

Appendix A Final measurement items

Interaction [63]

Sincerity with medical staff	I have a sincere communication with the doctor at the hospital. I have a sincere communication with the nurse at the hospital. I have a sincere communication with the auxiliary medical staff in the hospital.
Effort for the relationship with medical staff	I spent a lot of effort to increase the intimacy with the doctor at the hospital. I spent a lot of effort to increase the intimacy with the nurse at the hospital. I spent a lot of effort to increase the intimacy with the auxiliary medical staff at the hospital.
Other patients	I seek advice from people who have experienced similar things to me. I make an effort to benefit from the experiences of other people with the same disease. I share my experiences to help other people with the same disease.

Value co-creation activities [63]

Coproduce	I choose among different treatment options. I make some recommendations to my doctor regarding some aspects of the treatment process.
Basic compliance	I do everything my doctor tells me to do regarding my treatment in the hospital. We cooperate with my doctor throughout the treatment process. I follow my treatment regimen strictly.
Colearn	I share information about my health condition with my doctor at the hospital. I ask my doctor questions when discussing my health condition. I share with my doctor what happened after my previous treatment in detail.
Collate	I do considerable research about my health condition. I research the most up-to-date treatment methods for my disease. I collect information about my disease from all sources I can access.
Diet & exercise	I pay attention to my nutrition. I eat healthy. I make sure to eat foods that are good for me. I make sure to stay in shape.
Change	I adjust my daily activities according to my health condition. I change the intensity of my daily activities to live my life better. I make changes in my life to improve my health.

Distract	<p>I focus on my hobbies to avoid thinking about my health.</p> <p>I keep myself busy so that I don't think about my health.</p>
Well-being [63] Psychological	<p>I am depressed.</p> <p>I am nervous.</p> <p>I feel sad.</p> <p>When I think about the future I am constantly terrified.</p>
Existential	<p>I have made progress in achieving my goals in life.</p> <p>My life has been rewarding so far.</p> <p>I have control over my life.</p> <p>To me every day seems to be a gift.</p>
Support/social	<p>I think there is sensitivity towards my needs in this world.</p> <p>The world is sensitive to my needs.</p> <p>I feel supported.</p>
Service quality [161] Servperf	<p>Hospital has up-to-date equipment.</p> <p>Hospital's physical facilities are visually appealing.</p> <p>Hospital's employees appear neat.</p> <p>Hospital provides its services at the time it promises to do so.</p> <p>Hospital staff are sympathetic when patients have problems.</p> <p>Hospital staff are reassuring when patients have problems.</p> <p>Hospital's employees tell patients exactly when services will be performed.</p> <p>Patients receive prompt service from hospital's employees.</p> <p>Hospital's employees are always willing to help patients.</p> <p>Patients feel safe in their interactions with hospital's employees.</p> <p>Hospital's employees are knowledgeable.</p> <p>Hospital's employees are polite.</p> <p>Employees get adequate support from hospital to do their jobs well.</p> <p>Hospital's employees give patients personal attention.</p> <p>Hospital has patients' best interests at heart.</p>
Perceived value [162] Price	<p>The fee I pay is appropriate for the service I receive.</p> <p>The price of the service I received is reasonable.</p>
Professionalism	<p>Doctors at the hospital are experts in their work.</p> <p>Doctors at the hospital have the most up-to-date information about their field.</p> <p>Doctors at the hospital are good at their jobs.</p> <p>Doctors at the hospital give valuable advice.</p> <p>Doctors at the hospital are knowledgeable about the service packages the hospital offers.</p>
Installations	<p>Privacy was given importance in the interior design of the hospital.</p> <p>The interior of the hospital is well organized.</p> <p>The hospital building is spacious.</p>

The hospital building is modern.
The hospital building is clean.

Satisfaction [126]

I have positive feelings about the hospital I went to.
I feel good because I went to my usual hospital for treatment.
In general, I am satisfied with my hospital.
In general, I am satisfied with the service provided by the hospital.
I feel satisfied that the results of my treatment are the best that can be achieved.
It is satisfying to know that I am getting the best possible outcome from my treatment.

Behavioral intention [30]

If I were to start my treatment over again, I would choose the same hospital.
I would definitely recommend the hospital I went to to other patients.
I intend to continue my treatment at the hospital I go to.
