The Impact of Customer Perceived Value on Customer Satisfaction Mediated by Social and Emotion Values Associated with Aasandha Insurance Service in Maldives

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Abstract: This study examines the impact of customer perceived value on customer satisfaction mediated by social and emotional perceived value associated with Aasandha insurance provided by the government to all the Maldivians. A questionnaire was distributed on a Likert scale among the insurance users who were recruited from hospitals, pharmacies and clinics from three (3) regions of Maldives. A sample of 106 participants were selected using stratified convenient sampling techniques. Data was analysed using SPSS and AMOS. 22.0. The finding indicated that functional perceived value has significantly positive impact on social, emotional perceived values and customer satisfaction. Also, it was found that social and emotional values have significantly positive mediating impact on the relationship between functional perceived value and customer satisfaction. This study did not find any significant impact of economic, social and emotional perceived value on customer satisfaction. Therefore, it is concluded that enhancing functional values such as reliability, quality and trust will improve customer satisfaction and foster public trust. This study is unique as this could be the pioneering study on Asandha insurance scheme offered in Maldives. This study contributes to establish the key determinants of public or customer satisfaction of Asandha insurance scheme. Future studies should include a fair number of publics who often deal with Asandha corporation regarding the insurance scheme.

Keywords: customer perceived value, Asandha insurance scheme, satisfaction.

RESEARCH BACKGROUND

A key idea in marketing and service management is customer perceived value (CPV), which is the trade-off between the advantages and disadvantages that customers experience when utilizing a service or product (Zeithaml, 2020). Within the insurance industry, customer satisfaction, loyalty, and behavior are significantly impacted by CPV (Kotler & Keller, 2012). Because insurance services are frequently intangible, consumers base their opinions of their worth on a variety of variables, including the level of service, the price, and the accessibility of the services. Their overall impression of the service provider and their level of satisfaction are directly impacted by these impressions (Gallarza & Saura, 2017).

A government-initiated healthcare program called Aasandha Insurance Service aims to offer free medical coverage to all Maldivians. Notwithstanding the significance of the service, issues with customer satisfaction and its reputation still exist, since some recipients believe it to be inadequate or ineffective (Shareef, 2020). Gaining insight into how CPV influences customer satisfaction and an organization's reputation can help to improve the Aasandha service.

The Maldives' government-sponsored health insurance program, Aasandha, has several difficulties in providing for the medical needs of its customers. One of the most mentioned issues is the long wait for medical consultations and procedures. Both basic care services and specialist appointments are frequently delayed for patients; some cite wait times of weeks or even months. Patients have become frustrated as a result, especially when urgent care is required. Further delays in getting the right care may result from persistent problems with coordination between nearby clinics and hospitals.

Furthermore, accessing expert healthcare treatments is another major problem, particularly for illnesses that may not be offered at nearby facilities and need for specialized care. Many users' express difficulty obtaining authorizations or referrals for specialized treatments, which contributes to the system's perceived inefficiencies. Although Aasandha was intended to offer universal access to healthcare, some contend that its efficacy in providing prompt and thorough care is hampered by administrative obstacles and insufficient infrastructure.

PROBLEM STATEMENT

The very low degree of customer satisfaction is one of the main issues that Aasandha Insurance Service in the Maldives is facing. Long wait times, challenges getting access to specialist healthcare treatments, and perceived inefficiencies in service delivery are all common complaints made by users (Ibrahim & Ahmed, 2022). Customer Perceived Value (CPV), the measure of the value that customers place on the services they get, is

strongly related to customer satisfaction (Sweeney & Soutar, 2021). Although it is widely known that CPV affects satisfaction, Aasandha has not yet been properly investigated in relation to the components of perceived value, such as functional, emotional, and financial concerns. The organization's capacity to raise customer happiness and improve service delivery is constrained by its ignorance of how these factors impact it.

Firstly, long wait times are a key challenge that faces in Aasandha company in Maldives. However, it causes annoyance and discontent because customers frequently equate a service's effectiveness and responsiveness with its total worth. This unfavorable encounter lowers the perceived worth of Aasandha's products, which could erode client loyalty and confidence. Additionally, the company's reputation in a cutthroat industry may be impacted if customers share their experiences, harming the company's image. Long wait times must be addressed by Aasandha by putting policies in place that expedite service delivery and enhance the general customer experience to increase satisfaction and uphold a favorable organizational image (Hameed & Hassan, 2023).

Secondly, accessing specialized healthcare services is one of the Maldives' biggest problems, which poses major obstacles for patients looking for prompt and efficient medical care. Many locals find it challenging to get to medical facilities that provide specialized services because of the islands' geographic separation. In addition to causing delays in diagnosis and treatment, this makes medical issues worse that may have been treated more successfully with easier access to care. This problem is made worse by a shortage of experts and cutting-edge medical facilities, which forces patients to fly abroad for critical treatments—often at considerable price and hardship. These difficulties may therefore result in a rise in healthcare inequalities, which would affect the general welfare of the populace and underscore the urgent requirement for upgrades to the Maldives' healthcare system (Shareef & Mohamed, 2021).

Thirdly, Perceived inefficiencies in service delivery, which customers commonly complain in industries like healthcare and insurance, are a major problem in the Maldives. These inefficiencies frequently show up as poor communication, bureaucratic hold-ups, and long response times, which irritate and dissatisfy customers. Users lose faith in service providers and develop unfavorable opinions when they believe their requirements are not being satisfied quickly. This drop in confidence has an impact on client loyalty and satisfaction and raises the possibility that they will look for alternatives. Improving user experiences and raising the general standing of Maldivian organizations need addressing these inefficiencies.

Offering all residents universal healthcare coverage, Aasandha is a major supplier of healthcare services in the nation. Given its crucial role, guaranteeing the long-term viability and sustainability of the service requires a grasp of the variables that affect customers satisfaction and the organization's public perception. In the service industry, one of the main factors influencing customer satisfaction is customer perceived value, which takes functional, emotional, and financial factors into account (Sánchez-Fernández & Iniesta-Bonillo, 2019). Enhancing customers experiences and service quality may be achieved by examining how CPV affects Aasandha's performance.

This study fills a gap in the literature on CPV in publicly financed healthcare systems by concentrating on Aasandha. There is lack of empirical data on ways how CPV influence customer satisfaction because the majority of CPV research to far has been on the private insurance and retail sectors (Ibrahim & Ahmed, 2022). Thus, this study offers a much-needed understanding of how many aspects of perceived quality, emotional benefits, and cost savings, among others, impact public perception and happiness in the context of public healthcare.

Policymakers and service providers alike will find use for the research's conclusions. It may result in plans for Aasandha that put an emphasis on raising customer satisfaction levels through better service, shorter wait times, and more effective administrative procedures. The study's findings can assist policymakers make decisions about healthcare financing and policy, which will enhance the general efficacy of Maldivian healthcare services. The study is a useful resource for both academic and practical applications since it adds to larger conversations on healthcare administration and public service improvement.

LITERATURE REVIEW

In marketing and service management, Customer Perceived Value (CPV) has been extensively researched, especially in relation to customer

behavior, satisfaction, and organizational success (Zeithaml, 2020). Customers' perceptions of the costs and advantages of a product or service are traded off, and this trade-off has a big impact on their satisfaction and loyalty over the long run (Kotler & Keller, 2012). Customers rely on several indicators, such as service quality, accessibility, and price, to judge the value they receive, making CPV especially important in businesses like insurance where services are intangible (Gallarza & Saura, 2017). This study aims to investigate the body of research on customer perceived value (CPV) and its effects on customer satisfaction especially in relation to public insurance services such as Aasandha Insurance in the Maldives.

Underlying Theories
Customer Perceived Related Theories
The Background of CPV theoretically Zeithaml (2020) first defined CPV as the consumer's whole evaluation of the usefulness of a good or service based on perceptions of what is provided (costs) and what is gained (benefits). Since then, researchers have broadened the definition to encompass functional, emotional, social, and financial worth, among other dimensions of value (Sánchez & Bonillo, 2021). According to Sweeney and Soutar (2019), functional value is the term used to describe the useful advantages that a customer receives from a service, such as coverage and access to healthcare in the case of insurance. The emotions that the service elicits, such as security or peace of mind in the context of healthcare coverage, are associated with its emotional worth (Petrick, 2022 ; Solih, Ahmed, Moosa, Shareefa, & Wider. 2024). The perceived monetary advantages in relation to the service's cost are referred to as financial value (Eggert & Ulaga, 2022).

Research shows that ccustomer satisfaction in several industries, including insurance, is significantly impacted by CPV (Kotler & Keller, 2012). The perceived value of healthcare insurance, which mostly provides intangible services, is determined by the cost-benefit ratio, accessibility to healthcare services, and the quality-of-service delivery (Cronin, Brady, & Hult, 2017). Additionally, customer perception of the company (CPV) affects customer loyalty, trust, and general satisfaction (Gallarza & Saura, 2017).

Customer Satisfaction Related Theories
Long-term profitability and client retention depend heavily on how satisfied customers are with insurance services like Assandha Insurance. In the

insurance industry, a few characteristics, such as responsiveness, trust, and service quality, affect customer satisfaction (Choi, *et al.*, 2017). In a competitive industry, positive word-of-mouth and increased loyalty are two benefits of high customer satisfaction (Klaus & Maklan, 2017). According to Li, *et al.* (2018), satisfaction with health insurance services like Assandha is frequently influenced by elements including the perceived value of coverage, clear communication, and the effectiveness of claims.

According to research, the emotional and social value that insurance offers is just as important to customers as the actual product. Consumers anticipate individualized care, empathy, and convenience (Zhou, *et al.*, 2020). For instance, Assandha's capacity to provide reasonably priced premiums and streamline the claims procedure can greatly increase customer satisfaction. Customer satisfaction is also being influenced by the increasing significance of digital interfaces in insurance services, like smartphone apps for managing policies and filing claims (Hsieh, *et al.*, 2021). In the end, satisfied customers are more loyal, which has a direct effect on sales and profitability. To stay ahead of the competition, insurance firms like Assandha must constantly evaluate and raise their client satisfaction ratings.

CPV and Customer Satisfaction
According to Oliver (2015), customer satisfaction is the degree to which the customer feels that the service meets or is above their expectations. Customer satisfaction in the insurance industry is frequently correlated with perceptions of CPV; higher perceived value translates into higher satisfaction (Eggert & Ulaga, 2022). Numerous studies have shown that, across a variety of sectors, consumer satisfaction is directly and significantly impacted by CPV (Chen & Dubinsky, 2020; Fornell, *et al.*, 2019). For instance, McDougall and Levesque, (2017) discovered that in the insurance sector, consumer satisfaction is highly influenced by cost, emotional value, and service quality. Similarly, Gallarza and Saura (2017) showed that customer satisfaction in healthcare insurance is influenced by both functional and emotional values, with customers basing their happiness on the effectiveness of service delivery and the psychological security that comes with having coverage.

Customer satisfaction in the context of Aasandha Insurance is frequently influenced by the promptness of obtaining medical care, the

convenience of filing claims, and the accessibility of services. Aasandha has been criticism for service inefficiencies that have a detrimental impact on consumer satisfaction even if it provides universal healthcare coverage (Ibrahim & Ahmed, 2022). This implies that consumer views and satisfaction levels in the public healthcare insurance sector of the Maldives are significantly influenced by CPV, especially in the functional and emotional dimensions.

Theoretical Gaps
There's been a lot of study done on the impact of customer perceived value (CPV) on consumer satisfaction, but less empirical work has been done on how these ideas relate to government-funded health insurance schemes, especially in poor nations like the Maldives. The majority of CPV research has been conducted in the retail or private insurance sectors (Sánchez & Bonillo, 2021). Furthermore, whereas CPV has been extensively researched in Western settings, its implications for non-Western healthcare systems have received less attention.

Regarding Aasandha Insurance, a substantial body of research is lacking in addressing the function of CPV in affecting customer satisfaction as well as corporate image. Although prior studies have shown problems with customer satisfaction and service delivery (Ibrahim & Ahmed, 2022), no thorough investigation has looked at the link between CPV and these outcomes in the context of Aasandha in a quantitative manner. Moreover, the functional, emotional, and financial value dimensions of corporate performance valuation (CPV) have not been adequately examined to ascertain the factors that have the greatest impact on customer satisfaction.

RESEARCH DESIGN AND METHODS
The approach for analyzing the impact of customer perceived value (CPV) on satisfaction of Aasandha Insurance Service in the Maldives is presented in this section of the study. This part of this report includes research design, participants, instruments, population and sampling, data collection and data analysis.

This study has used causal research design as the primary goal of the study is to examine the causal impact of CPV on satisfaction mediated by emotional and social values associated with the Asandha insurance scheme. The reasons for using causal research design are (1) to establish the causal relation using quantifiable data, (2) the use of independent variables (functional, economic, social, and emotional values) and dependent variables (customer satisfaction) as well as mediating impacts were examined (social and emotional values), (3) the use of large sample size (n=106), (4) free from bias (researcher and respondents are not known to each other) (Nareeman & Hassan, 2013).

Target Population and Sampling
The target population of this study is the general public of Maldives. There are 382,639 people who lives in Maldives who are eligible to use Asandha medical insurance scheme (MBS, 2023). Since the population is more than 75,000 and less than 1,000,000, the sample should be 384 (Krejcie & Morgan, 1970). Therefore, 400 questionnaires were distributed among the target populations in three main regions such as North, South and Greater Male' using convenience sampling techniques. An effective sample size of 106 usable responses were received and decided to use the 106 responses as a final sample size.

Table 1 below shows the demographic profile of the respondents. Of these, 106 completed surveys were returned, resulting in a roughly 26.5% response rate. By gathering information from different population groups, this method ensured diversity and increased the validity of the results, allowing for a more thorough examination. By splitting the population into discrete subgroups, convenience and stratified sampling made sure that the sample was more representative of the general population and helped reduce biases that could result from unequal representation. Furthermore, the Google form was exclusively distributed to individuals from the greater Male' area and atolls.

Table 1: Demographic of the respondents

		Frequency	Valid Percent	Cumulative Percent
Atoll	North	31	29.2	29.2
	Central (Greater Male')	54	50.9	80.1
	South	21	19.8	100.0
	Total	106	100.0	
Gender	Female	52	49.1	100.0
	Male	54	50.9	50.9
	Total	106	100.0	
Age	18-22	20	18.9	18.9
	23-27	24	22.6	41.5
	28-32	26	24.5	66.0
	33-37	12	11.3	77.4
	38-42	17	16.0	93.4
	43-50	7	6.6	100.0
	Total	106	100.00	
Marital Status	Married	47	44.3	44.3
	Divorced	12	11.3	55.7
	Single	38	35.8	91.5
	Widowed	5	4.7	96.2
	Separated	4	3.8	100.0
	Total	106	100.0	
Education	Masters	8	7.5	7.5
	Bachelors	27	25.5	33.0
	Diploma	34	32.1	65.1
	Certificate	37	34.9	100.0
	Total	106	100.0	
Income	<MVR5000	17	16.0	16.0
	MVR5000-9,999	35	33.0	49.1
	MVR10,000-19,999	32	30.2	79.2
	MVR20,000-29,999	15	14.2	93.4
	MVR30,000-39,999	6	5.7	99.1
	=/>MVR 40,000	1	.9	100.0
	Total	106	100.0	
Health Status	Excellent (5)	22	20.8	20.8
	Very good (4)	36	34.0	54.7
	Good (3)	34	32.1	86.8
	Fair (2)	12	11.3	98.1
	Poor (1)	2	1.9	100.0
	Total	106	100.0	
Usage of Asandha	Never (1)	12	11.3	11.3
	Once (2)	22	20.8	32.1
	2-5 times (3)	31	29.2	61.3
	>5 times (4)	41	38.7	100.00
	Total	106	100.00	

Based on the table above, 50.9% of respondents are residing in Greater Male' regions. This means the remaining 49.1% respondents are from the atolls. This represents a fair proportion of Maldivian population in terms of their residence. In terms of gender inclusion in this study, a fairly equal number of women and men were participated representing 49.1% of female and 50.9% of male, which represents the gender representation of Maldives. 47.1% of respondents are aged between 23-32 years, while 44.3% respondents are married, and 33.8% respondents are single. 67% of respondents have earned a certificate or a diploma and 33% respondents are

considered highly educated with bachelors or a masters. 39% of respondents are MVR 5000 to 10,000, while 20.8% respondents earns more than MVR20,000 per month. 84% of respondent's health status indicated from good, very good to excellent health conditions. As a result, among the respondents, 32% of respondents only uses Asandha insurance once in their lifetime or never used at all. 67% of respondents have used Asandha insurance approximately 2 to 5 times or more than 5 times in their entire lifetime.

RESEARCH INSTRUMENT

A questionnaire designed based on previous research on customer satisfaction, and customer perceived value (CPV) to collect data. The instrument's construct validity (making sure it measures the intended constructs accurately) and convergent and discriminant validity (confirming the proper correlation between related and unrelated concepts) was established. Also, the normality and reliability of the items in the scale were established for each construct.

The normality, validity and reliability of each construct as well as each item in the construct are illustrated below. The normality of each item was measured using skewness and kurtosis. The validity of the item construct is measured using the factor loading derived from confirmatory factor analysis (CFA) via AMOS 22.0 version. The average variance extracted (AVE) is calculated manually based on the loading values. The reliability of the scale items is conducted using Cronbach's Alpha values via SPSS 22.0 version.

Table 2: Normality, validity and reliability of items in the construct

Code	Item	Skewness -1 to 1	Kurtosis -1 to 1	CFA Loading >0.5	SEM Loading >0.5	AVE >0.5	Reliability α>0.7
EPV1	I enjoy using Aasandha service	-.064	-.470	.812	.812		
EPV2	Aasandha service would make me want to use it more	-.092	-.596	.742	.744		
EPV3	Aasandha service would make me feel relaxed about using it	-.079	-.522	.769	.770	.806	.903
EPV4	Aasandha service would make me feel comfortable when using it	.033	-.527	.898	.896		
EPV5	Aasandha service would give me pleasure while using it	-.218	-.266	.810	.809		
SPV1	Aasandha service would help me feel acceptable	-.309	-.508	.768	.770		
SPV2	Aasandha service would improve the way I am perceived	-.238	-.632	.883	.884	.814	.884
SPV3	Aasandha service would make an impression on other people	-.212	.095	.899	.900		
SPV4	Aasandha service would give me social approval	-.148	-.585	.708	.710		
ECPV1	Aashaadha insurance reasonably priced	-.084	-.797	.628	.630		
ECPV2	Aasandha insurance plan provides value for the for money	-.281	-.547	.890	.890	.832	.900
ECPV3	Aasandha Offers well-priced coverage options	-.127	-.513	.904	.905		
ECPV4	Aasandha insurance plans are economical compared to	-.029	-.676	.905	.903		

	other providers						
FPV1	Provides consistently high-quality Aasandha health coverage	-.230	-.478	.848	.847		
FPV2	Aasandha health plans are well-designed to meet medical needs	-.184	-.618	.850	.847		
FPV3	Aasandha health coverage meets an acceptable standard of quality	-.231	-.402	.828	.827	.803	.914
FPV4	Aasandha health services provided are safe and reliable	-.411	-.463	.803	.803		
FPV5	Aasandha coverage remains effective through the duration of the policy	-.390	.037	.819	.820		
FPV6	Aasandha health insurance meets necessary standards of safety and compliance	-.266	-.578	.670	.671		
SATIS1	Based on my overall experience, I am satisfied with this Aasandha health insurance provider	-.073	-.459	.809	.809		
SATIS2	.I am very satisfied with the Aasandha health insurance services provided	-.131	-.374	.833	.832	.800	.875
SATIS3	The coverage and services offered by this Aasandha health insurance provider exceed my expectations	-.050	-.374	.791	.790		
SATIS4	I am happy to continue with this Aasandha health insurance provider"	-.146	-.465	.767	.767		

The Table 2 above showed the normality, validity and reliability of the items in the construct. The normality of the items in the construct are measured using the distribution of the data based on skewness and kurtosis. The skewness and kurtosis values should be within the range of -2 to 2 if the sample is less than 300 (Jameel, Solih & Hassan, 2024; Hassan 2024). Since all the skewness and kurtosis values range from -1 to 1, the normality of the data distribution is established. Thus, the items in the construct are normally distributed.

In terms of reliability, Cronbach's alpha values are used to measure the reliability of the items in the construct. The reliability of the items measures the internal consistency between the items in the same construct (Hassan & Basit, 2024). The Cronbach alpha values of the items in each construct exceed 0.7 (0.875 to 0.914). Therefore, it can be concluded that there is a high internal consistency

between items in each construct. Thus, reliability of the construct is established.

In terms of validity, the table shows two indicators used to measure the convergent validity of the items in the construct. CFA loading and average variance extracted (AVE) are two measures used to measure convergent validity (Hassan, 2024). In terms of CFA loadings, all the values are above 0.5 (0.628 to 0.905) indicating that all the items used in the construct are convergent valid (Hassan & Basit, 2024). Similarly, it was argued that the AVE values for each construct should be more than 0.5 (Hassan & Basit, 2024). In the case of the current study, all the AVE values shown in the table above exceed 0.5 (0.800 to 0.832), thus establishing convergent validity of the item construct. Alternatively, it is important to measure discriminant validity or divergent validity of the items in the construct to ensure that that each construct is unique and distinct from each other

before proceeds with the structural equation modelling (Hassan, Ali & Imran, 2024).

Discriminant validity is established when square-root of the AVE of the construct is higher than the

correlation coefficient of the construct (Hassan *et al*., 2024). The table below shows the discriminant validity of the items in each construct.

Table 3: Discriminant validity of the construct

	EPV	SPV	ECPV	FPV	SATIS
EPV	**.898**				
SPV	.797	**.902**			
ECPV	.518	.436	**.912**		
FPV	.540	.541	.784	**.896**	
SATIS	.635	.603	.731	.866	**.894**

Based on the table above (Table 3), the bold figures are square root value of the AVE of each construct. The square root value of the AVE must be higher than the correlation coefficient values in order to qualify the construct uniqueness and distinctiveness enabling to examine the causal impact of independent variable on dependent variables (Hassan, *et al.*, 2024). Since all correlation coefficient values under EPV, SPV, ECPV, FPV and SATIS are lower than the AVE's square root values of 0.989, 0.902, 0.912, 0.896 and 0.894 that are associated with EPV, SPV, ECPV, FPV and SATIS respectively confirmed the discriminant or divergent validity of the items in the construct. Therefore, all the items in the construct are discriminant valid.

FINDINGS AND ANALYSIS
In order to proceed with the structural equation modelling (SEM), it is important to assess the model validity and reliability using model fitness indices. To assess the SEM model fitness, CFI, RMSEA, normed Chi-square were used. This means the CFI value must exceed 0.9, the RMSEA

value must be below 0.08, and the normed chi-square must be less than 3 (Hair, *et al*., 2022). As Figure 2 and 3 show, the CFI value of CFA is 0.933 and SEM is 0.932 where both model's CFI values exceed 0.9 confirmed the validity of SEM model. Second, the value of RMSEA associated with CFA and SEM is 0.074 which is below 0.08 indicating the validity of both CFA and SEM model (Hair, *et al.*, 2022). Third, values of normed chi-square associated with CFA and SEM is 1.576 and SEM is 1.579 where both values are less than 3 suggesting that the CFA was a good fit model to proceed with path analysis (Hair, *et al*., 2014; Hu & Bentler, 1999). Similarly, the validity of the SEM model was examined by comparing both model factor loadings. Table 2 above suggested that the SEM model is valid as the loading on each item under the CFA and SEM was exactly alike. Based on Hassan, Lashari and Basit (2021) if the loading values are similar, SEM is deemed to be a valid model to analyse path estimates.
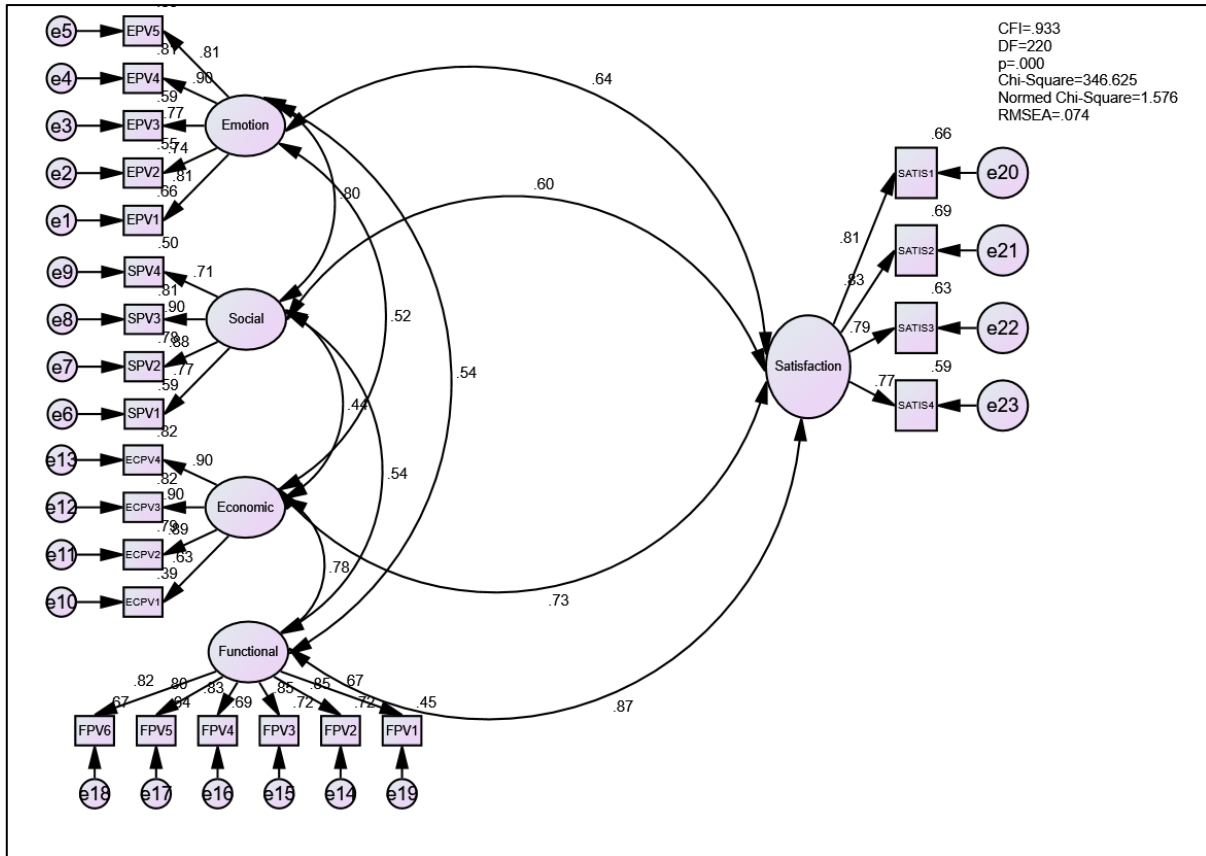
Figure 2: Measurement Model (CFA)

Path Coefficients Estimates

The figure 3 clearly shows that the only critical and significant element of customer perceived value is functional perceived value that enhances customer satisfaction as the p-value was 0.00001, which was lower than the required $p < 0.05$ (Hassan, 2024). The stimulate value of 0.678 suggested that with the increase in one unit of functional perceived value, overall customer satisfaction experienced by the Asandha will increase by 0.678. It is important to note that functional perceived values have been found to have a significantly positive impact on social and emotional values. However, this study found that emotional, economic and social perceived values do not contribute to enhance customer satisfaction. In terms of mediating impact of the social and emotional perceived value on the relationship between functional perceived value and customer satisfaction, it was found that both emotional and social perceived values has significantly positive impact on the relationship between function perceived value and functional perceived value and customer satisfaction (path coefficient estimate=0.135, p-value=0.035). But did not find any significant mediating impact of social perceived value on any sort of relationship.
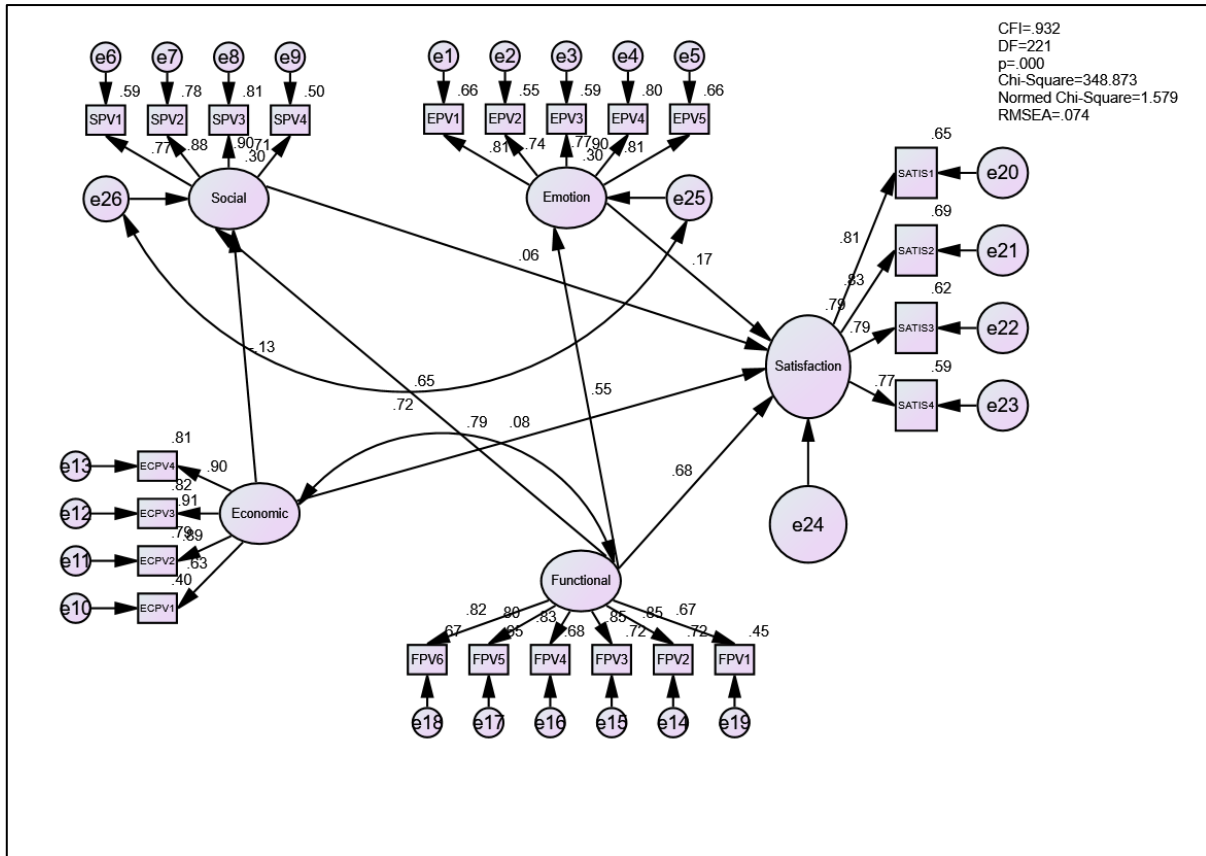
Publisher: SARC Publisher

Figure 4: Structural equation modelling (SEM)

DISCUSSION AND CONCLUSION

Table 4: Path Coefficients

			Estimate	**P**
Functional	→	Emotion	.552	.0001
Economic	→	Social	-.131	.314
Functional	→	Social	.649	.0001
Emotion	→	Satisfaction	.174	.168
Social	→	Satisfaction	.058	.648
Economic	→	Satisfaction	.081	.489
Functional	→	Satisfaction	.678	.0001
FPV→EPV→Satisfaction			.134	.035
FPV→ SPV→ Satisfaction			.134	.035
ECPV→EPC→satisfaction			-.008	.453
ECPV→SPV→Satisfaction			-.008	.453

Source: AMOS output

The above table (Table 4) suggested that only functional perceived value (FPV) has significant impact on satisfaction as well as emotional and social perceived values. The finding suggested that functional perceived value has indirect significant influence on satisfaction. Overall, the key determinant of customer satisfaction is functional perceived value. Also, functional perceived value is a key determinant of emotional and social perceived value. This means that social and emotional values are partial mediators between

functional perceived value and customer satisfaction among the Asandha insurance scheme users in Maldives. Similarly, past literature indicated that customer perceived value (CPV) has been shown to be a significant factor in determining customer satisfaction and loyalty in a variety of industries, especially in service-related fields where services are intangible, such as healthcare insurance (Zeithaml, 2020). According to Kotler and Keller (2012), CPV is the customer's overall judgement of the benefits obtained in

relation to the expenditures incurred, and it has a big impact on both consumer behavior and organizational success. According to recent quantitative research, customer satisfaction levels are influenced by a variety of factors, including functional, emotional, financial, and social values (CPV) (Sánchez & Bonillo, 2021). The aspects of CPV are particularly important in the context of public healthcare insurance services like Aasandha Insurance in the Maldives since they affect both client satisfaction and the insurance provider's reputation.

Customer satisfaction is greatly impacted by the functional dimension of CPV, which is related to the useful advantages a client receives from a service, according to quantitative study. Functional value in the context of Aasandha Insurance is strongly related to the ease of processing claims, the promptness of medical attention, and the availability of healthcare services. According to research by Cronin, Brady, and Hult (2017), customer happiness in the insurance industry is strongly predicted by perceived functional value, especially when it comes to service delivery and the caliber of healthcare access. Despite providing universal healthcare coverage, Aasandha is criticized for the limited availability of some medical services and the delays in processing claims (Ibrahim & Ahmed, 2022). According to quantitative evaluations of user surveys conducted by Aasandha, there is a negative relationship between overall satisfaction and perceived inefficiencies in service delivery, suggesting that functional value has a direct impact on satisfaction levels (Kumar & Shah, 2021).

Customer satisfaction is also significantly influenced by the emotional component of CPV. The psychological advantages a client obtains from the service, such as the assurance and tranquilly that come with health insurance, are referred to as emotional value (Waheed & Hassan, 2016). In the insurance sector, studies have indicated that emotional value is a strong indicator of customer satisfaction, particularly when clients have faith in the stability and dependability of their service provider (Hassan, 2017). Although the goal of Aasandha insurance is to provide universal healthcare, customer happiness can be negatively impacted by the annoyance caused by service delays and the perceived lack of responsiveness. Quantitative research, such as that conducted by Gallarza and Saura (2017), has shown that emotional value is important for customer satisfaction in the healthcare insurance industry,

particularly when the service provider helps clients feel secure and trusted.

Another significant factor influencing satisfaction in the insurance setting is the financial value component of CPV, which measures the perceived monetary advantages in relation to the expenses incurred (Eggert & Ulaga, 2022). Economic perceived value such as financial value and perceived value for money are related in public health insurance programs like Aasandha, where treatments are frequently subsidized or offered to consumers for little to no cost. According to quantitative research by Chen and Dubinsky (2020), customers are more likely to be satisfied when they believe they are getting substantial benefits at a reduced price. Customers may believe they are not getting enough value for their money, nevertheless, if service inefficiencies result in perceptions of poorer quality or delayed access to care (Fornell, *et al.*,2019). Although the program in Aasandha is intended to be accessible for everyone, user opinions of cost-benefit ratios may differ based on personal experiences with service delivery, which could affect overall satisfaction. Despite the finding of this research that do not find any significant impact of economic perceived value on satisfaction, emotional values and social values, past literature confirmed that economic perceived values improve social, emotional perceived value as well as customer satisfaction (Eggert & Ulaga, 2022).

Furthermore, CPV plays a critical role in determining customer loyalty and organizational reputation in addition to customer satisfaction. The service literature has extensively shown the quantitative association between organizational image and CPV. A positive CPV, according to Andreassen and Lindestad (2015), improves customer loyalty and strengthens an organization's reputation, especially in service-oriented sectors like health insurance. This is because clients who believe a service offers great value are more likely to stick with it and refer others to it, which improves the company's image. On the other hand, unfavorable opinions about CPV, which frequently result from poor customer service, can damage a company's reputation and reduce customer loyalty. Long-term customer retention for Aasandha Insurance depends on how the public views the service. According to quantitative research, the organization's reputation is directly impacted by unfavorable word-of-mouth that results from discontent with the effectiveness of the services (Shareef & Mohamed, 2021). Public trust is

declining because of Aasandha's service inefficiencies, as indicated by consumer feedback surveys. This highlights how crucial it is to improve CPV to protect the company's reputation.

In conclusion, CPV is a major factor in determining customer satisfaction, especially in the insurance industry where service delivery is intangible and frequently influenced by client expectations. The functional, emotional, and economic perceived values have a major impact on customer satisfaction and loyalty in the instance of Aasandha Insurance. Nevertheless, despite its significance, little is known about how these factors combine and affect consumer outcomes in public insurance programs, particularly in non-Western settings like the Maldives. To improve policy and service delivery in government-funded health insurance schemes, future empirical research should concentrate on more thoroughly quantifying these links, especially through statistical modelling and extensive customer surveys.

IMPLICATION

The findings of this study increase the level of understanding the several factor like emotional value, Quality value, functional value and social value can impact an organization as well as customer. This suggests that enhancing the usefulness and quality of the company's goods and services could result in a significant rise in customer satisfaction, which could then improve customer loyalty and retention. Focusing on high-quality functional value can provide you a significant competitive edge because consumers are more likely to think that products with better performance and durability are worth more. Businesses are more likely to enjoy better customer lifetime value and the possibility of favorable word-of-mouth recommendations as customer happiness rises. Furthermore, Customers are more likely to be satisfied when they believe that a product or service fulfils both their functional and quality expectations, according to the emphasis on Quality_Functional_value. The findings imply that consumers place a high value on the observable advantages of a product's functionality, which can improve their experience in general. When buyers think a product delivers both excellent quality and useful functionality, they are more likely to feel secure and satisfied with their purchase. Furthermore, goods that meet consumer demands in terms of usefulness and quality are probably going to increase customer

satisfaction and build brand loyalty over time (Smit, 2020).

LIMITATION

The limitation experienced through this research is that the sample size of the survey was medium compared to other past studies conducted. Moreover, the questionnaire created could be more profound. The time to receive some of the feedbacks of the survey were long and that did disrupt the motivation of wanting to achieve a better sample size.

The research was conducted among migrants from other islands residing in the Male' area. Although the required sample size for this study was 384, this study was only able to collect 106 responses, which represents fewer than half of the desired sample size.

RECOMMENDATION

According to result, Aasandha ought to concentrate on enhancing the calibre and usefulness of its goods and services. This could be improving service delivery, adding new features to the product, or making sure the product meets or surpasses customer expectations in terms of quality. Quality investments will probably offer the biggest returns in terms of customer satisfaction because of this variable's substantial impact.

Moreover, emotional value refers to the feelings or emotional connection a customer has with a brand or service, such as trust, comfort, or a sense of belonging. Customer satisfaction may be positively impacted by emotional factors such emotional branding, customer involvement, brand appeal, and personalized experiences. To encourage loyalty, Aasandha should spend money on strengthening emotional ties with customers, boosting customer support, and improving the brand experience.

Additionally, social perceived value relates to how the product or service impacts the customer's social image or status, like fitting in with a community or enhancing their social life. According to the finding the social value is the lesser driven factor which means Aasandha needs to be more focused on this factor by improving their social status.

Functional value is the practical and utilitarian benefit that customers derive from the product or service, such as its reliability, quality, and ease of use. When customers report low satisfaction in

these areas, it could indicate that the company is failing to create a strong connection or provide real, practical benefits. While functional value (such as product performance) is important, it doesn't appear to have a strong influence on customer satisfaction in the data. Therefore, Aasandha may want to focus less on simply improving the basic functionality of products and instead prioritize higher-level factors such as quality or emotional connection.

FURTHER RESEARCH DIRECTION

Future research on the impact of CPV on customer satisfaction in the context of Aasandha Insurance Service could explore several areas. Examining the long-term impacts of CPV on customer loyalty as well as the elements that promote enduring loyalty in the insurance industry could be one avenue. The effect of digital transformation on customer satisfaction and perceptions could be the subject of additional research, particularly as more insurance services are offered online. A deeper comprehension of CPV dynamics and suggestions for best practices that Aasandha can implement could also be obtained from comparative studies involving other insurance companies in the Maldives or comparable markets.

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