Short Communication

INVESTIGATING THE EFFECT RELATED TO QUALITIES OF SERVICES ON THE BASIS OF SERVQUAL MODEL (SERVICE QUALITY MODEL) ON OCCUPATIONAL PERFORMANCE OF PROVIDERS OF HEALTH SERVICES OF SHAHID MOTAHARI AND PEYMANIE HOSPITALS IN JAHROM

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ABSTRACT

Introduction: Hospitals are considered one of the most important units of presenting services in health system and investigating qualities of presented services are so important in them.

Methodology: This study is analytical-descriptive and geodesic. 285 of providers related to health services have been investigated by random sampling in Motahari and Peymanie hospitals of Jahrom. Data of the study were collected by using questionnaires of Paterson occupational performance and analyzing qualities of ServqualParasuramanservices and colleagues. To analyzing data, descriptive and illative statistical methods were used. In illative statistics, firstly by using Kolmogorov-Smirnov test, normality of variables was investigated in each hypothesis of study and then by using correlation, regression and Freedman tests by SPSS22 software, investigating the confirmation or refusal of study hypotheses has been performed.

Findings: Findings indicated thatonlyinaccountability aspect, the difference between expectation and perception was positive and it indicated the satisfaction and in other aspects there are negative gaps. Also, we achieved positive and meaningful relations between aspects of trust and assuring related to qualities of services in 01.0 meaningfulness level and empathy aspect in 05.0 meaningfulness level with occupational function and also aspects of trust and assuring respectively with 285.0 correlation coefficient in 05.0 meaningfulness levelwith could predicate some changes of occupational function.

Conclusion: Qualities of services in medical and service centers and related to health lead to promotion in occupational function.

Keywords: Qualities of services, Servqualmodel, occupational performance, hospital.

INTRODUCTION

Nowadays, organizations have high and important positions in cultural and social structures (Boan&Funderburk, 2003). In last decade, many of organizations and active people in marketing, have focused on global development and growth of human resources and also qualities of services (Malgorzeta Szalucka, 2015). Most of the fundamental and vital activities related to people's lives are performed in organizations and living without organizations is almost impossible (Ahmadi, 2012). Success and failure of an organization can also be related to its occupational functions of employees (Mansouri, 2015).

So, attention to occupational function and its evaluation have been placed in plans of organizations. In processes of evaluating occupational performance, service system exists by exhibitor. In this issue according to investigating the studies, conditions which are related to presenting services and satisfaction of client and customers, are proposed.This issue is more noticed about organizations which are related to people health. Hospitals are regarded as one of the most important units of presenting services in health system and investigating qualities of presented services are so important in them. Quality is a complicated concept, has different aspects and its definition is difficult according to implicit criticisms. According to definition of ASQ (American Society for Quality), quality means: ability of producing product or presenting services that fulfill needs of customers and satisfying them(ASQ, 2016). The interaction that exists between service provider and client, causes gaps in presenting services with high qualities. The final aim in correcting qualities of services, is reducing this goal. Actually, capture of great part of economic by services, high activities and financial rotation of this part and diversities in health, information technology and educational organizations, force managers to be sensitive about presented services and critically pay attention to evaluating qualities of services in management and evaluation of organization. In analyzing qualities of services that is regarded as one of small systems of management and evaluation of performances of service organizations, different models have been presented that the most useful of them is Servqual model (Sohrabi and Bakhtiari, 2007).

Servqual model is one of the models that was invented by Parasuraman and Zeithaml and tries to analyze rate of qualities related to services through analysis of gap between expectation and perception of the customer. This model is also known as Gap Analysis Model (Brooks RF and colleagues, 1999) and has been presented in 22 items and 5 aspects (Luis Kalb Roses and colleagues, 2015).

Tangibility: appearances of equipment and physical devices in workplace and employees.

Reliability: ability of provider organization related to services in performing its promises in a continuous and exact way.

Responsiveness: tendency and enthusiasm of the organization in helping customers and on-time presentation of services.

Assurance: knowledge, skills and competences of employees and organization in induction of reliability and confidence to costumer.

Empathy: intimacy and empathy with costumer, special and personal attention to him/her and attempt in realizing needs of costumer (Allan, Y, 2003. Caruana. A, Ewing MT, 2000). The final goal of this model is guiding the organization towards elevation of performance (Andaleeb. SS, 1998. Bodvarsson, and colleagues, 2002).

So, according to this issue and also performed studies, it seems that presenting services with high quality can positively effect on occupational performance and establishment of plans on the basis of that in provider organizations related to services. According to above issues, the purpose of this study is investigating the effect of aspects related to qualities of services on the basis of Servqual model on occupational functions of health service providers of the hospital. In this case, ShaahidMotahari and Peymanie hospitals in Jahrom have been chosen.

METHODOLOGY

The method of this study is analytical-descriptive and geodesic and in this method common condition about aspects of qualities of services in Servqual model in ShahidMotahari and Peymanie hospitals of Jahrom is investigated.

Statistical universe in this study related to health service providers in ShahidMotahari and Peymanie hospitals of Jahrom are respectively about 540 and 520.

By using following formulas, we can determine sample size (Sarmad and colleagues, 2007):

$$n = \frac{n_0}{1 + \frac{n_0}{N}}$$

N=1060

$$n_0 = \frac{Z^2 \, a_{/2} \, pq}{E^2}$$

Because variance of universe is unknown, we use above formula and suppose that p is ratio of people and regard it as 0.5 (maximum amount) and also we consider rate of error as 0.05. So, we have:

$$n_0 = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16$$

As a result, sample size is:

$$n = \frac{384.16}{1 + \dfrac{384.16}{1060}} \cong 282/5$$

According to the formula numbers of analytical samples were about 283 and according to possibility of their falls, 285 have been regarded. So, total numbers of statistical universe are 285 and were done by random sampling.

Devices of collecting data in this study were questionnaire, studies of books related to libraries, articles and researches.

Questionnaire of occupational function has been prepared by Paterson (1970) and translated by Arshadi&Shelsrkan, (1996) and includes 15 questions with 4 degrees: rarely, sometimes, often and always. To analyzing performance of this questionnaire with slight changes, it has been changed to a self-assessment questionnaire of performance. In above questionnaire, subjects determine their answers in a 4-degrees scale in questionnaire of occupational performance and also calculative method of this test is according to 0, 1, 2, 3, method.

As a method for analyzing qualities of services, researchers developed the Servqual methodology. Servqual investigates five aspects of services qualities: assurance, responsiveness, reliability, empathy, outward status, facilities of organization and tangible factors) (Paeasuraman and colleagues, 1988). For each aspect of qualities services, Servqual analyzes both expectations and perceptions of respondents with totally 22 questions. Then importance of each mentioned aspects will be determined on the basis of scores of respondents. Gaps of scores are calculated on the basis of differences in scores of two series of questions related to expectations and perceptions of respondents. Negative score indicates that actual services (perceptive score) is less than expected amount (points of expectations). Gap of point is a sure indicator for all five aspects of qualities services. By using Servqual method, service providers can prepare an indicator of level related to qualities of services and determine aspects which need to correction.

In this study in order to investigating validity of mentioned questionnaires, formal validity and conceptual method were used by confirmation of professors. In order to confirming stability of above questionnaires, calculating method of Cronbach'es alpha was used. At first questionnaires have been distributed between 25 people of statistical universe into pretest and by SPSS22 software of Cronbach's alpha for questionnaires of occupational performance and scale of qualities services of Servqual, 9.0 and 78.0 have been obtained and because they are more than amount of 7.0, we conclude that it has high stability.

Findings

After collecting questionnaires and specifying scores of expectations levels and perceptive scores, qualities for each differences in scores are obtained according to following formula (according to table 1):

"Difference in score=score of perception-score of expectation".

On the basis of average of aspects, only in responsiveness aspect of qualities services, the difference between expectation and perception was positive and it indicates the satisfaction and in other aspects this amount was negative, so it had negative gap and there wasn't any satisfaction. The average of weightlessness related to Servqual scores in all aspects obtained -0156.1.

To investigating the relation of each aspects related to qualities of services and occupational performance, correlation test with Pearson correlation coefficient was used.

In table 2, correlation matrix between occupational performance and aspects of qualities related to Servqual services have been stated. The relations between each aspects are considerable according to meaningfulness level of P<05.0 05.0 and meaningfulness level of P<0 01. 01.

Table 2 represents the relation between aspects of qualities related to Servqual services with occupational performance. As you can observe, there are positive and meaningful relations between aspects of reliability (in P=0.007 meaningfulness level) and assurance (P=0.0000) and qualities of services with occupational function, because the meaningfulness level is less than 01.0 with possibility of 99% and also there is positive and meaningful relation between aspects of empathy and occupational performance in meaningfulness level of P=05.0, because it equals to 05.0 with possibility of 95%.

Table 1: Calculating Servqual scores

Aspects	locutions	Perceived score	Perceived score	Score of expectations	Distance of score	Average of aspects
Tangible factors	1	4.6	4.6	6.43	-2.37	-2.19
	2	3.7	3.7	6.43	-2.73	
	3	5.1	5.1	6.58	-1.48	
	4	4.78	4.78	6.69	-2.18	
reliability	5	4.4	4.4	6.58	-2.18	804.1-
	6	4.99	4.99	6.64	-1.65	
	7	5.3	5.3	6.68	-1.65	
	8	4.56	4.56	6.51	-1.95	
	9	4.8	4.8	6.39	-1.59	
responsiveness	10	4.67	4.67	4.4	27	297
	11	3.32	3.32	3.56	-0.24	
	12	3.27	3.27	3.1	17	
	13	4.1	4.1	2.3	99	
Assurance	14	5.2	5.2	5.92	-0.9	153.1-
	15	5.9	5.9	6.1	-1.01	
	16	5.31	5.31	6.43	-1.12	
	17	4.44	4.44	6.32	-1.88	
Empathy	18	4.23	4.23	4.95	-0.72	228.0-
	19	4.6	4.6	4.62	-0.56	
	20	3.56	3.56	3.48	8	
	21	3.44	3.44	3.3	11	
	22	3.76	3.76	3.81	-0.05	
Total				-5.078		
Weightlessness average				-1.0156		

Table 2: Correlation test between occupational performance and aspects of qualities related to Servqual services

Analytical indicators variables	Mean	Standard deviation	Correlation coefficient	Meaningfulness level
Tangible factors	4.41	1.45	97	102
Reliability	476	1.43	159	7
Responsiveness	3.82	2.4	1	981
Assurance	4.97	1.2	260	0
Empathy	3.81	1.4	114	5

Meaningfulness level 01.0   Meaningfulness level 05.0

Table 3: Coefficients of predicating occupational performance from aspects related to qualities of services

Coefficients of variables	Non-standard				Standard of test			
	Beta	Beta	T-test	Meaningfulness level	Correlation coefficient R	Determination coefficient R2	Amount of F	Meaningfulness level
Stable amount	0.003		12.466	0	0.285	0.081	4.94	0
Tangible factors	0.028	0.071	0.859	0.391				
Reliability	0.02	0.049	0.483	0.029				
Responsiveness	0.02	0.07	1.072	0.285				
Assurance	0.156	0.322	3.639	0				
Empathy	0.044	0.106	1.598	0.111				
Criterion variable: Occupational performance								

Then, rate of predicating occupational performance of aspect related to qualities of Servqual services is investigated by regression test of multiple-variables.

Rate of predicating occupational performance of aspects related to qualities of Servqual services, analyzing variances of indicators, analyzing ANOVA and coefficients of predicating occupational performance from aspects related to qualities of services have been stated in table 3.

In this study, multivariable regression was done by simultaneous method. Table 3 represents rate of predicating criterion variable of occupational performance by independent variables of aspects related to qualities services, reliability and assurance and with presenting Beta coefficients. According to data we conclude that changes in occupational performance are expressible respectively by aspects of reliability and assurance. But aspects of tangible factors, responsiveness and empathy were not entered in regression equation because they had errors more than 05.0. Also according to level of meaningfulness related to regression it has determined that expected model has ability to generalizing in society.

So, according to obtained Beta coefficients, regression equation is obtained as bellow:

$$Y = 0/003 + 0/156 \ X1 + 0/020 \ X2$$

Y=variable related to occupational performance
X1=assurance aspect
X2=reliability aspect

As a result, aspects of assurance and reliability had the abilities of predicating occupational performance and could accept some parts of the research's hypothesis.

In order to assuring about mentioned ranking and determining priority-rating of meaningful variables in study, Freedman test was used. By using Freedman test we can compare ranks of variables. Zero hypothesis and opposite hypothesis in this test, are written as following:

H0 (zero hypothesis)= there is no meaningful difference between average of reliability and assurance.

H1 (opposite hypothesis) = there is a meaningful difference between average of reliability and assurance.

As the value of P is less than 0.05, we refuse H0. So, we conclude that there are meaningful difference between average of meaningful variables of assurance and reliability. The averages of ranks related to variables equal are the same as multiple regression test.

DISCUSSION

Unit of services and quality of its presentation to people in hospitals as the most important units in presenting services in health system is impressive. Results of investigating aspects of qualities related to Servqual services indicated that only responsiveness aspect had satisfaction and others didn't have. Comparison of this result with previous studies indicated that Ranjbarezzatabadiand colleagues (2010), Mohammadi and colleagues (2003) by using Servqual model mention to existence of gap between perceptions and

expectations in all aspects in Afshar hospital of Yazd. Bahadori and colleagues (2013) by study of qualities related to presented services in medical branches of armed forces in Hamedan about veterans found that expectations of employees in all aspects and indicators were more than existing condition. The most average of score in expectation section was related to assurance of obliged services and the least score was related to empathy aspect. Ezzatabadi and colleague (2013), investigated the gap of quality of services in ShahidRahnamoon hospital of Yazd. Jana abadi and colleagues (2011), have investigated the distance between perceptions and expectations of patients about quality of services in medical centers of zahedan by using Servqual model and reported it as negative in all aspects and state that this issue is due to lack of ability in responsiveness of managers and employees to expectations of patients. The most difference between perceptions and expectations in this study has been evaluated in empathy aspect and the least has been evaluated in assurance aspect. In studies of Bahadori and colleagues (2013), Gholami and colleagues (2011), Zarei and colleagues (2011), the most gap was in tangible aspect and the least was in empathy aspect. Mirghafouri and Zareahmadabadi (2007), by investigating qualities of services in medical centers by using Servqual model in ShahidRahnamoon hospital of Yazd found that patients in internal ward are satisfied about way of accountability related to service providers.

Also in studies of Al-Borie and Damanhouri (2013) in hospitals of Riyadh, Kamgozada, Altuntas (2012), Ramanjuam (2011) in hospitals of India, Pansiri and Mmereki because of effect of corrections in public services and arrangements of early cares in Bostvana, Isik in private and governmental hospitals they have obtained the same results. Regaira Martinez and colleagues (2011) also unlike results of this study in their study indicated that the differences between perceptions and expectations for all criteria of Servqual and also for each aspect are positive in point of views of patients who receive services in Intensive Care Units of Spain. In another study, Baker and colleagues (2009) in academic hospitals of Turkey also mention to negative gaps in all aspects. In study of Butt and De Run (2008), existence of negative gap in all aspects especially in assurance aspect is reported in hospitals of Malaysia.

About the results of this study we can interpret that in ShahidMotahari and Peymanie hospitals of Jahrom, about aspects of assurance, empathy, tangible factors and reliability, they had more expectations from providers of hygienic-medical services. We can stipulate that referred people to these hospitals firstly wanted to achieve physical needs and responsibility of service providers and then they noticed mental, spiritual needs and empathy and also their more material and tangible needs.

Also, results indicated thatthere are positive and meaningful relations between aspects of reliability and assurance of qualities services and empathy aspect with occupational performance. Two aspects of tangible factors and responsiveness didn't have meaningful relations with occupational performance. In expressing this result we can conclude that competences and abilities of employees of hospitals in creating assurance and reliability in patients and their companions are high and they have increased their occupational performance. According to the concept of assurance this result is expectable. Assurance: is knowledge and politeness of members related to working forces and their abilities in assuring and it causes that behaviors of employees make referred people, patients and their companions sure. In this issue referred people feel security, employees and personnel (providers) are polite and have sufficient knowledge in replying to questions of patients and their companions. According to the concept of assurance which includes knowledge, skill, competence and tendency of employees in assuring patients and their companions, this aspect is important especially in services such as hygienic and medical, because it's related to health of people and has higher risk. As the assurance includes creating confidence in referred people, patients and their companions through proper behaviors, security of referred, patients and their companions in their interactions with hospital, polite behavior with them and enough knowledge of employees in replying questions of referred, have positive effects on occupational performance and lead to increasing occupational performance. Mentioned results represent that studied hospitals when promise in services to their referred people to do it completely and exactly, fulfillment of this promise behalf employees of medical services creates an atmosphere on the basis of trust between hospital and referred people

which leads to promotion in occupational performance of employees. Satisfaction of referred people and occupational success of employees increases their motivation in performing better the obligations and having better occupational performance.

Other variables of Servqual model are tangible and physical factors. Actually, being tangible is related to appearance of facilities-equipment, devices, personnel and personnel of communications (equipment with modern appearance, attractive facilities, ordered employees and attractiveness of services). In other words, ability of executing promised services is on the basis of conditions and properly executing the services in promised time, indicating pure interest in solving problems and insistence on operations without error. Actually, physical environment of service, hygienic and medical centers, appearances of employees and service providers have important roles in correction of total qualities of services and evaluating referred people (Madani and colleagues, 2005).

According to lack of relation, we can state that outward and physical aspects related to aspects of qualities are not effective in occupational performance of service providers in studied hospitals. So, we can say that all equipment, facilities, public spaces of hospitals, appearance of service providers and finally relational canals which present hygienic and medical services, had not meaningful effects on occupational performance of employees and employees and service providers and also referred people, patients and their companions pay more attention to internal quality of services than appearance and tangible factors.

Replying and assuring the quality include all rules and activities that are necessary in protection, continuity and promotion of quality. Responsiveness is tendency to helping referred people, patients and their companions and presenting immediate services to them, it means that members of working forces (employees) also present urgent services, always want to help and they should not be such busy that will not respond to needs of referred, patients and their companions. This aspect of qualities related to Servqual services uses such powerful people that have enough knowledge and skill in presenting services and be able to respond referred people (Mohammadi and colleagues, 2004). So, responsiveness is timely presentation of service to

referred, patients and their companions and also this aspect represents responsiveness and sensitivity of medical service providers than quality of presented services to referred people that leads to their satisfactions. According to achieved results in this study, this aspect related to qualities of services couldn't represent a meaningful relation on increasing occupational performance. Maybe the reason is that in medical services because of sensitivity in work and relations of occupations of employees to people' health, responsibility and responsiveness against obligations are inseparable parts of this occupations. So, employees without paying attention to the effectiveness of it, on occupational performance obliged themselves and are responders in their jobs. So, it is expectable that this aspect of Servqual services doesn't show a meaningful relation with occupational performance and in presence of occupational performance or not, should be part of features of employees and medical service providers in hospital.

Empathy aspects is the fifth aspect of qualities of services in Servqual model that represents special attention of employees to patients and their companions. It includes: personal attention to referred, patients and their companions, proper working hours for all referred, presenting personal attention to referred by employee, tendency in the best benefits for referred and realizing their needs. All these items indicate satisfaction of referred and way of treatment in presenting services, motivation and more attempt in doing better the obligations. So, they pay more attention to have higher occupational performance in their jobs and by empathy and higher perception do their roles. As present results indicate, empathy aspect could have a meaningful relation with occupational performance and it leads to increasing occupational performance.

According to achieved results, some of the changes in occupational performance respectively are expressible by aspects of reliability and assurance. But tangible factors, responsiveness and empathy did not enter to regression equation. Achieved results from mentioned hypothesis were in line with study of Khaleghimoghaddam and Rostamkalayi (201012). A service has high quality, if can fulfill the needs of referred people and be tagged with their levels of expectations. Expectations of referred people also are related to what they want and feel that service providers

should present to them. So, the client determines the quality; it means that if a service fulfill needs of referred people or be higher, it will be regarded with high quality. If a service be less than limit of expectations of referred, it will not mean that its quality is low, but leads to discontent of the client. So, qualities of services are evaluatedaccording to what referred people expect from received services. Actually, the main motivations in medical organizations as hospitals which attempt in main corrections of people's health, are patients and their companions. Beside this issue, in addition to performing affairs, according to performed promises, rate of interests of employees in doing affairs and presenting services, proper performance of services in the first reference, presenting services in determined time and exact keeping histories and cases lead to increasing in reliabilities of employees (Jana abadi and colleagues, 2011). Also, in expressing above results we can state that in medical unit because of the importance in types of services and dealing in lives of human, promotion in quality and its assurance, increasing trust to qualities of presented services and assuring referred people in fulfilling expected obligations for medical system have been notices, so high demands in activities of quality management in hygienic, service and productive organizations have been increasingly developed. By this, the can be effective in trust of client according to properly fulfillment of obligationsand their assurances will be increased in presented services. As the results of this study indicated, among aspects of qualities in Servqual, two aspects of reliability and assurance are effective in increasing occupational performance. In study of Anderson and colleagues (2006) that was done for measuring qualities of presented services by clinics of cancers in an university in Texas, indicated that point of views related to patients among variables of quality, the most importance was related to ability of assurance that was in line with this study. Variables of reliability and assurance are related to proper access to hygienic and medical services, means arranging proper services in proper time and place. Theodorakis and Mantzavinis (2005) according to received results in the study could represent the effect of meaningfulness on occupational performance.

SUGGESTIONS

Managers of service centers to promoting quality should focus their most attempts on aspects that have more priorities and effects on occupational performance (in point of views of patients), it means reliability and assurance and design their services according to expectations of patients and promote the.

According to this issue that attempt in achieving to quality leads to achievement in competitive benefits and attracting more referred people, results of study indicate that attention to expectations of patients can enable managers and experts to exactly evaluate their performances and better planning for future proceedings. In fact, trying to reduce the gap and the distance between expectation and perceptions of patients leads to their more satisfactions and finally loyalty and further referring to hospital. Also, by using Servqual model (as one of the devices in measuring quality), managers will be able to evaluate qualities of services from point of views of patients as the most important costumers of the organizations and by proper planning and correcting uncertainties , finally correct the qualities of services. Management of hospital should place a responder reference in solving problems of referred people to hospital to detect hidden needs of and expectations of patients and their companions and develop domain of services according to expectations.

According to achieved results from investigating current gaps, it's necessary for management of internal unit in studied hospitals to plan more and subtilize according to conceptual areas of credibility and assurance, outward and tangible factors, empathy, reliability and assurance. Actually in these four aspects, gaps between expectations and perceptions of patients and personnel of this unit have been observed. So, the manager of this unit should try to transfer information related to knowledge and skills of doctors and nurses to the patients and by this, increases reliabilities and assurances of patients about skills of personnel in this unit. Perhaps, planning for more and proper instructions to personnel in fields of professional knowledge can remove some parts of this gap with executing information.

According to performed development in analyzing performances of service organizations from processor analysis to customer-oriented evaluations, using new techniques in analyzing services of medical centers can importantly help in increasing their qualities of services. Servqual as the last presented technique in analyzing qualities of services can prepare field of challenging issues and problems in medical centers and helps in increasing their qualitative performance. So, it is suggested for hospitals to analyze qualities of their presented services by using above device and prepare fields in their correction of qualities.

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