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**EFFECTS OF PERCEIVED SERVICE QUALITY CORPORATE
REPUTATION: A COMPARATIVE RESEARCH AT HOSPITALS IN
KONYA**

Abstract:

As the competition between the organizations increases, the organizations are no longer able to create differentiation in product and service that they are trying to find new ways to create difference. Abstract values become more important than material sources, in this context intangible values are much more important than anything, and the most important of these are 'Corporate Reputation' and 'Service Quality'.

In particular, corporate reputation is important to be addressed in health service sector. As the main point in this service is human health, how the customers perceive reputation and service quality becomes important. The frequency and content demanded from health sector is affected by the management and staff quality of organization, whether the service is reliable or not, the effectiveness of the communication in the environment and social responsibility consciousness towards society.

In the light of this information, our aim is to determine whether there is a difference between the effects of corporate reputation in perceived service quality at hospitals and the perceived service quality by the customers through comparing public and private hospitals.

Keywords:

corporate reputation, service quality, perceived service quality.

JEL Classification: M00, I11, D41