Web Appendix B. Maternity service quality measurement instrument

Topics	Dimensions	Theoretical Constructs
Capacity Related	Care capacity	Tangible
Concerns	Patient room availability	Physical aspects (Brahmbhatt et al., 2011)
	Space in wards	Infrastructure (Padma et al., 2009, 2010)
	Patient privacy	Responsiveness (Anbori et al., 2010)
	Hospital ward capacity	responsiveness (rimbori et al., 2010)
	Comfort on the ward	
	Staff availability	
	Midwives' capacity	
	Doctors' English language capability	
	Language comprehension for foreign	
	patients)	
Insufficient Amenities	Parking situation	Tangible
msurreient Amemics	Conditions of the toilets	Tangible (S. Andaleeb, 2008) Physical
	Conditions of the tonets Conditions of hospital infrastructure	aspects (Brahmbhatt et al., 2011)
	=	aspects (Brannonatt et al., 2011)
Night time Core	Appropriate washing and bathroom facilities Noise level in wards	Tangible
Night-time Care Conditions	Patient care at night	Tangible Physical aspects (Brahmbhatt et al., 2011)
Collultions		Responsiveness (Abuosi & Atinga, 2013;
	Wards staffing	
	Partner presence to assist new mothers	Ahmadi, 2017; Lam & Woo, 1997; Lin et al., 2004)
		Empathy/Access (Adams et al., 2009) NIGHT TIME CARE CONDITIONS
T 1 XX7 1 A	72 42 4 44	(author's construct)
Labour Ward Access	Facility accessibility	Tangible
		Physical aspects (Brahmbhatt et al., 2011)
		Tangibles (Lin et al., 2004)
Staff Attitude	Nurse availability	Empathy 2017 B
	Nurse capacity	Empathy (Processes) (D. H. Lee, 2017; D.
	Staff attitude	Lee & Kim, 2017)
	Doctor empathy	Communication with nurses (Webster et al.,
	Consultant approach towards patients	2011)
	Patient privacy	
TO CLU CAY 1. 1	Staff patience	
Deficit of Hospital	Availability of hospital resources	Tangible (A. J. 1910)
Resources	Hospital staffing	Responsiveness (Anbori et al., 2010)
		Tangibles (Abuosi & Atinga, 2013)
Appointment	Appointment ticketing system	Process
Management System	Accuracy of appointment times	Convenient and Fair Process (Otalora et al.,
	Patient informed about appointments	2018)
	Appointment waiting times	Process of healthcare Administrative
	Length of appointment	procedures (Siddiq et al., 2016)
		Process (Brahmbhatt et al., 2011)
Quality of Food	Standard of hospital food	Tangible
	Nutrition levels of breakfast offered	Food and beverage (Aborumman &
	Portion size	Aborumman, 2011)
		Tangibles (Ahmadi, 2017) Physical aspects
		(Brahmbhatt et al., 2011)
Management of	Flexibility of visiting times	Process
Visiting Times	Visits limitations	Process (Brahmbhatt et al., 2011)
	Enforcement of visiting times	Process of healthcare administrative
	Noise levels during ward visiting times	procedures (Siddiq et al., 2016)

Topics	Dimensions	Theoretical Constructs
Insensitive Care Conditions	Sleep hygiene on wards Mothers access to milk during the nights Access to neonatal ward Sensitivity around ward co-location of those pregnant and those experiencing miscarriages	Empathy Empathy (Abuosi & Atinga, 2013; Lam, 1997; Lin et al., 2004)
Doctors' Pre-visit Preparation	Doctors' preparedness Doctors' communication with care team Communication and agreement on visit timings	Process of clinical care (Padma et al., 2009, 2010)
Labour Postnatal Support and Delayed Appointments	Frequency of delays or cancellation Timeliness	Process Service Reliability (Otalora et al., 2018) Responsiveness (Büyüközkan et al., 2011) Process (Büyüközkan et al., 2011) Process of healthcare administrative procedures (Siddiq et al., 2016)
Care Under Exceptional Circumstances	Medical staff understand of patients' specific needs	Empathy Empathy (Abuosi & Atinga, 2013) Physician—Patient Relationship (Otalora et al., 2018)
Access to Pain Relief	Pain management Options for pain relief Early-stage access to pain relief Staff responsiveness to pain Epidural pain relief	Pain management (Webster et al., 2011)
Discharge Issues	Discharge timing Information clarity from staff on discharge	Process Process (Brahmbhatt et al., 2011) Process of healthcare administrative procedures (Siddiq et al., 2016)
Need for Increased Breastfeeding Support	System supports for breastfeeding Breastfeed expectations Breastfeeding support	Competency Professionalism/Skill/Competence (Ramsaran-Fowdar, 2005)
Information Support and Individualised Options	Early discussion on birth method Information provision on all delivery options Consultant attitude of consultant towards birth decisions Provision of clear information from staff Respect of patients' personal choices Access to required scans at appointments Active listening to women	Empathy Empathy (Abuosi & Atinga, 2013; Al- Damen, 2017; Anbori et al., 2010; Lam, 1997; Lin et al., 2004; Ramsaran-Fowdar, 2005) Personalization (Isa et al., 2014; Karami et al., 2016; Raajpoot, 2004) Reliability (Brahmbhatt et al., 2011) Responsiveness (Ahmadi, 2017)
Holistic Care Experience	Primary and technical quality Treatment process and its outcome Reliability Understanding of illness Comprehensive care satisfaction Midwives experience Midwives attitude Up-to-date dietary advice Operational devices	Process Credibility (Pakdil & Harwood, 2005; Parasuraman et al., 1990; Zeithaml et al., 1990) (Zeithaml et al. 1990) Process of clinical care (Padma et al., 2009, 2010)
Insufficient Care Checks (Pre and Postnatal)	Conduct necessary tests Conduct process checks Midwives post-delivery care	Process Process of clinical care (Padma et al., 2009, 2010) Process (Brahmbhatt et al., 2011)

Topics	Dimensions	Theoretical Constructs
•	Explanation of birth process and feeding	
	progress	
	Delivery of medical information by	
	midwives rather than doctors	
	Post delivery mental health checks	
	Provision of mental health supports (related	
	to postnatal depression and coping	
	mechanisms) at antenatal stage by public	
	health nurse and GP after the birth	
	Postnatal patient check-up	
	Personally tailored care	
	Inclusion of the woman in addition to focus	
	on the child	
	Prenatal scans	
	Access to necessary scans	
T CC - C - C	Patient privacy	D. I. J. T.
Ineffective Post Care	Post c-section care	Reliability Service Polichility (Otelone et al. 2018)
	Mother and child contact post c-section	Service Reliability (Otalora et al., 2018) Empathy (Ramsaran-Fowdar, 2005)
	Monitoring of baby post birth	Empany (Kamsaran-rowdar, 2005)
	Access to necessary scans Patient privacy	
	Postnatal care management	
	Maternity baby app for maternity timeline	
	information and supports	
	Appropriate postnatal check	
	Communication in initial post-natal days	
Detection and	Public health nurse capability to treat post op	Reliability
Treatment of Infections	wound infection	Reliability (Adams et al., 2009; Ramsaran-
	Appropriate treatment of patients after	Fowdar, 2005)
	detection of infection	, ,
Care Consistency	Consistency of advice	Reliability
•	Detailed explanations by staff	Reliability (Lin et al., 2004)
	Alignment between GP and midwives advice	Empathy (Ramsaran-Fowdar, 2005)
	Aligned best practice advice given by	CARE CONSISTENCY (author's construct)
	midwives on breastfeeding	
	Consistent care by different staff	
	Consistent care across labour stage	
	Availability of space in delivery suite	
	Appropriate move into labour ward	
	Appropriate space in labour ward	
Rushed Care	Midwives' patience during birth	Reliability
	Appointment care and time	Reliability (Lin et al., 2004; Peprah &
	Doctors' opinions towards induction process	Atarah, 2014) Empathy (Ramsaran-Fowdar,
	Availability of information on occurrences	2005)
	during induction process	
L. C. C. C.	Presentation of induction as an option	Decree (Constitution)
Integrated GP Care	Patient note sharing between hospital and GP	Process (Coordination)
Services	Care continuity	CO-ORDINATED CARE (author's
Inoffactiva	Communication of programmy shances	construct)
Ineffective Communication	Communication of pregnancy changes	Communication
Communication	Information availability regarding	Communication (S. Andaleeb, 2008; S. S. Andaleeb, 2000, 2001; Pakdil & Harwood,
	Information availability regarding occurrences in theatre following delivery	2005; Zeithaml et al., 1990) Empathy
	Access to information on physical changes	(Büyüközkan et al., 2011)
	post pregnancy	(Duyukuzhan Ci an, 2011)
	post pregnancy	

Topics	Dimensions	Theoretical Constructs
	Active listening by doctors	Communication / interpersonal relationship
	Addressing patient questions or concerns	(Peprah & Atarah, 2014)
	Adequate communication with consultant	
	Full responses to questions about how a	
	procedure went	
	Respectful consideration of patient questions	
	Communication between midwives and the	
	patient during labour	
	Staff communication prior to labour	
Partner Participation	Partner participation	EMOTIONAL/MORAL SUPPORT
•	Partner access to mother and child	(author's construct)

References

- Aborumman, S. A. K., & Aborumman, A. ad H. (2011). Healthcare Service Quality: Comparing Public and Private Hospitals in Jordan. *International Business Management*, *5*, 247–254.
- Abuosi, A. A., & Atinga, R. A. (2013). Service quality in healthcare institutions: establishing the gaps for policy action. *International Journal of Health Care Quality Assurance*, 26(5), 481–492. https://doi.org/10.1108/IJHCQA-12-2011-0077
- Adams, J. L. T. R., Iii, J. L. T., & Adams, S. R. (2009). *Incorporating patients' assessments of satisfaction and quality: an integrative model of patients' evaluations of their care*. 11(4), 272–286.
- Ahmadi, R. (2017). Analysis of Healthcare Services Quality Using Servqual Fuzzy Method. *International Journal of Economics & Management Sciences*, 06(06). https://doi.org/10.4172/2162-6359.1000485
- Al-Damen, R. (2017). Health Care Service Quality and Its Impact on Patient Satisfaction "Case of Al-Bashir Hospital." *International Journal of Business and Management*, 12(9), 136. https://doi.org/10.5539/ijbm.v12n9p136
- Anbori, A., Ghani, S. N., Yadav, H., Daher, A. M., & Su, T. T. (2010). Patient satisfaction and loyalty to the private hospitals in Sana'a, Yemen. *International Journal for Quality in Health Care*, 22(4), 310–315. https://doi.org/10.1093/intqhc/mzq029
- Andaleeb, S. (2008). Caring for children: A model of healthcare service quality in Bangladesh. *International Journal for Quality in Health Care*, 20(5), 339–345. https://doi.org/10.1093/intqhc/mzn024
- Andaleeb, S. S. (2000). Public and private hospitals in Bangladesh: service quality and predictors of hospital choice. *Health Policy and Planning*, *15*(1), 95–102. https://doi.org/10.1093/heapol/15.1.95
- Andaleeb, S. S. (2001). Service quality perceptions and patient satisfaction: A study of hospitals in a developing country. *Social Science and Medicine*, *52*(9), 1359–1370. https://doi.org/10.1016/S0277-9536(00)00235-5
- Brahmbhatt, D. M., Baser, D. N., & Joshi, P. N. (2011). Adapting the Servqual Scale to Hospital Services: an Empirical Investigation of Patients' Perceptions of Service Quality. *INternational Journal of Multidisciplinary Research*, 1(8), 27–42.
- Büyüközkan, G., Çifçi, G., & Güleryüz, S. (2011). Strategic analysis of healthcare service quality using fuzzy AHP methodology. *Expert Systems with Applications*, *38*(8), 9407–9424. https://doi.org/10.1016/j.eswa.2011.01.103
- Isa, A., Saud, M., & Ismail, M. (2014). Achieving Service Quality Satisfaction: An Eastern Perspective. *Conference on International, October 2015*. https://www.researchgate.net/profile/Mara_Ridhuan/publication/296674969_Human_rights _disclosure_before_and_after_the_global_financial_crisis/links/56d7d19608aee1aa5f75d02 5.pdf#page=442
- Karami, M., Maleki, M. M., & Dubinsky, A. J. (2016). Cultural values and consumers' expectations and perceptions of service encounter quality. *International Journal of Pharmaceutical and Healthcare Marketing*, 10(1), 2–26. https://doi.org/10.1108/IJPHM-09-2014-0051
- Lam, S. S. K. (1997). SERVQUAL: A tool for measuring patients' opinions of hospital service quality in Hong Kong. *Total Quality Management*, 8(4), 145–152. https://doi.org/10.1080/0954412979587
- Lam, S. S. K., & Woo, K. S. (1997). Measuring service quality: a test-retest reliability

- investigation of SERVQUAL. Market Research Society. Journal of the Market Research Society, 39(2), 381–396.
- Lee, D. H. (2017). HEALTHQUAL: a multi-item scale for assessing healthcare service quality. *Service Business*, 11(3), 491–516. https://doi.org/10.1007/s11628-016-0317-2
- Lee, D., & Kim, K. K. (2017). Assessing healthcare service quality: a comparative study of patient treatment types. *International Journal of Quality Innovation*, *3*(1), 0–15. https://doi.org/10.1186/s40887-016-0010-5
- Lin, H. C., Xirasagar, S., & Laditka, J. N. (2004). Patient perceptions of service quality in group versus solo practice clinics. *International Journal for Quality in Health Care*, *16*(6), 437–445. https://doi.org/10.1093/intqhc/mzh072
- Otalora, M. L., Rosenbaum, M. S., & Orejula, A. R. (2018). Understanding health care service quality in developing Latin America. *Health Marketing Quarterly*, *35*(3), 167–185. https://doi.org/10.1080/07359683.2018.1514733
- Padma, P., Rajendran, C., & Lokachari, P. S. (2010). Service quality and its impact on customer satisfaction in Indian hospitals: Perspectives of patients and their attendants. *Benchmarking*, *17*(6), 807–841. https://doi.org/10.1108/14635771011089746
- Padma, P., Rajendran, C., & Sai, L. P. (2009). A conceptual framework of service quality in healthcare: Perspectives of Indian patients and their attendants. *Benchmarking: An International Journal*, 16(2), 157–191. https://doi.org/10.1108/14635770910948213
- Pakdil, F., & Harwood, T. N. (2005). Patient satisfaction in a preoperative assessment clinic: An analysis using SERVQUAL dimensions. *Total Quality Management and Business Excellence*, *16*(1), 15–30. https://doi.org/10.1080/1478336042000255622
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1990). Guidelines for conducting Service quality research. *Marketing Research*, 2(4), 34–44.
- Peprah, A. A., & Atarah, B. A. (2014). Assessing Patient's Satisfaction using SERVQUAL Model: A Case of Sunyani Regional Hospital, Ghana. *International Journal of Business and Social Research*, 4(2), 133–143. https://doi.org/10.18533/ijbsr.v4i2.404
- Raajpoot, N. (2004). Reconceptualizing Service Encounter Quality in a Non-Western Context. *Journal of Service Research*, 7(2), 181–201.
- Ramsaran-Fowdar, R. R. (2005). Identifying health care quality attributes. *Journal of Health and Human Services Administration*, 27(4), 428–443.
- Siddiq, A., Baloch, Q. B., & Takrim, K. (2016). Quality of healthcare services in public and private hospitals of Peshawar, Pakistan: a comparative study using servqual. *City University Research Journal*, 06(02), 242–255.
- Webster, T. R., Mantopoulos, J., Jackson, E., Cole-Lewis, H., Kidane, L., Kebede, S., Abebe, Y., Lawson, R., & Bradley, E. H. (2011). A brief questionnaire for assessing patient healthcare experiences in low-income settings. *International Journal for Quality in Health Care*, 23(3), 258–268. https://doi.org/10.1093/intqhc/mzr019
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering quality service: balancing customer perceptions and expectations*. New York: London: Free Press.