organizations B2B , to see the differences between the determinants of overall customer satisfaction, and the image in the consumer market and business organizations market, for the purpose of achieving overall client satisfaction and improve the image of business organizations, and maintain good relations between them.

results disagreed with the results of the study of Mohmud et al. (2012) regarding the non-price effect on customer satisfaction. The study also indicates a relationship between the overall satisfaction and the image of the service organization, which is in accordance with the results of several previous studies (Jiewanto et al. 2012; Andreassen and Lindestad 1993).

In addition to that, the results indicate that the low price of the service is the most important variable affecting the overall satisfaction, followed by the relationship quality. In contrast, the relationship quality variable is the most important variable affecting the dental clinic's image. This reveals the importance of the relationship quality variable in influencing overall satisfaction and the image of the service organization.

The results in total suggest that the client does not depend on one variable to assess the overall satisfaction with the service, and the formation of an image of the service organization. In contrary, the client seems to rely on the perceived performance of the service, the relationship quality, and low price for the service.

Based on these results, the current study recommends dentists and staff in clinics for the need for continuous measurement and continuous collection of information on these variables in order to satisfy customers and improve the image. Moreover the study recommends dentists to provide a competitive price for the service they provide, leading to increased customer value when the price of the service is compared to its quality, and with the prices of the dentistry service in other clinics.

In addition to improving performance, particularly with respect to the need of patients: 1) to get information about the general health and plan treatment, 2) their need for allocation of sufficient time to make discussions and contacts with them, 3) the necessity of using masks during treatment, and 4) restricting to the time of treatment accurately. Also doctors should understand the sensitivity of their job, that's because multiple regression analysis explained that they are the most important variables in influencing the overall satisfaction.

The study recommends the need for attention to the relationship quality which in fact requires the need for selection of professionals in the dental clinics very carefully. They should be trained well and they should equip with the skills needed to interact with patients affectionately and respectfully, leading to the patient satisfaction and improving in the image of the dental clinics. Many studies confirm on the relationship between the word of mouth and the corporate image, which is the basic tool to promote dental clinics according to the interview the researcher conducted with the owners of these clinics.

Table (11)
Step-wise regression analysis results for
the eighth hypothesis

Variables	Step 1	Step 2
1-Relationship Quality	,٥٣٣	,٣٧٣
T- Value	١٢,٦٢	٦,١٥
P- Value	,٠٠٠	,٠٠٠
2-percieved service performance		,٢٤٩
T- Value		٣,٦٣
P- Value		,٠٠٠
S-Value	,٦٨٨	,٦٩٦
Constant value	٢,١٥٠	١,٨٠٠
Value R ²	٢٥,٢٦	٢٧,٢٩
adjusted R ²	٢٥,١٠	٢٦,٩٨
C-P- Value Mallows	١٤,٢	٣

5. CONCLUSION AND RECOMENDATIONS

The present study aimed to test in the field of dentistry service in the city of Beirut, the relationship between a set of variables namely the perceived service performance, the relationship quality, the low price of the service, and the overall satisfaction as well as the image of the service organization.

The results of the study supported all of the hypotheses and have revealed the impact of the perceived service performance on the overall satisfaction. In this regard, the study agreed with the results of several studies (Yadav and Dobhade 2013; Jiewanto et al. 2010). The results are also consistent with previous studies on the image of the service organization (Aydin and Ozer 2005; Fazio 1989; Ostrowski et al. 1993; Loahasirichaikul et al. 2006; and Hu and Huang 2011).

The results has revealed the positive effect of the relationship quality on the overall satisfaction, as well as the image of the service organization, but its impact is less than its impact on the overall satisfaction, which from that perspective is consistent with (Kim and Cha ,2000).

The results showed a positive impact of low price on the overall customer satisfaction, which is consistent in this regard with the results of several recent studies, (Suhartanto and Noor, 2012; Petkao 2010; Consuegra et al 2007; Rahman and laque 2012). However, the

Seventh hypothesis Test

Step-wise regression analysis results indicate that there are significant differences in the relative importance of the three variables (perceived service performance, low price, and the relationship quality) in influencing the overall satisfaction. The low price of the service has been the first of these variables to enter the regression equation which explains some 75.78% of the variation in the overall satisfaction, followed by the variable relationship quality. In total, these two variables explain in total 97.74%. Accordingly, the seventh hypothesis was supported. Table (10) represents the results of the step-wise regression analysis for the seventh hypothesis test.

Table (10)
Step-wise regression analysis results
For the seventh hypothesis

variables	Step (1)	Step (2)
1-Low price of the service	٠,٧٣١٢	٠,٤٩٥٧
T- Value	٣٨,٤٤	٦٨,٣٧
P- Value	٠,٠٠٠	٠,٠٠٠
2-Relationship Quality		٠,٤٩٧٧
T- Value		٦٢,٨٨
P- Value		٠,٠٠٠
S-Value	٠,٣٤٣	٠,١١٢
Constant value	١,٠٩٤٦٥٩	٠,٠٩٧٦٥
R ²	٧٥,٨٣	٩٧,٤٣
adjusted R ²	٧٥,٧٨	٩٧,٤٢
C-P- Value Mallows	٣٩٤٧,٤	٢,٢

Eighth Hypothesis Test

Step-wise regression analysis indicates that there are significant differences in the relative importance of each of the perceived service performance, and the relationship quality in influencing the dental clinic's image. The relationship quality variable has been the first of these variables that entered the regression equation and it has explained, 25.10%, followed by the low price of the service, with an adjusted R² that increased to 26.98%. These results in total explained 26.98% of the variance in the dental clinic's image. Thus, hypothesis eight was supported. Table (11) shows the results of the step-wise regression.

Table (9)
Step- Wise regression results for the Sixth Hypothesis

variables	Step (1)	Step (2)	Step (3)	Step (4)	Step (5)	Step (6)	Step (7)	Step (8)	Step (9)
Patient getting information about general health and treatment plan. T- value P- value	.291 10.4 .000	.277 9.41 .000	.198 7.41 .000	.177 0.72 .000	.138 4.2 .000	.11 3.24 .000	1.12 2.97 .000	.92 2.12 .009	.80 2.44 .010
Allocating enough time to make discussions and contacts with patient. T- value P- value		.227 8.02 .000	.199 7.7 .000	.182 7.41 .000	.172 0.74 .000	.174 0.77 .001	.147 4.92 .000	.101 0.0 .000	.147 4.88 .000
Using mask during patient's treatment. T- value P- value			.144 4.88 .000	.122 4.12 .000	.91 2.92 .004	.7 2.22 .027	.72 2.0 .047	.01 1.04 .124	.47 1.44 .100
Commitment to the time of treatment. T- value P- value				.90 2.0 .001	.97 2.07 .000	.72 2.72 .009	.78 2.40 .010	.71 2.14 .032	.7 2.14 .032
Dentists recognize the sensitivity of their jobs. T- value P- value					.1 2.24 .001	.17 2.00 .000	.11 2.78 .000	.12 2.70 .000	.17 2.08 .000
Examine the patient accurately and determine the correct diagnosis. T- value P- value						.87 2.98 .004	.87 2.80 .000	.84 2.79 .007	.70 2.6 .009
Sending the patient to specialize doctor in dentistry or general health when it is needed. T- value P- value							.07 1.91 .007	.47 1.40 .122	.44 1.48 .140
The patient getting information on dental diseases and how to prevent them. T- value P- value								.47 1.02 .120	.47 1.02 .122
Using plastic glove during treatment. T- value P- value									.20 1.0 .122
S- Value Constant Value. R ² Adjusted R ²	.077 2.444 22.22 22.09	.028 1.981 41.84 41.09	.010 1.829 44.79 44.22	.009 1.799 47.11 40.70	.004 1.728 47.28 47.11	.000 1.028 48.22 47.70	.498 1.407 48.22 47.94	.498 1.418 48.98 48.9	.497 1.272 49.22 48.22
C-P Value - Mallows.	14.7	7.9		27.0	17.1	1.7	9.1	8.8	8.0

Table (8)
Simple regression analysis results for the
Hypothesis from the first to the Sixth

Hypothesis	Independent variable	Dependent variable	R ²	Adjusted R ²	Analysis of variance				
					Sum of squares	Degrees of freedom	Mean of Squares	F- Value	P- Value
First hypothesis	Relationship quality	Overall satisfaction	0.737	0.736	REG.: 177,272 ERR.: 59,802 Total: 237,074	1 471 472	177,272 0,127	1218,277	0,000
Second hypothesis	Relationship quality	Dental Clinic's Image	0.253	0.251	REG.: 70,711 ERR.: 240,998 Total: 311,709	1 471 472	70,711 0,010	128,707	0,000
Third hypothesis	Perceived service performance	Overall satisfaction	0.457	0.456	REG.: 102,129 ERR.: 122,047 Total: 224,176	1 471 472	102,129 0,217	397,271	0,000
Fourth hypothesis	Perceived service performance	Dental Clinic's Image	0.215	0.223	REG.: 70,711 ERR.: 240,998 Total: 311,709	1 471 472	70,711 0,010	128,707	0,000
Fifth hypothesis	Lower price of service	Overall satisfaction	0.779	0.779	REG.: 170,842 ERR.: 49,824 Total: 220,666	1 471 472	170,842 0,107	1771,970	0,000
Sixth hypothesis	Dental Clinic's Image	Overall satisfaction	0.260	0.259	REG.: 79,000 ERR.: 227,700 Total: 306,700	1 471 472	79,000 0,167	170,744	0,000

4.7 HYPOTHESIS TEST

Simple regression analysis was used to test the null hypotheses, from the first to the sixth hypothesis. The results support the hypotheses of the study and reject all of the null hypotheses. The results show a positive and significant relationship between the relationship quality and the overall satisfaction (Adjusted $R^2 = 0.736$, $p = 0.000$), as well as the relationship quality and the Dental Clinic's image (Adjusted $R^2 = 0.251$, $p = 0.000$), also the perceived service performance and the overall satisfaction (Adjusted $R^2 = 0.456$, $p = 0.000$).

Moreover the results of multiple regression analysis indicate different relative importance of the elements of the perceived service performance in explaining the overall satisfaction. The results show a positive and significant relationship between the perceived service performance and the dental clinic's image (Adjusted $R^2 = 0.213$, $p = 0.000$), as well as between low price of service and the overall satisfaction (Adjusted $R^2 = 0.779$, $p = 0.000$), as well as between the dental clinic's image and the overall satisfaction (Adjusted $R^2 = 0.259$, $P = 0.000$). Table (8) shows the results of the simple regression analysis for the first six hypotheses, also Table (9) shows the results of multiple regression analysis for the relative importance of the elements of perceived service performance in influencing the overall satisfaction.

Table (6)

The correlation matrix

Variables	Perceived service performance	Relationship Quality	Low Price of service	Overall satisfaction	Dental Clinic's Image
Perceived service performance	1 0.000	** .726 0.000	** .473 0.000	** .776 0.000	** 0.463 0.000
Relationships Quality	** .726 0.000	1 0.000	** .517 0.000	** .808 0.000	** .503 0.000
Low price of service	** 0.473 0.000	** .517 0.000	1 0.000	** .883 0.000	** .400 0.000
Overall satisfaction	** .776 0.000	** .808 0.000	** .883 0.000	1 0.000	** .519 0.000
The Image of the dental Clinics	** .473 0.000	** .503 0.000	** .400 0.000	** .519 0.000	1 0.000

Note: ** signals symbolize to a correlation with statistical significance at the 1% level of significance

The above results therefore confirm that the research instrument encompassed satisfactory reliability and validity test.

4.6 DESCRIPTIVE STATISTICS

Descriptive statistics were calculated for the purpose of providing a statistical description of the study variables. Table (7) shows the descriptive statistics for the variables of the study.

**Table (7)
Descriptive statistics**

Variables	Number patients	Minimum	Maximum	Average	Standard deviation
Perceived service performance	473	1.0	0	3.9849	1.77021
relationship Quality	473	1.80	0	4.237	1.72898
Low price of service	473	1.77	0	3.8971	1.82870
Overall satisfaction	473	1.90	0	3.9704	1.79147
Dental Clinic's Image	473	1	0	4.2939	1.80479

First: The value of Kaiser-Meyer-Olkin (KMO), which reflects the appropriateness of the scale. The minimum acceptable range according to this parameter is between 0.50 and 0.60.

Second: Bartlett of Sphericity, which must achieve a certain level of significance, where the P-value are less than or equal to 0.05 (Nunnly, 1995).

In the current study, the KMO values ranged between 0.500, 0.910, while the Bartlett of Pherecity test produced P-values of less than 0.05. The Cronbach-alpha was used to also measure the converged validity. Table (5) provides the synthesis results of the validity and reliability tests of the study variables.

Table (5)
The synthesis results of the validity and reliability test

variables	KMO test	Test of Bartlett	No. of elements	Coefficient Alpha
The perceived service performance	0,910	$X^2 = 2591.744$ $P = 0,000$	13	0.900
Relationship quality	0,767	$X^2 = 871,442$ $P = 0,000$	5	0.821
Low price for the service	0,709	$X^2 = 3340,472$ $P = 0,000$	3	0.724
Overall satisfaction	0,500	$X^2 = 201,011$ $P = 0,000$	2	0.740
Dental Clinic's Image	0,740	$X^2 = 449,290$ $P = 0,000$	3	0.778

4.5.2.2.3 Nomological validity

The Nomological validity refers to the ability of the scales used in the study to show a positive and statistically significant relationship between the study variables. This is achieved through the analysis and the study of the correlation matrix between the variables, which showed a positive relationship and a statistically significant evidence between the independent variables on one hand (relationship quality, perceived service performance, and low price for the service), and the overall satisfaction with the service and the dental clinic's image on the other. As evidenced by the correlation matrix, there is no problem of multicollinearity between the independent variables and the correlation coefficient between them doesn't exceed 0.8, which refers to the possibility of using multiple regression analysis to test the hypotheses. Table (6) represents the correlation matrix between the variables of the study.

Table (4)
Types of dental service

Types of dental service	Frequency	Percentage
• Filling	45	9.5
• Extraction	35	7.4
• Caries removal	36	7.6
• Scaling	60	12.7
• Crown	28	5.9
• Fixed partial denture	35	7.4
• Orthodontics treatment	50	10.6
• Root canal treatment	25	5.3
• Temporary filling	23	4.9
• Implant	28	5.9
• Bleaching	45	9.6
• Periodontal surgery	22	4.7
• Diagnosis	20	4.2
• Removable denture	19	4.3

4.5.2 VALIDITY AND RELIABILITY TEST

4.5.2.1 Reliability Test

Measuring reliability is the first and foremost way to assess the quality of any scale (Churchil, 1991). It measures the degree that the measurements used are free of error (Zikmund, 2000: 200). Coefficient alpha is used to measure the reliability of the variables. According to Nunnly (1995), the minimum level for this coefficient ranges between 50% and 60%. During the initial testing of the measurements used in this study, the alpha coefficients used to measure the consistency in the current study ranged between, 0.724 and 0.900 which are well above the minimum level acceptable.

4.5.2.2 Validity Test

4.5.2.2.1 Content Validity

The content validity is measured by sending the questionnaire to a group of dentists and their assistants, as well as to some members of the Faculty of Dentistry at Beirut Arab University, and based on the notes made by this group some elements are added to the questionnaire, other elements are dropped, and the formulation of some others is modified.

4.5.2.2.2 Construct Validity:

Construct validity, specifically convergent and discriminate, was assessed using factor analysis, principles components and varimax with Kaiser Normalization Rotation Method, which is considered one of the most effective methods used to run a factor analysis (Allam, 2000: 713-714). This analysis is based on two measures, namely:

Table (2)
Sample profile (Residency)

Respondent profile	Items	Frequency	Percentage
Residency	• Verdun	44	9.3
	• Hamra	94	19.9
	• Bir Hassan	19	4.
	• Ain-Al marysah	47	9.9
	• Rawcha	45	9.5
	• Al zarif	24	5.9
	• Tarek Jdeda	98	20.8
	• Salem Slam	53	11
	• Beirut Suburbus	10	2.12
	• Barber	8	1.7
	• Barbour	8	1.7
	• Achrafiah	2	0.4
	• Subra	12	2.5
	• Ramlet Bayda	1	0.2
	• Sanayee	3	0.6
	• Hadith	1	0.2
	• Ras Beirut	1	0.2
• Manarah	1	0.2	
Total		471	

Table (3)
Sample profile (Number of visits)

Respondent profile	Items	Frequency	Percentage
Number of visits	1	22	4.7
	2	22	4.7
	3	19	4
	4	47	9.8
	5	45	9.5
	6	24	5.1
	7	48	10.1
	8	50	10.5
	9	23	4.8
	10	30	6.3
	11	96	23.8
	12	8	1.7
	13	3	0.006
	14	5	1.1
	15	7	1.5
	16	1	0.002
	17	1	0.002
	18	1	0.002
	20	12	2.4
	21	1	0.002
30	3	0.006	
Total		469	
Missing system		2	

Table (1)
Sample Profile

Respondent Profile	Item	Frequency	Percentage
Gender	• Male	230	48.8
	• Female	241	51.2
Total		471	
Monthly Income (\$)	• 500-1000	94	19.9
	• 1001-1500	232	49.3
	• 1501-2000	105	22.3
	• 2001-2500	40	8.5
Total		471	
Education	• Elementary	70	14.9
	• Intermediate	89	18.7
	• Secondary	120	25.6
	• Bachelor	153	32.5
	• Post Graduate	39	8.3
Total		471	
Age	• 15-19	53	11.4
	• 20-24	99	20.3
	• 25-29	83	17.6
	• 30-34	115	24.6
	• 35-39	39	8.4
	• 40-44	29	6.3
	• 45-49	28	5.9
	• More than 50	25	5.4
Total		471	

- *The second null hypothesis:* Relationship quality does not affect the dental Clinic's Image.
- *The third null hypothesis:* The Perceived service performance does not affect dental clinic's image.
- *The fourth null hypothesis:* The perceived service performance does not affect the overall satisfaction.
- *The fifth null hypothesis:* The low price of the service does not affect the overall satisfaction.
- *The sixth null hypothesis:* The dental clinic's image does not affect the overall satisfaction.
- *The seventh null hypothesis:* There are no significant differences related to the influence of the perceived service performance, the relationship quality and low price of service on the overall satisfaction.
- *The eighth null hypothesis:* There are no significant differences related to the influence of the perceived service performance and relationship quality on the dental Clinic's Image.

4.5 Data Analysis

4.5.1 Sample Profile

Table (1) shows the sample profile of this study, the respondents are formed of 48.8% males and 51.2% females aging "between" 15 to 50 and above year old.

40% of them held a Bachelor or/ and post graduate degree/s; while the other 49.2% had an education level of either elementary, intermediate or secondary. The respondents have a personal monthly income ranging between 1000\$ and 1500 dollars. As shown in table 2, the respondents are living in 18 different districts in Beirut Hence, this sample is representative of the community of Beirut. Table (3) shows that 90.6% of the respondents paid from 3 to 30 visits to the clinics ,and table (4) shows that the respondents receive different types of services, which helped in measuring the overall satisfaction and image, knowing that the formation of these two constructs require a long period of time.

The second part of the questionnaire includes five elements that measure the relationship quality, all of which have been drawn from the study proposed by Ali (2011). The third part deals with the measure of the low price for the service, using three elements proposed by the researcher and these elements are one to three of the third part of the questionnaire. Part four deals with the measurement of the overall satisfaction of the service using two elements proposed by Alireza et al. (2011), while part five deals with the image of the service organization, which has been measured using three elements proposed by Alireza et al. (2011). These elements are one to three in part five of the questionnaire.

All elements have been modified to suit the nature of the current study. All variables were also measured using a Likert scale consisting of five points where number (5) represents the “completely agree” and number (1) is the “not agree at all”.

The sixth and last part of the questionnaire has been allocated to measure the demographic variables which included gender, age, income, education level, place of residence in Lebanon, the type of service, and the number of times it required to get the service. All in all, 500 questionnaires were distributed on ten clinics. The researcher got back 473 filled forms which is equivalent to 94.46%. The survey includes clients in different residential neighborhoods in Beirut, of various levels of education, income, age, gender, number of times to visit clinics, and the type of service they receive. The questionnaire is shown in the Appendix.

4.3 STATISTICAL ANALYSIS TECHNIQUES

The statistical program SPSS version 18 and the statistical program MINITAB were both used to work on the following statistical methods:

- 1- Alpha coefficient to measure the reliability.
- 2- Descriptive statistics
- 3- The correlation matrix between the variables of the study.
- 4- Factor analysis
- 5- Simple regression analysis.
- 6- Multiple regression analysis, stepwise method.

4.4 THE NULL HYPOTHESIS: to test the hypotheses of the study they have been converted to the following null hypotheses.

- *The first null hypothesis:* Relationship quality does not affect the overall *satisfaction*.

4. RESEARCH METHODOLOGY

4.1 SAMPLING

The population for the current study represents all patients visiting dental clinics in the city of Beirut during the period from 01/09/2013 to 31/12/2013, the sampling units were the dental clinics, while the sampling frame was a list of the total dental clinics in Beirut, their addresses and phone numbers, It consists of 192 clinics; Available at: www.Ogero.gov.lb. Appendix 1 shows the list of dental clinics in Beirut, the researcher selected 10% of them randomly. After the researcher has negotiated with the selected 19 clinics, only 10 of them accepted the request of collecting data from their patients, to end up finally with a sample of 500 individuals. This size is considered to be appropriate, under the assumptions that the size of the community is more than 100,000 individuals, and for the level of confidence of 95%, the value of standard normal variable is 1.96, the standard deviation is 30%, and the standard error is to be not more than 3%.

Accordingly the equation is as follows:

$$n = (S \cdot Z)^2 / e^2 = (1.960 \times 0.3)^2 / 0.03^2 = 384 \text{ subjects.}$$

Where:

n= number of subjects (sample size)

s= the value of standard normal variable.

z= standard deviation.

e= standard error (Tull & Wakins, 1993)

The sample type was a systematic traffic random sample because since there was no available sampling frame, since one questionnaire requires 6 minutes to be filled, the researcher select customer one, then number eight from customers arriving to the clinic.

4.2 INSTRUMENT

Data was collected through a questionnaire delivered to patients by making a personal interview in dental clinics where the study was conducted. The questionnaire was developed based on several previous studies, in addition to the personal interviews conducted by the researcher with staff of the dental clinics (dentists and their assistants).

The questionnaire is divided to six main parts. The first part deals with the perceived service performance, which has been designed to cover the eight elements of the proposal (Karydise et al, 2001), in addition to the five elements proposed by the researcher relating to the availability of equipment, tools and materials needed for the treatment of patients. These five elements are 1, 10, 11, 12, and 13 in the first part of the questionnaire.

Based on what is previously mentioned, it can be expected a relationship between the dental clinics image and the overall satisfaction about the service, as well as differences in the relative importance of each of the perceived performance of the service, low price, and the relationship quality in influencing the overall satisfaction and the image, and then hypothesis sixth, seventh and eighth can be formulated as follows:

Sixth hypothesis: The dental clinic's image has positive and significant effect on the overall satisfaction

Seventh hypothesis: There are significant differences related to the influence of Perceived service performance, low price of service, relationship Quality on the overall satisfaction

Eighth hypothesis: There are significant differences related to the influence of perceived service performance and relationship quality on the dental clinic's Image.

3. RESEARCH FRAMWORK

Based on the above analysis of previous studies, figure (1) is elaborated to represent the Research framework.

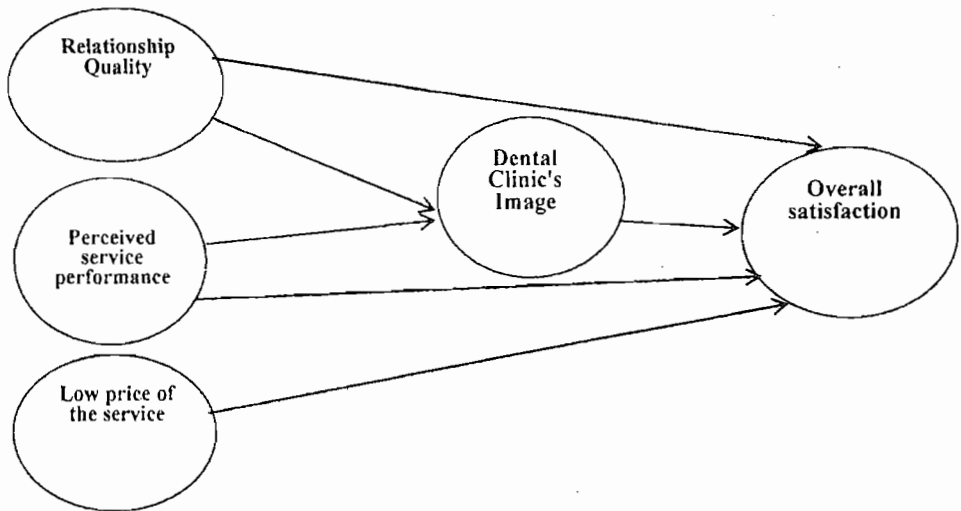


Figure 1: The theoretical framework of the relationship between the variables of the study

evaluation of products, services, benefits, trends, credibility of the organization, the relationships with employees and the organization culture (Keller, 1993).

Many of the researchers confirm on the importance of the image in influencing the overall evaluation of any organization (Sarsted et al, 2013; Gomesson and Gronroos, 1988; Bitner, 1990). This is because image has a strong impact on consumer perception and mind when the name of the organization is mentioned (Bravo et al, 2009). This is even more important for organizations working in the service sector, because the consumer in the moment of truth can see the physical components and services provided by the organization. As a result, the relationship with clients will eventually formulate the image of the organization (Gronroos, 1984). The theory of attitude confirms that customers' evaluation of the service affects the image of the organization, and the overall attitude towards the service (Fazio, 1989).

In addition to the above, many of the studies have also pointed out positively to the effect of the image on customer satisfaction (Jiewanto et al, 2012; Andreassen and Lindestad, 1993), as well as on the reputation of the organization, customer satisfaction, and the loyalty to the organization (Abd-El-Salam et al, 2013).

2.4.2 Overall satisfaction

Oliver (2010) defines customer satisfaction as the level of pleasure associated with the consumption experience of the product. He distinguishes between two levels of satisfaction: the transaction specific-satisfaction which is associated by a specific transaction, and the cumulative satisfaction which refers to the cumulative assessment for the experience of obtaining the service, since getting the service till the time of measuring satisfaction (Yadav and Dobhade, 2013). In contrast, some researchers prefer to measure the overall satisfaction (Mittal et al, 1999; Spreng et al. 1996).

The current study has been relying on the above concepts of satisfaction to suit the nature of the service under consideration, which requires from the patient repeated visits to the dental clinic, allowing the measurement of cumulative satisfaction about the service.

There are several studies that addressed the relationship between the customer satisfaction, the perceived service performance, and the corporate image. These studies revealed the existence of a relationship between the quality of service, value and customer satisfaction, which in turn affects the loyalty to the service organization (Chenet et al, 1999; Cronin et al, 2000). The successive relations between quality, value and satisfaction are supported by several studies, including (Chenet et al, 1999; Cronin et al, 2000).

Fourth Hypothesis: Perceived service performance has a positive and significant effect on the overall service satisfaction.

2.3 SERVICE PRICE

Price defines as the amount of money paid by the consumer in exchange for a good or service (Kolter and Armstrong, 2010: 290). In the area of services, the differences in the services offered by competing organizations of service are few, so any difference in the price, even when it is little is expected to have significant effect on the demand for the service (Lovelock and Writz, 2007). Results of several studies agree on the impact of price and quality of service on the customer's satisfaction (Suhartanto and Noor 2012), and that the price is congruent to the quality in influencing customer satisfaction (Petkao, 2010). Moreover, it is well established that the quality mediates the relationship between price and satisfaction (Rahman et al, 2012), and that the price affects the customer's satisfaction, his/her loyalty and customer value (Consuegra et al, 2007).

Recent studies show no effect for the price on the customer satisfaction in the sector of air transport service, where quality emanates from some of the major determinants of satisfaction (Mohmud et al, 2013). These studies agree with the study of Coa et al. (2004) in the field of retail. Moreover, a recent study in Turkey shows no relationship between the free products and services and the choice of the banks. In contrast, the study shows that the religious motives were the most important factor in the choice of banks (Okumus and Genc, 2013). Based on the above it can be expected to have a positive relationship between the low price of service and the overall satisfaction, and then formulate the fifth hypothesis as follow:

Fifth hypothesis: The low price for service has a positive and significant effect on the overall satisfaction.

2.4 CORPORATE IMAGE AND THE OVERALL SATISFACTION

2.4.1 Corporate image:

The corporate image defines as the general impression that remains in the memory of the client as a result of the accumulation of feelings, ideas, trends and experiences with the organization, which are stored in the memory of the client and turned to be positive or negative meanings, when the name of the organization mention or when the client remember it (Dowling, 1988; Bravo et al, 2009).

Some researchers agree that the concept of corporate image is not fixed. The organization may carry different images depending on the customer experiences with the organization and the communication with it (Nguyen and Leblance, 2000). In addition, image includes the feelings of workers, the point of view of customers, shareholders, the media and the general public (Hatch et al, 2013). The assessment of the corporate image includes an

2.1 RELATIONSHIP QUALITY

The relationship quality refers to the customer's perception of the strength of the relationship with the service organization, which confirms the expectations, forecasts, objectives, desires and affects the personal dimensions of the relationship, such as respect and Rapport (Ndubisi, 2007). The roots of this concept goes back to the field of relationship marketing where the most important causes of relationship marketing is to improve the relationship quality (Crosby et al, 1991), leading to customer loyalty (Meng et al, 2011).

Some studies indicate that the concept includes satisfaction, trust and commitment and is related to the behavior of the customer and the service provider (Athanasopoulou, 2009; Ali, 2011). Moreover, the relationship quality affects the service satisfaction (Kim and Cha, 2000), and confirms that customer satisfaction affects the image of service organization, and that customer's trust and commitment are two essential components of the relationship quality (Feng et al, 2013).

Accordingly, it is expected that there is a direct relationship between the relationship quality and the dental clinic's image and customer satisfaction. Based on that, the first and second hypotheses are formulated as follows:

First Hypothesis: Relationship Quality has a positive and significant effect on the overall satisfaction.

Second Hypothesis: Relationship Quality has a positive and significant effect on the Dental Clinic's Image.

2.2 THE PERCEIVED SERVICE PERFORMANCE

The perceived service performance is defined according to the client's assessment of the various activities of the service, regardless of their satisfaction on the service as a whole (Tse and Wilton, 1988). The evaluation of the service affects the customer's value of the service. In addition, the customer's memories of the service build upon his image of the service which by the matter of fact affects his/her satisfaction (Yadav and Dobhade, 2013). This is because the image is the outcome of the experiences of the client in getting a service or product (Aydin and Ozer, 2005; Ostrowski et al, 1993; Fazio, 1989). The image is also the outcome of the customer satisfaction and loyalty to the organization providing the service (Loahasirichikul et al, 2006). It has more effect on satisfaction than its impact on the image of the organization providing the service (Hu and Huang, 2011; Ishaq, 2012).

The study conducted by (Jiewanto et al, 2011) has revealed the impact of quality of service on the image, customer satisfaction and the word of mouth. According to what was mentioned previously, it is expected to have a positive relationship between the perceived service performance, the overall satisfaction, and the image of the service organization, and then formulate third and fourth hypotheses as follows:

Third Hypothesis: Perceived service performance has a positive and significant effect on the dental clinic's image.

1.3 RESEARCH IMPORTANCE

1.3.1 Scientific importance:

1.3.1.1 This study is one of the first to address the issues of image and overall satisfaction in the context of dental clinics in the Lebanese Republic. Therefore it adds to the academic knowledge in this area which is relatively new in the field of marketing, as confirmed by several studies (Akroush et al, 2011; Sadek et al 2011).

1.3.1.2 This study is one of the first to examine the effect of low price of service on the overall satisfaction of the service (Akroush et al. 2011; Sadek et al., 2011).

1.3.2 Practical importance:

The result of the study is expected to benefit the dentists and staff in similar service organizations to know how to improve the image of the service organization, and that is by knowing its determinants and their relative importance in this regard. According to what the results of the study reveal, many studies assure the relationship between the image and the word of mouth, and that is what the dental clinics depends essentially on for promoting their services. In addition to that, the current study is expected to determine the relative importance of each of the determinants of customer satisfaction which are the low price of the service, the perceived service performance of the service, and the relationship quality. The current study provides a diagnostic tool for customer satisfaction, and how to achieve it which is expected to directly affect the image of the service organization. Moreover it provides a diagnostic tool for the perceived service performance, and identifies the most important elements to be focused on in order to increase the overall satisfaction.

1.4 LIMITATION OF THE STUDY

The study was conducted under the following boundaries:

1.4.1 The study is limited to dental clinics in Beirut and did not extend to the rest of the cities of the Lebanese Republic.

1.4.2 The study is conducted on the dentistry service and did not include other types of services or tangible goods. However, despite that, the dental clinics service is a right choice since it provides the right analytical ground that commensurate with the variables that are subject to study, which are the overall after over a long period of time of access to the dentistry clinics service as a result of patients repeated visits, allowing the measurement of overall satisfaction and image.

1.4.3 The study does not address the consequences of the overall satisfaction and the image, such as the loyalty to the service organization and the word of mouth.

1.4.4 The process of data collection was limited to the period between 01/09/2013 until 31/12/2013.

2. ANALYSIS OF PREVIOUS STUDIES AND HYPOTHESES

The literature review will address previous studies that cover the variables of interest of the current study as follows:

framework of this research, our discussion with the doctors in dental clinics did not show any use for marketing strategies. Instead, dentists depend on the image of their clinics and the word of mouth. Dentists, who are interested in having positive word of mouth about their clinics, must subsequently improve the image of their clinics and try to achieve customer satisfaction. By the matter of fact, this requires improving the performance of the service and paying greater attention to the relationship quality with patients, as well as offering a competitive price for the service, current study addresses this issue.

In sequence the remaining part of the research addresses the research problem, a review of the objectives of the study, its importance and its limitations, followed by an analysis of previous studies in the same research framework (relationship quality, perceived service performance, the price of the service, the image, and the overall customer satisfaction). Based on these previous studies, the hypotheses are formulated and a theoretical framework bringing the above variables together is elaborated, followed by a description of the pilot study. Finally there will be an analysis of the data collected which will involve testing the hypotheses and discussing the results. Finally, the theoretical and managerial implications as well as the directions for future research will be addressed.

1-1 RESEARCH PROBLEM:

Considering the above discussion, the current study is designed to examine the influence of relationship quality, Perceived Service Performance, and low price of service on Overall Satisfaction and dental clinics' image in Beirut.

1.2 RESEARCH OBJECTIVE:

The present study aims to:

- 1- Measure the overall satisfaction and the image of the dental clinics.
- 2- Determine the effect of the relationship quality, the perceived service performance and the price for the service on the overall satisfaction, and then the impact of the Perceived service performance and the relationship quality on the dental clinic's image, as well as the relative importance of these variables in this regard.
- 3- Determine the relative importance of the elements of the perceived service performance on the interpretation of the overall satisfaction reported.
- 4- Determine the relationship between overall satisfaction and image of the dental clinics.

The Influence of Relationship Quality, Perceived Service Performance, and Service Price on Overall Satisfaction and Image: An Empirical study

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ABSTRACT

This study aims to investigate the influence of (1) Relationship quality, perceived service performance, and service price, on overall satisfaction. (2) Relationship quality and perceived service performance, on dental clinics' image. (3) Overall satisfaction on Dental clinics' image. Based on a dataset collected from 471 patients in Beirut, the results of regression analysis reveal, as hypothesized, that there is a positive relationship with regards to (1), (2) and (3). Moreover, the results indicate that the service price exhibits the most influence on the overall satisfaction of patients, while the relationship Quality has the most influence on the dental clinics' image. The study concludes with recommendations for dentists and direction for future researches context.

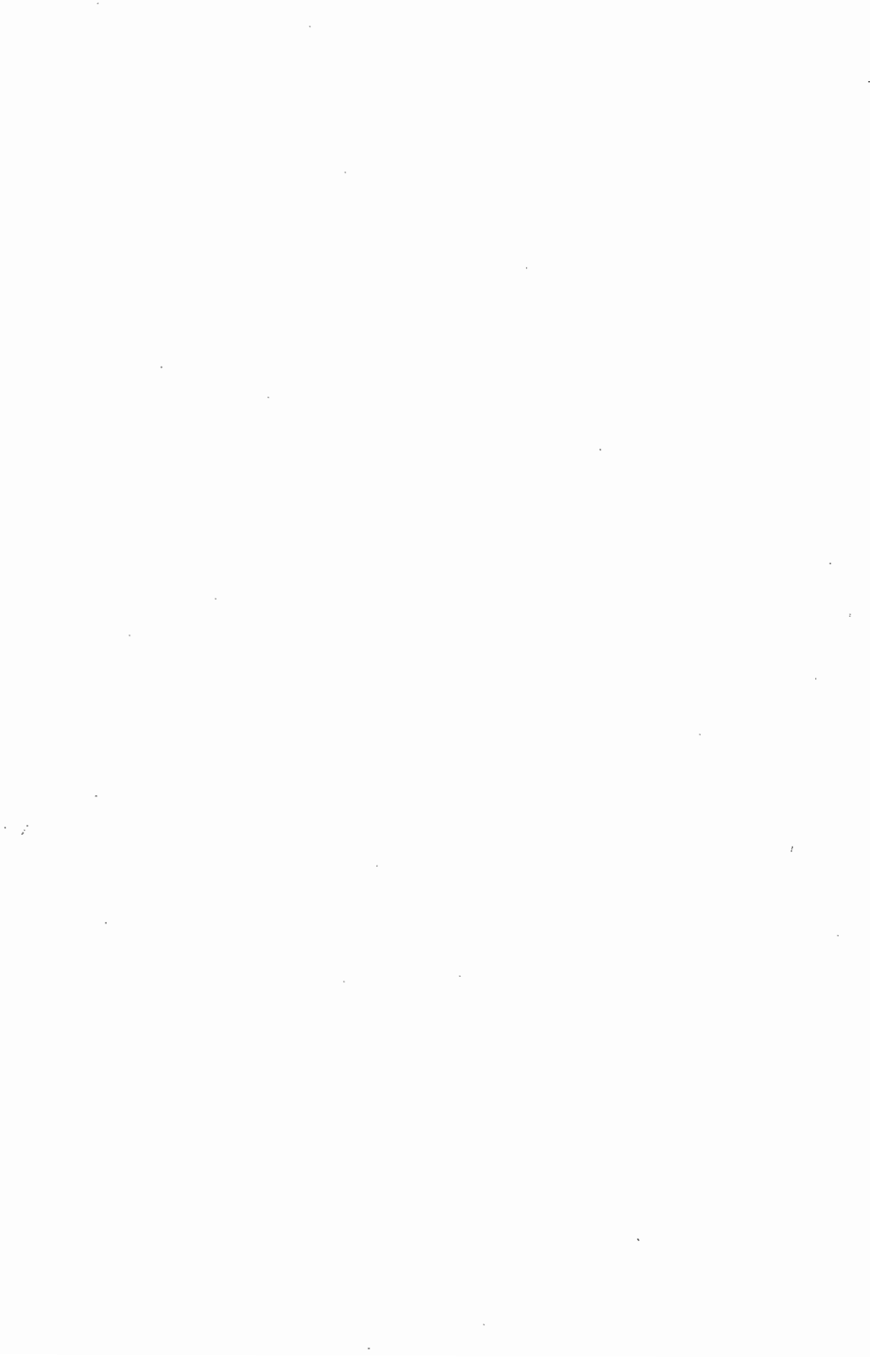
Key words: *Relationship Quality; Perceived Service Performance; Service Price; overall Satisfaction; Dental Clinics' Image; Beirut*

1. INTRODUCTION

The intense competition in the service sector leads organizations to look for new ways to differentiate their services compared to competitors. At the same time, the property of service inseparability leads to a need to achieve good quality in the interactive relationships between the customer and the service organization. This interaction, known as a moment of truth, and upon which the client is aware of the organization's performance, its relationship quality, and its physical characteristics, this interaction determines the image of the service organization. As a result, this image plays an important role in the overall assessment of any organization (Gronroos, 1984).

As the corporate image is the result of all the experiences of dealing with a service organization, this image influenced by the perceived service performance (Aydin and Ozer, 2005) and the relationship quality with customers (Kim and Cha, 2002), directly affect the customer satisfaction (Jiewanto et al, 2012; Yadav and Dobhade, 2013). In addition to that, the price of the service plays an important role in the degree of competition in that specific field of services, which also affects the customer satisfaction (Suhartanto and Noor, 2012).

The customer satisfaction and the corporate image influence the word of Mouth (Jiewanto et al., 2012). They are both the basis upon which depend the marketing of most service organizations including the dentistry service in the Lebanese Republic. In the



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