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Measuring Service Quality Level: Istanbul Public Hospitals Inpatient Example

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Keywords

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Abstract

As a result of the transformations in the way healthcare businesses do business due to the competitive structure; Issues that require competitive ability, such as the way of delivery of services, customers' feedback about the services, and the quality of the service, are becoming very important. The increasing number of private healthcare enterprises in our country day by day creates an intense competitive environment and naturally brings with it the need to provide better quality service. Because quality health services deeply affect both the individual and the social structure. At the same time, quality health services create a spiral relationship that extends to the happiness of individuals, the efficiency of businesses and the development of the country. Therefore, the quality of the service provided in healthcare institutions is an important issue that concerns not only patients but also state institutions and governments. The increasing importance of service quality has increased the need to measure service quality more accurately. Many scale models are used at this point. The most frequently used method is the SERVQUAL scale. SERVQUAL measurement model is one of the generally accepted scales whose validity and reliability have been tested in many studies in the literature. Nowadays, studies are carried out to continuously improve the quality of health services, as in every type of service. The key criterion in improving the quality of services provided in the field of health is primarily the measurement of service quality. This study covers patients receiving inpatient services in any public hospital in Istanbul. While conducting the survey simple sampling by method. It was selected and applied to a total of 100 patients who had received inpatient services since 2013. As a result of the study, it was determined that the satisfaction level and the expectation level were generally close.

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1. Introduction

Health is one of the indispensable, non-delayable and irreplaceable needs that has an important place in human life. A negative situation in people's health overrides many other needs and requires them to be met first. When we lose our health, the other features and assets we have will no longer have any meaning (Yalçinkaya&Güçlü, 2023). At this point, it would be useful to open a parenthesis regarding patients' satisfaction.

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In addition to the perception that satisfaction varies from person to person, it is important for health institutions to provide quality service and for institutions to evaluate themselves within the framework of the service they provide. Although patients are not generally considered as customers, their satisfaction is important because they are the main users of healthcare services (Uslu, 2022; Çelebi, 2015).

The province of Istanbul is a metropolis known especially for its abundance of public and private hospitals. The increase in the service quality of private hospitals after the 2010s has created an expectation that public hospitals will also increase their service quality. State hospitals and city hospitals, whose service quality has emerged after the 2020s, have reached this bar with their service quality and efficiency studies.

Services are defined as an activity and/or benefit that is essentially intangible and does not result in the ownership of anything, whose production may or may not depend on a physical product. (Kotler and Armstrong, 1996) According to the definition of the American Marketing Association (AMA), services are the actions, benefits and satisfactions offered for sale and/or provided with the sale of goods.

Services can also be defined as all economic activities that provide benefits in terms of place, time, form and psychology (Parasuraman et al., 1985). Service is an act of taking action (Dinçel, 2019). Services in the simplest understanding; movements, processes and performances. (Öztürk, 2003)

Reliable and valid scales are needed to measure service quality due to its intangible, perishable, diverse, inseparability and ownership characteristics (Arısoy, 2017). Improving the quality of service in health is possible by determining the satisfaction level of service recipients. For this reason, the number of studies based on measuring patient satisfaction is quite high (Kıdak and Aksaraylı, 2008: 89).

As a result of examining the dimensions emphasized by patient satisfaction studies, it was observed that nine dimensions were frequently used in the literature to evaluate patients' satisfaction; (Esatoglu, 1997)

- Patient-doctor relationship,
- patient-nurse relationship,
- Patient-other hospital staff behavior,
- To inform,
- Nutrition services,
- Physical and environmental conditions,
- Bureaucracy,
- Trust,
- Fee

In measuring service quality, certain scales are used in the literature. One of the scales used to measure service quality is a model developed by Parasuman,

Zeithaml and Bery, called Servqual. This scale essentially consists of five quality dimensions. These; The physical characteristics dimension, which is a group of questions describing visible opportunities, the reliability dimension, which is questions that measure the level of fulfillment of the institution's commitments, the enthusiasm dimension, which measures the level of receiving correct and sufficient support from employees, the trust dimension, which includes confidence questions to evaluate receiving reliable service, the ability to empathize with the customer, the ability to understand the customer. dimensions (Zerenler and Ögüt, 2007).

During the literature research conducted while preparing for the study, research hospitals, oral and dental health centers, family hospitals were examined for the purpose of service quality measurement. health centers, public and special in hospitals made One It has been observed that there are many satisfaction measurement studies. The Servqual method was frequently used in these measurements, and the method was described as valid and safe in the studies examined. For this reason, the Servqual scale was also used in this study.

2. Importance, Purpose and Method of the Research

In this study, using the SERVQUAL measurement method from 2013 to 2023, the satisfaction level of patients receiving inpatient treatment services in Public Hospitals in Istanbul was investigated with the service they received. The study has this aim. The importance of the study is to reveal the satisfaction of patients with inpatient services in Istanbul and to discuss opportunities for improvement.

The survey method was used to create the data set of this study, and it was conducted on patients who received inpatient services between 2013 and 2013. In the study, data were collected through face-to-face interviews with patients through a standard survey form prepared taking into account the SERVQUAL scale. The items on the SERVQUAL scale are listed as '1' = 'strongly disagree' and '5' = 'strongly agree' and are asked in a 5-point Likert format. In the study, the convenience sampling method used in similar studies (Cui et al., 2003; Zhou, 2004, Güleş et al., 2011) was preferred to determine the patients to be included in the sample. Convenience sampling is a preferred method because it provides the opportunity to access large amounts of data quickly (Nakip, 2003).

In this research, data analysis was done using SPSS 25.0. In the analysis, patients' expectation levels and satisfaction levels were calculated on a question-by-question basis. The averages of the 5 main sections, physical characteristics, reliability, enthusiasm, trust and empathy, were taken. The averages of the differences in the expectation level and satisfaction level of the determined averages were determined. Finally, the demographic information of the people participating in the survey was calculated as a percentage based on gender, age, education level, income level, marital status and number of days spent. According to the analysis of demographic information data, 50% of the survey participants are men and 50 are women. According to the analysis made according to age distribution, 6% of the participants are 25 years old and under, 9% are 36-45, 19% are 46-54, 26% are 55-61 and 41% are 62 years old and over. In marital status analysis, 28% are single, 72% whereas married participant is has been seen.

Education When evaluating the situation, 2% of the people are literate, 12% are primary school graduates, 26% are high school graduates, 14% are associate degree, 26% are undergraduate and 6% are graduate graduates. In the analysis of occupational groups, it was determined that 22% were engaged in trade, 42% were retired, 20% were housewives and 16% were workers and civil servants. In parallel with the occupational group analysis, in the income distribution level analysis, 52% people stated that they had an income of 0-11,500 TL, 31% people stated that they had an income of 11,500-33,000 TL, and 17% stated that they had an income of 33,000 TL and above. The number of days spent in the hospital was deemed important for patients to have a clear judgment and experience about the hospital and was added to the demographic characteristics questions. According to the data obtained, 32% of the patients who were hospitalized for 3-6 days, 51% for 1-2 days, and 17% for 7-10 days participated in the survey.

3. Universe and Limitations of the Research

The population and limitations of this research consist of 100 people who live in Istanbul and have been inpatients before. The accuracy of the answers given by the people surveyed and the fact that it was conducted only in Istanbul constitute part of the limitations. Additionally, selecting people who have received inpatient services since 2013 can be considered a limitation.

4. Findings of the Research

Survey in the study of the people participating Demographic information was calculated as a percentage based on gender, age, education level, income level, marital status and number of days spent. According to the analysis of demographic information data, 50% of the survey participants are men and 50 are women. According to the analysis made according to the age distribution of the participants 6% 25 age And six, 9% 36-45, 19% 46-54, 26% are 55-61 and 41% are 62 or older. In marital status analysis, 28% are single, 72% whereas married participant is has been seen. Education In evaluating the situation, 2% of the people are literate, 12% are primary school graduates, 26% high school graduate, 14% have an associate degree, 26% have a bachelor's degree and 6% have a master's degree. Job groups in the analysis whereas It was determined that 22% were engaged in trade, 42% were retired, 20% were housewives and 16% were workers and civil servants. Job group to the analysis parallel aspect income distribution In the level analysis, 52% of the people stated that they had an income of 0-11,500 TL, 31% of the people stated that they had an income of 11,500-33,000 TL and 17% stated that they had an income of 33,000 TL and above. The number of days spent in hospital is considered important for patients to have a clear judgment and experience about the hospital. demographic feature to your questions has been added. in hand made to data according to 32% person 3-6 day, 51% person 1-2 day And 17% of the patients who were hospitalized for 7-10 days participated in the survey.

Table 1. Servqual Service Quality Averages

	Expectation Level Averages	Satisfaction Level Averages	Servqual Service Quality Level Averages(p)
Physically Features	4.99	4.4	0.5
Reliability	5	4.71	0.29
Responsiveness	4.98	4.7	0.28
Trust	5	4.63	0.37
Empathy	5	4.61	0.39

When expectation and satisfaction levels are evaluated according to the Servqual score, it is seen that the highest difference is in the physical characteristics section. When the physical feature questions were evaluated on their own, it was seen that the least important physical feature was the physical features of the employees.

Reliability And trust sizes in the evaluation expectation It is noteworthy that the level is at the highest level.

When evaluating the surveys on the basis of Servqual dimensions, it is seen that the averages are significant. It is seen that the expectation of receiving health care in a quality and reliable environment is almost 100%. This is an expected situation.

Table 2. Averages in Expectation Level Question Type

1	Hospitals modern to devices owner should be.	4.96
2	Patient rooms physically in terms of good should be.	4.96
3	Hospital employees physically in terms of good should be.	5
4	The materials used when providing health services should be modern and useful.	5
5	Hospital given meeting and conclusion don't give to their duration must comply.	5
6	Staff should show a genuine interest in resolving patients' problems when they occur.	5
7	To patients made transactions true one way should be done.	5
8	Hospitals word they give services must realize it.	5
9	To patients belonging to records complete and organised should be kept.	5
10	Health services while being presented to the patient in advance information should be given.	5
11	Employees given services possible the one which -most short in the duration should give.	4.84
12	Employees each time to the patient help to do willing should be.	4.84
13	Employees busy if they were genius patients to your needs reply they should give.	5
14	Employees with his behavior to patients trust should give.	5
15	Patients in the hospital with employees in your relationships They should feel safe.	5
16	Employees to patients opposite kind should be.	5
17	Staff are competent in answering patients' questions Must have knowledge level.	5
18	Patients should be given individual attention in line with their needs.	5
19	Employees, to patients self it should feel special.	4.96
20	Staff must keep patients' interests above all else.	4.84
21	Hospitals patients for from your hand coming -most should do better.	5
22	Of the hospital study hours patients for -most It should be at appropriate times.	4.88

Table 3. Satisfaction Level Averages by Question

1	Hospital modern to devices has.	4.22
2	Patient rooms physically in terms of Good and It is useful.	4.42
3	Hospital employees physically in terms of is good.	4.53
4	Health services while giving used materials modern And It is useful.	4.42
5	Hospital given meeting and conclusion don't give complies with the deadlines.	4.66
6	Staff are genuinely interested in solving patients' problems.	4.53
7	To patients made transactions true one way is being done.	4.73
8	Hospitals word they give services It carries out.	4.73
9	To patients belonging to records complete and organised is kept.	4.66
10	Health services while being presented to the patient in advance information is given.	4.73
11	Employees take care to provide the services provided as quickly as possible.	4.63
12	Employees each time to the patient help to do is willing.	4.56
13	Employees busy if they were genius patients respond to your needs They give.	4.73
14	Employees with his behavior to patients trust they give	4.66
15	In the hospital with employees in my relationships myself I feel safe.	4.53
16	Employees to patients opposite is polite.	4.73
17	Employees patients to your questions reply in giving sufficient level of knowledge they have.	4.56
18	Is given to patients in line with their needs.	4.63
19	employees, to patients self special they make you feel.	4.42
20	Employees patients interest each of the thing above they amount.	4.22
21	At hospital services are provided to patients.	4.73
22	Of the hospital working hours are normal	4.63

Table 4. Difference between Expectation Level and Satisfaction Level Averages

	Expectation Level questions	Satisfaction Level Measurement Questions	p
Physically Features	The hospitals modern to devices owner should be.	The hospital has modern facilities.	0.47
	Patient rooms physically should be good in terms of	Patient rooms physically It is good and useful.	0.5
	Hospital employees Must be physically fit.	Hospital employees is physically good.	0.47
	The materials used when providing health services should be modern.	The materials used in providing health services are modern and useful.	0.47
Reliability	Hospital given meeting and must comply with the delivery times.	Hospital given meeting and must comply with the delivery times.	0.34
	Staff and patients' problems when solve this for sincere One should show interest.	Employees patients problems when It is a sincere interest to solve it.	0.37
	To patients made It must be done correctly.	performed on patients It is done correctly.	0.26
	Hospitals provide the services they promise must realize it.	Hospitals provide the services they promise.	0.23
	To patients belonging to records must be kept complete and orderly.	To patients belonging to records is kept complete and orderly.	0.34
Responsiveness	Informed in advance when providing health services.	While health services are provided, the patient is informed in advance.	0.34
	Employees must provide the services provided in the shortest possible time.	Take care to provide the services provided in the shortest possible time.	0, 23
	Employees always Must be willing to help the patient.	Staff are always willing to help the patient.	0.34
	Employees busy if they were genius patients to your needs They must answer.	Employees busy if they were They even respond to the needs of patients.	0.37

Trust	Staff should reassure patients with their behavior.	Staff reassure patients with their behavior	0, 4
	Patients in hospital in their relationships with employees.	With hospital staff in my relationships.	0.47
	Staff should be courteous to patients.	Staff are polite to patients.	0, 23
	Staff must have sufficient knowledge to answer patients' questions.	Staff have sufficient knowledge to answer patients' questions.	0.5
Empathy	Patients' needs Patients should be given individual attention accordingly.	Patients' needs individual patients in line with interest The sky is sterilized.	0.47
	Employees, to patients It should make you feel special.	Employees, to patients They make you feel special.	0.27
	Hospitals provide the services they promise must realize it.	Hospitals provide the services they promise.	0.34
	Employees patients interest each of the thing should keep it on.	Employees patients interest each of the thing They keep it on.	0.44
	Are doing their best for patients coming must do his best .	Hands for patients in hospital coming The best is done.	0.27
	Of the hospital study hours most suitable for patients at times should be.	Of the hospital study The hours are the most convenient for patients.	0.34

5. Result

As a result of the general evaluation, it is seen that the expectations of the patients are significantly high. When the expectation level is evaluated on the basis of five measured dimensions, it is seen that the expectation level is 100% in the dimensions of reliability, trust and empathy, and there is a service quality expectation of nearly 100% in the dimension of enthusiasm and physical characteristics. to expectation parallel aspect satisfaction of the level general average It is 87%. Most A lot pleased owned your dimensions 5's to scale according to 4.6 with reliability and responsiveness sizes is, -most low satisfaction of the level whereas 4.2 It has been observed that it is given to physical properties. Physically features question on the basis when evaluated Questions room, device, material and your employees physically what properties is aimed at. your expectation -most is less Subject your employees physically feature. General aspect self to feel safe wanting One group for significant One situation. Reliability dimension is the highest in service quality values high with a difference of 0.38 meeting and conclusion to their duration rapport is, other four in the question employees general aspect sincere, in your word standing And necessary records holding persons It was seen that it was evaluated as. 100% expectation regarding compliance with appointment and result times is One in size satisfaction of the rate 0.46 to be acceptance is an acceptable value. In the responsiveness dimension, employees were asked to evaluate the quality levels of informing patients, timeliness, and willingness to help. As a result, employees generally to do willing is but busy when they are patient It is concluded that they are below expectations in helping their needs. Trust level measuring in your questions your employees trust to give, your patients are safe feeling, your employees kind to be and vocational information It was aimed to measure the levels. Employees are generally reliable and polite

despite information levels your expectation under is has been seen. In the dimension of empathy, which has one of the lowest service quality averages, attention towards patients, making them feel special, the value placed on one's best interests, doing one's best and providing hospital services at appropriate times. giving on the subjects Questions directed. patients At the rate of 0.22, which is the lowest value of the service quality difference, employees do their best. -most the best to do they are working what they think has been seen. In general, it was determined that the satisfaction level averages were equal to the expectation levels and were acceptably low.

6. Discussion

As a result, continuous research should be conducted to more accurately determine patient needs and wishes and programs should be developed to meet them. Therefore, measuring patient satisfaction is useful and necessary. We know that these satisfaction processes are carried out by the quality and efficiency unit of public hospitals and conveyed to the public hospitals association, but we believe that meetings should be held with experts on this process and the relevant parameters should be increased. The increase in academic publications and their advancement with industry connections will bring confidence to the subject.

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