

«The association between service experience in vaccination centers and the willingness to participate in future vaccination campaigns: results from a survey among users of a Swiss mass vaccination center for COVID-19 vaccinations».

Background: During the COVID-19 pandemic, vaccination centers were established to achieve widespread immunization of the public within a short time. Compared to vaccinations in primary care settings such as physicians and pharmacies these centers offered an efficient mass vaccination service. This may, however, have come at the cost of customer experience. This study analyzes factors related to the special characteristics of service experiences in COVID-19 vaccinations centers and their impact on revaccination intentions.

Methods: Analysis is based on data from an online survey among clients of a vaccination center in Switzerland, receiving a second dose of COVID-19 vaccines between 16 May and 30 September 2021 (n = 3'192). Using a structural equation model, the impact of perceived competence, informed consent, safety beliefs, privacy perceptions, and warmth on service experience and revaccination intention was analyzed.

Results: Perceived competence (path coefficient [p.c.] 0.199 95% confidence interval [CI] 1.123 – 0.288), safety beliefs (p.c. 0.124, 95% CI 0.070 – 0.178), privacy perceptions (p.c. 0.226, 95% CI 0.162 – 0.299), and warmth (p.c. 0.286, 95% CI 0.180 – 0.381) have a direct positive effect on service experience which in turn has a positive effect on revaccination intentions (p.c. 0.313, 95% CI 0.246 – 0.380). The quality of the informed consent discussion (p.c. 0.071, 95% CI -0.001 – 0.145) between vaccinating health professional and customer had no effect on service experience. The effect size (f^2) of warmth (f^2 0.089, 95% CI 0.180 – 0.381), and privacy perceptions (f^2 0.060, 95% CI 0.162 – 0.299) on service experience was higher than that for perceived competence (f^2 0.041, 95% CI 0.123 – 0.288) and safety beliefs (f^2 0.020, 95% CI 0.07 – 0.178).

Conclusions: Vaccination centers have a large capacity to vaccinate many people in a short period of time and thus contribute significantly to the immunization levels of the population during a pandemic. The results of the study show that the intention to be revaccinated is partly determined by the service experience in vaccination centers. When planning vaccination centers operations, attention should be paid not only to efficiency, but also to providing a comfortable and service-friendly environment for clients.