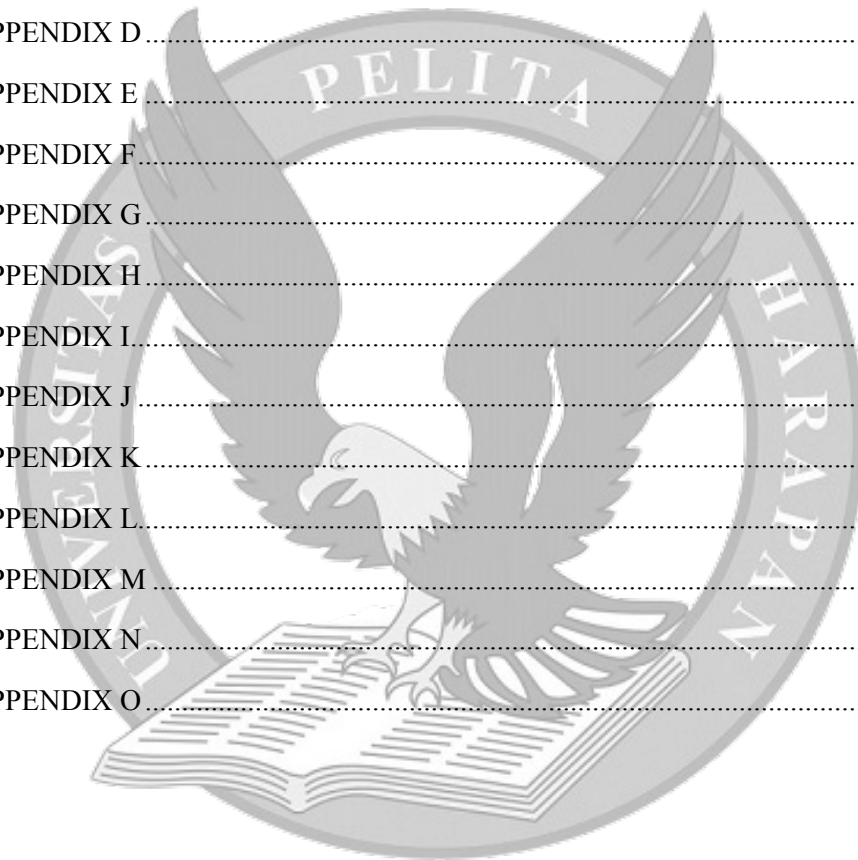


TABLE OF CONTENTS

ORIGINALITY STATEMENT OF THE THESIS	ii
THESIS SUPERVISOR’S APPROVAL.....	iii
THESIS EXAMINATION COMMITTEE	iv
ABSTRACT.....	vii
PREFACE	viii
TABLE OF CONTENTS	x
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
CHAPTER I INTRODUCTION.....	1
1.1 Background	1
1.2 Research Problem	3
1.2.1 Research Questions	5
1.3 Research Purposes.....	5
1.4 Research Implication and Contribution	5
1.4.1 Practical Implication	5
1.4.2 Academic Contribution	6
CHAPTER 2 LITERATURE REVIEW.....	7
2.1 Patient-Centred Care	7
2.1.1 Overview	7
2.1.2 Patient-Centred Care in Dentistry	9
2.2 Patient Satisfaction in Dental Services	11
2.2.1 Overview	11
2.2.2 Antecedents	12
2.2.3 Importance	13
2.2.4 Theoretical Models	15
2.3 Private and Public Dental Care	17
2.3.1 Overview	17
CHAPTER 3 RESEARCH METHODOLOGY.....	20

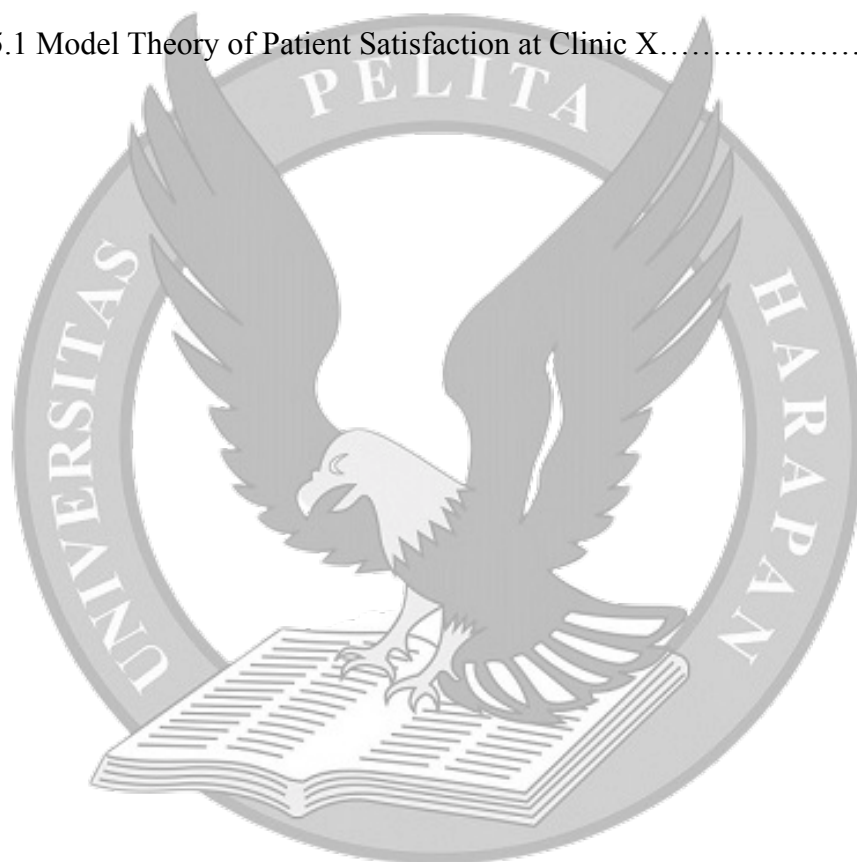
3.1 Research Paradigm.....	20
3.2 Research Strategy.....	21
3.3 Research Design.....	22
3.3.1 Getting Started	23
3.3.2 Selecting Case and Informants.....	23
3.3.3 Crafting Instruments and Protocols.....	24
3.3.4 Entering the Field.....	27
3.3.5 Data Analysis	28
3.3.6 Construct Propositions	28
3.3.7 Enfoldng Literature.....	28
3.3.8 Conclusion, Implication, and Further Research Recommendations	29
3.4 Sample Informants	29
3.5 Data Collection Methods	31
3.5.1 Semi-Structured Interviews.....	31
3.5.2 Direct and Indirect Observation.....	31
3.5.3 Field Notes	32
3.5.4 Data Analysis	33
CHAPTER 4 RESULT AND DISCUSSION.....	35
4.1 Definition of Themes	35
4.1.1 Word-of-Mouth Influence (Variable 1 (V1)).....	35
4.1.2 Competence & Communication Behavior of Dentist (Variable 2 (V2)).....	35
4.1.3 Staff Expertise & Interpersonal Communication (Variable 3 (V3))	36
4.1.4 Clean, Well-Equipped, Easily Accessible Clinic (Variable 4 (V4)).....	36
4.1.5 Service Efficiency (Variable 5 (V5)).....	37
4.1.6 Perceived Value for Money (Variable 6 (V6))	37
4.2 Propositions.....	38
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS.....	50
5.1 Conclusion	50
5.2 Implications.....	51
5.2.1 Managerial Implications	51

5.2.2 Academic Implications.....	51
5.3 Limitations	51
5.4 Recommendations.....	52
REFERENCES.....	54
APPENDIX	66
APPENDIX A	67
APPENDIX B	69
APPENDIX C	71
APPENDIX D.....	73
APPENDIX E	74
APPENDIX F.....	75
APPENDIX G	79
APPENDIX H.....	82
APPENDIX I.....	87
APPENDIX J	90
APPENDIX K.....	93
APPENDIX L.....	96
APPENDIX M	99
APPENDIX N.....	102
APPENDIX O	104



LIST OF FIGURES

Fig 1.2 Geographic Distribution of Dental Clinics in the Vicinity of Clinic X, Illustrating Local Market Competition.....	4
Fig 2.1.1 Picker's Eight Principles of Patient-Centred Care.....	7
Fig 2.3.1 A theoretical framework.....	18
Fig 3.3 Research Design Adopted based on Eisenhardt (Eisenhardt, 1989).....	21
Fig 5.1 Model Theory of Patient Satisfaction at Clinic X.....	48



LIST OF TABLES

Tabel 3.4.1 Sample Informants Table (Patients).....	29
Tabel 3.4.2 Sample Informants Table (Clinic Staff).....	29

