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**A STUDY OF CUSTOMER SATISFACTION AND LOYALTY IN  
MEDICALTOURISM**

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**ABSTRACT**

There has been a lot of study on the correlation between satisfied customers and long-term success in business. Repeated studies have shown that one satisfied customer may influence up to five more potential buyers. Conversely, unhappy customers are much more likely to tell at least 10 others about their bad experience with the product or service. Customers who have had their expectations exceeded by a business are more likely to be satisfied with that business. The importance of making purchases pleasant for clients has been stressed by several academics and experts. Multiple studies have shown the positive effect that satisfied customers have on a company's bottom line. Customer satisfaction has been linked to both brand loyalty and retention in several research. Today, businesses of all sizes understand the need of providing and measuring service quality to ensure the satisfaction of their clientele. Whether or whether a customer's expectations are fulfilled or surpassed is determined by the customer's prior experience with similar products or services. Researchers and academics have generally agreed that the transaction itself is what defines consumer pleasure. When consumers' first reactions to a purchase are paired with their feelings about having their hopes dashed, a picture of their current mental state emerges. In this sense, "customer satisfaction" refers to the positive or negative emotions one has as a result of contrasting the actual performance (or outcome) of a product with one's expectations.