

**ASSESSING CUSTOMER EXPERIENCES IN A MEDICAL SERVICE +**

Sang Shik Lee, Kyungshung University, Pusan, South Korea

[dx.doi.org/10.18374/JIMS-13-3.10](https://doi.org/10.18374/JIMS-13-3.10)

**ABSTRACT**

This study is primarily to develop the measurement of customer experience which could apply to any service industries. The importance of customer experience has been rapidly and dramatically increased in both service and manufacturing companies. As a starting point to develop an instrument measuring the customer experience, this study developed the multi-item questionnaire for a medical service and empirically tested the validity of the questionnaire. The survey was conducted to 127 patients who are currently experiencing the medical service. Consequently, the instrument which could measure three types of experience clues in a medical service was proposed.

Keywords: *Customer Experience, Medical Service, Assessment of Clues*