Appraise the quality of hygienic care of University of Medical Sciences in Alborz province using SERVQUAL model

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Abstract
The purpose of this study is to measure the quality of service, as a basic prerequisite for improving quality. Studies show that customers are placed in a good position to assess the quality, due to close contact with service providers, and to participate in the service. Therefore, this study was conducted to evaluate the quality of health care in Razi Dermatology Hospital of Tehran, using SERVQUAL. This study was cross-sectional, on 235 patients hospitalized in Razi Dermatology Hospital of Tehran, and SERVQUAL method was used to measure the quality of service. Paired t-test (test out a couple) was used to assess the current situation, in comparison with the expected state of patients' quality of hospital services. The reliability and validity of the tools, inside and outside of Iran, was approved. The results show that, in all aspects of quality, perceived quality (current quality) were better than the expectations of quality (good status of the patients) for this reason, it is suggested that managers have more attention to the needs of patients and providing desired services to reduce the quality gap.

Keywords: expectations, hospitals, SERVQUAL.

Introduction
Treatment services are rapidly growing, global economy and health care organizations have an important role in this growth (Harrod, 2005, 16). In the past decade, the number of private centers, private health care provider in Iran, have growing, and the market of private health care has become a competitive environment. According to the Ministry of Health, in 2008, out of 134 private hospitals, working in the health sector of 54 hospitals (40%) has about 48% of the total hospital beds (Ministry of Health website). Private hospitals, try to make themselves different in the minds of their customers and ensure that patients leave the hospital with their consent. Quality services, is an important strategy for success and survival in today's competitive environment. Therefore, identifying, developing and maintaining the quality of services, is one of the main concerns of health care providers (Cary et al., 2004, 28). Hospitals are the most important components of the health care system and in terms of resources, they account for about half the cost of their health care because they are the largest and most expensive single operating system health, and they have absorbed a large part of the capital, financial and human resources (McKee et al., 2000, 804). The main mission of the hospital is providing quality care to patients, and to meet their needs and expectations. Fulfilling this important mission needs to institutionalization of quality in hospitals, so that every member of this service organization considered it as a priority of their duties and not as part of his duties as a separate task. However, studies in the field of assessing the quality of hospital services and patient satisfaction with hospital care, stating that the fact that there are a lot of challenges and failures in this field. For this reason, quality of these services should be considered continuously, to be informed of possible problems in different hospitals in a timely manner and try to fix it (Noori, 2006, 76). Measure and manage the quality of service are necessary for the organization of health services. Provide sufficient information, the content of the customer's perception of quality of service, can assist organizations in identifying areas and dimensions, they affect the organization's competitive advantage and on the other hand to prevent the waste of resources (Teas, 1993, 19). Despite the enormous pressures that exist to improve service quality, complexity and the existence of some problems, such as lack of standard features offered services or non-recognition of the quality of services in the area, have delayed the process of developing models measure it, for years. Finally, scientists and researchers in the fields of quality, introduce different tools in this regard, that the proposed models, SERVQUAL or gap, is the only model that is agreed upon by most scientists. For this reason, most research on the measurement of customer expectations and perceptions of service quality over the last few years, have used this model which
Five key gaps SERVQUAL model:
- The difference between management’s perceptions of what customers expect and real expectations of customers.
- The difference between perception management, and characteristics of quality of service (service quality standards).
- The difference between service quality specifications and actual service delivery, the standards has been met continuously?
- The difference between the service, and what is considered outside the organization, whether they have acted obligations, on an ongoing basis?
- What is the difference between the quality of service that customers expect, and what they actually receive? This gap is related to the customer and his perception of the quality of service he has received.

In fact, the gap, the SERVQUAL model, has the greatest influence on it is the fifth slot (Parasuraman, 2004, 116). Parasuraman, states that, quality of service is derived from a comparison of customer expectations (ideal) function, and their perceptions of the organization's services. Perception is related to consumers' evaluation of the service provider, if you rank the performance of the organization (service provider) is lower than expected, it is a sign of poor quality, and vice versa, suggests good quality. (Lim, 2000, 291). Razi Dermatology Hospital of Tehran, to monitor and assess the quality of its services, especially from the perspective of their patients' ongoing. Measure the quality of care, from the perspective of patients, in healthcare, it is accepted, and the analysis is increasingly used for quality of service, enabling the hospital management, to allocate financial resources to improve performance areas, they have more impact on customer perception of service quality. The main objective of this study, is to measure the quality of service in Razi Dermatology Hospital of Tehran based on gap analysis (model SERVQUAL).

Paper:
- There is a significant difference between patients’ expectations and perceptions in physical tangibles.
- There is a significant difference between patients’ expectations and perceptions, in reliability of services.
- There is a significant difference between patients’ expectations and perceptions, in accountability.
- There is a significant difference between patients’ expectations and perceptions, in service guarantee.
- There is a significant difference between patients’ expectations and perceptions, in empathy.
- There is a significant difference between patients’ expectations and perceptions, access to services.

Foundations of Research
- Client
It is the first factor that determines the organization’s activities. Customer, always looking for the benefits, which will be given to him, that is what in a product or a service organization can give to him. Customer is the foundation of the organization, and ensures its survival. It is considered as a member of an organization that satisfaction directly leads to the development, stability and good name of the organization, so that the effect of comments client, the decisions of the organization and the establishment of the proposed system and surveys of clients, will increase the effectiveness of his or her desired service and makes it even more responsive, creative decisions and achieving justice. (Salari rad and Salehi, 2011, 109).

- Services
Services are often subtle, and therefore, it is difficult to explain to suppliers, and evaluate it difficult for customers and clients. The specific demands of the market, which are placed to avoid mistakes, are often more than market expectations. Expectations created by the marketing affect customer perception of the result. (Edvardsson, 1998, 144).

- Client expectations
Providing quality service is one of the strategies to achieve this. Patients are the main axis, and all hospital services done for him. His or her satisfaction, indicating that the correct services and the satisfaction can not be obtained only by high technology but the result is often their behavior and performance of staff. However the gap between the expectations of patients and the provision of services is less than optimal quality of service. Understanding patients' perceptions and expectations of service quality and to determine the strengths and weaknesses of provided services, and consequently, adopt strategies to reduce the gap, and the supply of patients are important steps to offset this gap, (Amerioon et al., 2013, 2). Expectations, is one of the most important determinants of customer evaluations of the quality of service and understanding customer expectations, define and provide high quality services are the most important steps. (Shami Zanjani and Najafloo, 2011, 170). Since the health of the organization depends on a high level of satisfaction, or more
simply, customer satisfaction, it is important for the company to continuously expand its operations, for those customers who Visitors to the company for the first time, and makes it dynamic (Lai et al., 2000, 32).

- Corporate Communications

Corporate communications should be effective, to all of organization become effective, and management can play a key role in his or her. In fact, effective communication can be considered as the foundation of modern organizations. Effective communication means, destination or recipient receives what the sender has sent, by any means, verbal or non-verbal, so that the recipient of the message, construe it as it is the sender, the sender and receiver and expects reaction coincide with each other (mazrooi et al., 2009, 52). If the correct communication is not established within the organization, and do not disrupt the flow of the Shifth.hr manager spends a significant percentage of his or her time to the transfer of his or her ideas to others. In 2008, Dang and his colleagues analyzed the relationship quality entitled trust and customer satisfaction, and the variables, expertise, empathy, satisfaction, effectiveness, as important factors in the quality of the connection, investigated.

Conceptual model

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Figure 1-1 conceptual model
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Table 1-1 Examined hypotheses

<table>
<thead>
<tr>
<th>Hypothesis examination</th>
<th>First hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>Mean</td>
</tr>
<tr>
<td>Index</td>
<td>Standard deviation</td>
</tr>
<tr>
<td>Tangible physical</td>
<td>1.14468</td>
</tr>
</tbody>
</table>

7. Examined hypotheses

1. There are significant differences between patients’ expectations and perceptions of physical tangible.
Given the lower significance level than 0.05, the assumption equality the mean of patients' expectations and perceptions about physical tangible Razi Dermatology Hospital of Tehran rejected. Due to the positive top and bottom, we can claim 95% confidence that the average expectations of patients, is more than the average perceptions of patients, about tangible physical Razi Dermatology Hospital of Tehran. It is clear that there are significant differences between patients’ expectations and perceptions, the physical tangibles, that the gap is equal to (1.14468).

The first hypothesis is accepted.

2. There is a significant difference between patients' expectations and perceptions of the reliability of services.

Second hypothesis

<table>
<thead>
<tr>
<th>Index</th>
<th>Condition</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>T-statistics</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability of Services</td>
<td>Expectations and perceptions</td>
<td>1.19392</td>
<td>0.66273</td>
<td>0.04323</td>
<td>1.10875</td>
<td>1.27909</td>
<td>27.617</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Given the lower significance level than 0.05, the assumption equality the mean of patients' expectations and perceptions about the reliability of the Razi Dermatology Hospital of Tehran rejected. Due to the positive top and bottom, we can claim 95% confidence that the average expectations of patients, more patients out of perceptions about the reliability of the Razi Dermatology Hospital of Tehran. It is clear that there are significant differences between the expectations and perceptions of patients about the reliability of service; the amount of the gap is equal to (1.19392).

The second hypothesis is accepted.

3. There are significant differences between patients' expectations and perceptions level of accountability.

Third hypothesis

<table>
<thead>
<tr>
<th>Index</th>
<th>Condition</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>T-statistics</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountability</td>
<td>Expectations and perceptions</td>
<td>1.31149</td>
<td>0.72607</td>
<td>0.72607</td>
<td>1.21818</td>
<td>1.40480</td>
<td>27.690</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Given the lower significance level than 0.05, the assumption equality the mean of patients' expectations and perceptions about accountability Razi Dermatology Hospital of Tehran rejected. Due to the positive top and bottom, we can claim 95% confidence that the average expectations of patients, more patients are out of perceptions about accountability Razi Dermatology Hospital of Tehran. It is clear that there are significant differences between the expectations and perceptions of patients about accountability; the extent of the gap is equal to (1.31149).

The third hypothesis is accepted.

4. There is a significant difference between patients' expectations and perceptions of the security services.

Fourth hypothesis

<table>
<thead>
<tr>
<th>Index</th>
<th>Condition</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>T-statistics</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services Assurance</td>
<td>Expectations and perceptions</td>
<td>1.46687</td>
<td>0.57675</td>
<td>0.03762</td>
<td>1.39275</td>
<td>1.54099</td>
<td>38.988</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Given the lower significance level than 0.05, the assumption equality the mean of patients' expectations and perceptions of security services Razi Dermatology Hospital of Tehran rejected. Due to the positive of the high and low, we can claim 95 percent confidence that the average expectations of patients, is higher than the average perceptions of patients about the care guarantee in Razi Dermatology Hospital of Tehran. It is clear that there are significant differences between patients’ expectations and perceptions, the service guarantee; the amount of the gap is equal to (1.46678).
The fourth hypothesis is accepted.
5. There is a significant difference between patients' expectations and perceptions of the level of empathy.

<table>
<thead>
<tr>
<th>Index</th>
<th>Condition</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>T-statistics</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empathy</td>
<td>Expectations and perceptions</td>
<td>1.19234</td>
<td>0.75364</td>
<td>0.04916</td>
<td>1.09548</td>
<td>1.28920</td>
<td>24.253</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Given the lower significance level than 0.05, the assumption equality the mean of patients' expectations and perceptions of empathy Razi Dermatology Hospital of Tehran rejected. Due to the positivity of the Upper and lower limit, we can claim 95 percent confidence that the average expectations of patients is higher than the average perceptions of patients about empathy Razi Dermatology Hospital of Tehran. It is clear that there are significant differences between the expectations and perceptions of patients about empathy; the amount of the gap is equal to (1.19234).
Fifth hypothesis accepted

6. There is a significant difference between patients' expectations and perceptions of access to services.

<table>
<thead>
<tr>
<th>Index</th>
<th>Condition</th>
<th>Mean</th>
<th>Standard deviation</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>T-statistics</th>
<th>Significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Services</td>
<td>Expectations and perceptions</td>
<td>1.60638</td>
<td>0.93676</td>
<td>0.06111</td>
<td>1.48599</td>
<td>1.72677</td>
<td>26.288</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Given the lower significance level than 0.05, the assumption equality the mean of patients' expectations and perceptions, in access to services Razi Dermatology Hospital of Tehran rejected. Due to the positive top and bottom, we can claim 95% confidence that the average expectations of patients, is higher than the average perceptions of patients in access to services Razi Dermatology Hospital of Tehran. It is clear that there are significant differences between patients' expectations and perceptions; access to services, the amount of the gap is equal to (1.60638).
Sixth hypothesis accepted

Conclusion
ANOVA test results showed that a significant level for factors (tangible physical, service assurance, service accessibility, reliability, responsiveness, and empathy) is greater than the error level of 0.05. Accordingly, there can even conclude that there are differences between different groups (age, gender and education level), in response to the factors. The findings show that none of the five components of quality of service, have been able to respond to the expectations of patients, and the quality of services in Razi Dermatology Hospital of Tehran, on the basis of indicators (physical tangible guarantees services, access to services, reliability, responsiveness, and empathy) are always appropriate, but they are not very favorable. But indexes (guaranteed service and access to services) are in medium level. The results are consistent with the results Amerioon et al. (2012). Because, in the mentioned article, there is a gap between the expected qualities, perceived quality and perceived quality, is always less than the expected quality in five dimensions. Kebriai findings and Roodbari (2005), was also so that there was a negative gap between the expectations of the students, the ideal situation. As well as the results of Hakimi and Soorinezami (2005), in any aspect of the service quality could not meet the expectations of their users. Therefore, this study suggests, the strengths and weaknesses of the qualitative aspects of service, from a user perspective to management, and that the study library, what size is acceptable in terms of quality of services and weaknesses of a specific library was. And results E. Abousi and A. Atinga, (2013) also showed that patient expectations are higher than the perceived quality of service. In fact, none of the results of the investigation referred to, is able to meet the needs of customers. According to the obtained results of this study, we can infer that the studied patients admitted to the hospital, have very high expectations of the quality of health care, and despite the relatively high quality of health care services compared to most of studies in other areas, however, there is a significant
Appraise the quality of hygienic ...

...which requires authorities to make efforts to improve quality in all aspects, especially access it has the largest gap.

Suggestions
- Modest treatment with:
- Observance of human affairs with patients
- Quick response to the problems of patients
- Equipping health centers with modern medical equipment
- Includes the latest scientific knowledge and skills of nurses and medical
- Accurate and complete information to patients about their illness and treatment.

References