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Dataset On Customer Experience And Satisfaction
In Healthcare Sector Of Nigeria

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Data Article

DATASET ON CUSTOMER EXPERIENCE AND SATISFACTION IN HEALTHCARE SECTOR OF NIGERIA

Abstract

The central aim of the study was to show a dataset that empirically examines the connection between customer experience (CE) and customer satisfaction (CS). Few or no research have investigated how customer experience can be used to improve customer satisfaction in the healthcare sector of Nigeria. The study therefore adopted a survey research and the data were generated via a structured questionnaire. A total of 365 copies of the questionnaire were retrieved from the customers of the selected four private hospitals in Lagos State. The questionnaire administered were analysed using SPSS (version 22). Using the descriptive and the Categorical Regression CATREG analysis, the data explained how customer experience have a significant relationship with customer satisfaction. The data gathered is provided openly so as to facilitate further analysis

Keyword: Customer, experience, customer satisfaction, healthcare, Nigeria.

Specification Table

Subject area	Marketing
More Specific Subject Area:	Healthcare Marketing
Type of Data	Primary data, Tables
How Data was Acquired	Field Survey
Data format	Raw data and analyzed
Experimental Factors	Survey sample comprised customers in the selected private hospitals in Lagos State, Nigeria.
Experimental features	The respondents surveyed responded to the research instrument on the influence of customer experience on customer satisfaction
Data source location	Lagos State, Nigeria
Data Accessibility	Data are contained within this study.

Value of Data

- Comprehensive customer experience data presented will stimulate support based research in the growing field of customer experience in developing nations.
- The dataset provided in this data article describes customer experience and customer satisfaction in healthcare service delivery, which could be an eye-opener for other researchers to extend the statistical study.

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