

Abstract

Background: Measurement of service quality is a basic prerequisite for improving quality. Studies show that consumers are in close contact with services quality better than any other group. This study was conducted with the aim of Evaluating the quality of hospitalization services from the viewpoint of patients at the educational hospitals of Kerman University of Medical Sciences using importance – performance analysis model and proposing effective solutions in 2019.

Materials and Methods: This study is a combined (quantitative-qualitative) study, of consecutive-explanatory type, which was randomly performed on 320 hospitalized patients (with a history of at least three days of hospitalization) in two separate phases. The evaluation of service quality in this study was based on the importance-performance analysis model and using servqual questionnaire adapted to the hospital environment and drawing a matrix. In order to analyze the data, SPSS 22 software and Wilcoxon and paired t-tests were used. According to the results, in all dimensions of service quality, a significant relationship was observed between importance scores and performance. The largest gap in service quality was related to the reliability dimension (-2.32) and the lowest gap was related to the empathy dimension (-2.01).

Conclusion: Based on the results of the present study, the areas that are most in need of quality improvement measures were identified. Assessing patients' opinions can facilitate the provision of hospital services, increase the desirability of the services provided, and improve the quality of services and patient satisfaction.

Key words : Evaluating of quality, services quality, educational hospital, importance–performance analysis model.



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Title

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