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Evaluation and  
Measurement

DEVELOPMENT AND ANALYSIS OF A SERVICE BEHAVIOR INSTRUMENT  
FOR USE IN THE HEALTHCARE SETTING (200 pp.)

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The purpose of this study was to develop and evaluate the psychometric properties of an instrument that assesses the service behaviors of employees at a large hospital in the Midwest. There has been an increasing focus on the service quality in healthcare settings as legislation for reform is drawing attention to quality and value for healthcare consumers (Kennedy, Caselli, & Berry, 2011). Hospitals and other healthcare settings are increasingly concerned about patient experience and perceptions of service quality in the competitive healthcare marketplace (Scotti, Harmon, & Beson, 2007). Hospitals are continually seeking to provide services that differentiate them from others and enhance the patient experience.

The pilot testing phase consisted of 165 participants who were new-hire employees that completed the instrument as part of their initial hospital orientation to gather information on their perceptions of service behavior delivery. Following information provided throughout the pilot testing phase, the instrument was revised and administered to 452 hospital employees over a three month span. Data collected during both pilot testing and the full study phase were used to guide changes and assess the psychometric properties of the instrument.