

** *** ** ** *

Survey on quality gap in primary health care in Kashan health centers

A.Kebriaei F.Akbari M.Hosseini H.Eftekhar Ardabili A.Pourreza

*Abstract

Background: The first basic step in formulating any quality improvement program is recognizing consumers' perceptions and expectations of service quality and determining the quality gap, then adopting guidelines to eliminate the gap.

Objective: To assess the service quality gap in Kashan district health centers, based on consumers' perceptions and expectations.

Methods: A sample of 300 females' health care consumers completed the research questionnaire. The SERVQUAL instrument administrated to assess the quality of services provided by health centers. To analyze data, descriptive and analytic statistic and correlation coefficient were applied.

Findings: Results indicated that there was an overall service quality gap between respondents' perceptions and expectations. The smallest gap was in tangibility dimension and the largest in responsiveness. Age and literacy respectively had direct and indirect significant correlation to quality gap.

Conclusion: There was a quality gap in services. Thus, improvements are required across all the five dimensions, namely; tangibility, reliability, responsiveness, assurance and empathy.

Key words: Primary Health Care, Health Centers, Health Management, Procedures

*

300 1381 :
SERVQUAL
(r=0/48 p<0/0001) (r= -0/26 p=0/001) (r=0/24
p=0/003)

*

**

: *

(1)

(2)

(7)

(8)

(1)

(3)

: *

1381

300

(4)

Archive of SID

(5)

»

«

(6)

SERVQUAL

20

(7)

(9)

(1) (p<0/0001)

-1

22

22

z				
-15/14	-0/92	/98 3	3/06	
-15/14	-1/11	/34 4	3/23	
-15/10	-1/12	/13 4	3/01	
-15/19	-1/05	/17 4	3/12	
-15/09	-1/02	/94 3	2/92	
-15/03	-1/05	/12 4	3/07	

SPSS

29/16 ± 7/07

300 47 16

(8/3) 25

22) 66, (14) 42,

(43/3) 130, (

228. (12/4) 37

(14/3) 43, (76)

87.

(29)

(21) 63,

(33/7) 101

16/3 49

p<0/0001)

(

(r=0/48

(p=0/001)

(r =0/24 p=0/003)

Archive of SID

-2

z				
-15/24	-1/60	4/22	2/62	
-15/10	-1/37	4/39	3/02	
-15/36	-1/31	4/41	3/10	
-15/47	-1/30	4/40	3/10	
-14/72	-1/26	4/15	2/89	()

-3

z				
-10/31	-0/38	3/54	3/16	
-13/43	-0/79	4/09	3/30	
-13/85	-0/84	3/75	2/91	
-13/86	-0/92	3/86	2/94	
-15/35	-0/93	3/94	3/01	

(5)

*

(3)

22

(4)

(3)

(7 3)

(9 4)

(0/1

(p<0/03)

(p<0/07)

(p<0/0008)

(10 9 3)

22

(10)

(5)

Archive of SID

3. Lim P C, Tang N K H. A study of patients expectations and satisfaction in Singapore hospitals. *International Journal of Health Care Quality Assurance* 2000; 13(7): 290-9
4. Donnelly M, Wisniewski M, Dalrymple J F, Curry A C. Measuring service quality in local government: the SERVQUAL approach. *International J of Public Sector management* 1995;8(7):15-20
5. Sewell N. Continuous quality improvement in acute health care: creating a holistic and integrated approach. *International Journal of Health Care Quality Assurance* 1997; 10(1): 20-6
6. Parasuraman A, Zeithaml V A, Berry L. A conceptual model of service quality and its implications for future research. *Journal of Marketing* 1985; 49: 41-50
7. Karydis A, Komboli M, Panis V. Expectations and perceptions of Greek patients regarding the quality of dental health care. *Int J of Quality in Health Care* 2001; 13: 409-16
8. Campbell JL, Ramsay J, Green J. Age, gender, socioeconomic, and ethnic differences in patients assessments of primary health care. *Quality in Health Care* 2001; 10:90-5
9. Berry L, Zeithaml V A, Parasuraman A. SERVQUAL: a multi-item scale for measuring customer perceptions of service. *J of Retailing* 1988; 64(1):12-20
10. Gagliane K, Hathcote J. Customer expectations and perceptions of service quality in retail apparel specialty stores. *J of Service Marketing* 1994; 8(1): 60-69

(11)

(12)

(5)

1. Sharma B, Gadenne D. An investigation of the perceived importance and effectiveness of quality management approaches. *The TQM Magazine* 2001;13(6): 433-43
2. West E. Management matters: the link between hospital organization and quality of patient care. *Quality in Health Care* 2001;10: 40-8

11.Chin K, Pun K. A proposed framework for implementation TQM in Chinese organizations. International Journal of Quality and Reliability Management 2002; 19 (3): 272-94

.12

1378,

Archive of SID

Archive of SID