

Analysis of Services Quality on Customer's Satisfaction Using SERVQUAL Model

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Abstract .This paper intends to determine the gap percentage between the quality of services in the international hospital Ghaem and the patients' expectations. Participants of this study are infinite number of patients and clients of this hospital in Rasht in Iran. A sample of 393 people has been examined based on infinite volume determination formula. Sampling is a simple random approach and the time period is spring and summer 2014. Method of the study is descriptive-analytic, data collection approach is field research, and data collection instrument is a questionnaire. The analysis of data has been conducted by two approaches of descriptive and inferential. Hypothesis testing has been accomplished by two-sample T methodology and also SPSS 18. The model used in this study is Servqual standard model. The results of the study demonstrate that there is a significant difference between the clients' expectations and the quality of hospital. Also, there is a meaningful difference in terms of five determining dimensions in subordinate hypotheses which include factors of sensibility, validity, reliability, responsiveness and sympathy with respect to the quality of services of Servqual model. This has been noticed as the average gap which contains the least in terms of maximum validity and minimum reliability.

Key words: the quality of services, clients' expectations, validation, reliability, sympathy

1.Introduction

Researchers have paid lots of attention to the quality of services in the last few decades. In fact, the quality of services signals the main and fundamental success of a service organisation in current competitive environments (Lee and Kim, 2012, p: 756). The quality of services is a multidimensional and abstract concept due to three particular characteristics of services: intangibility, non-monotonousness and not being experimental (yah Shao and Li, 2009, p:1067). Gronros (2001) defines service: "a service is an action or a group of more or less intangible actions which usually and not necessarily occurs in interactions between the client, staff and or physical resources or goods or service providing systems and therefore, these are provided as solutions to the clients' problems". According to Parasouremen (1985), the quality of services is based on a comparison between something the client thinks of it as a service to be suggested and

something prepared for him/her (Thelen et al., 2010, p:196). He also describes the quality of services as constant agreement with clients' expectations and knowledge of clients' expectations of a particular service. Some researchers believe that the quality of services shows a rank of difference among clients' understanding and expectations about services. Today, the quality of services plays a crucial role in the success of an organisation towards providing a competitive advantage and increasing the power of competition (Yousapronpaiboon and Johnson, 2013, p: 59).

Parasooraman (1988) demonstrated that the quality of services can be measured through the difference between received services and the client's required service by five dimensions. His proposed model intends to remove gaps which may result in clients' dissatisfaction with received services. The five-dimension model includes:

1. Sensible/Tangible factors: apparent physical facilities, equipment, staff
2. Validity: the ability for the promised services appropriately and reliably
3. Responsiveness: cooperation to help clients and providing case services
4. Reliability: knowledge and humility of staff and their ability to provide honesty and reliability
5. Sympathy: individual precision and attention towards clients (Chuang, 2010, p: 368).

To analyse the quality, features of goods or services were the criterion of quality before. However, new methods and attitudes define quality as client's request. In fact, the quality means meeting clients' needs and requests (Gholami, et al., 1390, p: 2). It can be suggested that the quality of services has a really close relationship with clients' satisfaction and the attempt to get the client's satisfaction in recent competitive circumstances is only possible through services which exceeds clients' expectations (Rahman et al., 2012, p: 2).

Providing quality services leads to increased clients' satisfaction, clients' preservation, positive advertisements spread from person to person, more share of the market, benefit raising and organisations' financial performance improvement (Cheung and To, 2010, p: 260). Oliver (1980) claim that satisfaction results from measuring the difference between the client's previous expectation and the real performance of product or service in a way that if the organisation is able to meet the client's expectations and pleases him/her, it has got his/her satisfaction (Ganguli and Roy, 2010, p: 404).

Santus and Bot (2003) suggest that both frameworks of clients' satisfaction and quality of services have a common basis with perceptive expectations and evaluation, and therefore these can be theoretically joined in terms of expectation. Differentiation between clients' satisfaction and quality of services is essential for managers and service providers should aim at producing high-quality services to satisfy clients (Barber and Scarcelli, 2010, p: 72).

On the other hand, if there is no direct relationship with clients, decision-makers and planners will not be able to prioritise functions appropriately and this may result in non-responsiveness of service function toward clients' expectations. Therefore, clients will disagree on the quality of services. Disagreement over the quality of services refers to the disagreement among clients' expectations over desirable situation and their perception of available situation. Clients or consumers of services evaluate the quality of services from the viewpoint of their expectations and perception of received services. The crucial step to compensate for the disagreement among service receivers' expectations and perceptions is to know clients' understanding and requests and also to determine the amount of disagreement among them. In this regard, not only is prioritising and allocating resources facilitated, but there will be a basis according to which the quality of services might be improved (Gholami et al., 2011, p: 2).

This study seems essential because nowadays productive or service organisations consider clients' satisfaction as an important criterion to measure the quality of their performance, and customer-based attitude, customer preservation and customer satisfaction has been significantly important in organisations. Researchers have found that the client's satisfaction is an effective part of a business fulfilment and no business can survive without its clients' satisfaction (Rahman et al., 2012, p: 3). The validity of a successful organisation, getting satisfaction, attracting new clients and preserving old clients are the main points of a successful organisation (Yuksel, 2010, p: 275).

Studies have shown that client's satisfaction and the quality of services are in a close relationship. In fact, the quality of services has a crucial role in an organisation's success to provide a competitive benefit and to increase power of competition. According to Parasuraman and Kronin Tailor, the quality of services initiates client's satisfaction and results in his/her satisfaction or dissatisfaction. Consequently, it can be noted that the most crucial factor of clients' satisfaction is providing appropriate and good quality services. When providing appropriate services based on clients' expectations and needs is one of the practical aims of an organisation, it can succeed with regard to other business bases (Barber and Scarcelli, 2010, p:72). The effect of the quality of electronic services on on-line clients' satisfaction and loyalty has been examined by Sheng and Liu (2010). This study was aimed at maintaining and increasing on-line clients' satisfaction and loyalty and also looking for effective factors of the client's satisfaction and loyalty. The results demonstrate that "efficiency" and "total fulfilment" have a positive effect on the client's satisfaction, and "total fulfilment" and respecting clients' privacy" have positive effects on clients' loyalty as well. Anyway, the rest of factors did not have a meaningful effect on clients' satisfaction and loyalty. Finally, it was found out that clients' loyalty is totally affected by clients' satisfaction with the quality of services.

The client's satisfaction and company's performance were examined by Williams and Naumann (2011). This study intended to determine the relationship between clients' satisfaction and various criteria of company's performance. Findings showed that there is a meaningful

relationship between the levels of client's satisfaction and company's marketing and financial operation (Williams and Naumann, 2011, pp: 20-32).

The importance of service features in describing clients' performance was examined by Pantouvakis in 2010. This study attempted at determining the relationship and the importance of different criteria of services' quality in defining clients' satisfaction. The results demonstrated that different criteria of the quality of services influence clients' satisfaction (Pantouvakis, 2010, pp: 366-387).

The quality of services and its relationship with satisfaction and loyalty in Legestic source-finding was studied by Juga and others in 2010. The purpose of this study is determining how perceiving the quality of services can influence companies and producers' satisfaction and loyalty. The results showed that services' quality perception has a positive effect on productive producers and companies' satisfaction and faith. This means that with regard to Legestic source-finding, the quality of provided services by companies can cause a relationship among associates and also may result in its maintenance. If the relationship between associates is supported, they will be pleased by this connection and have a long-term attitude toward it (Juga et al., 2010, pp: 496-510).

The study of organisational civilisation's behaviour with the quality of services in Guilan state hospitals was conducted by Rezaee Dizgah and others in 2011. This study is intended to determine the relationship of organisational civilisation's behaviour with the quality of services in Guilan state hospitals. The results showed that there is a direct relationship between the criteria of organisational civilisation behaviour including faith, obedience and cooperation, and the quality of services. This means that we can expect the client's satisfaction with the quality of services by improving organisational civilisation's behaviour in hospitals (Rezaee Dizgah and others, 2011, p: 10-15).

The examination and measuring the quality of services and their relationship with clients' satisfaction were examined by Hosseini and others in 2010. This study is the result of a field research which aims at measuring the quality of provided services by Tejarat bank and also at examining the relationship between the quality of bank services and clients' satisfaction. Servproof measurement was used in this study to evaluate the quality of services. Participants were all Tejarat bank clients in Karaj and the sample was 250 clients. The results show that there is a meaningful relationship between the quality of services and clients' satisfaction and in fact, there is a positive and strong relationship between these two variables. Therefore clients' satisfaction increases by the bank's service quality enhancement (Hosseini and others, 2010, pp: 109-124).

With regard to the importance of the client's satisfaction in current competitive world and the essential and crucial role of the quality of services in increasing and improving clients'

satisfaction, and also the importance of the quality of services in health-care centres, the researcher is trying to study clients' satisfaction with Ghaem hospital's services quality.

in this study Servqual pattern is used to measure the quality of services and to analyse services quality gap. This pattern is one of the developed patterns in measuring the quantity and quality of services and was proposed by Parasurman and others. Servqual is a multi-scale model which assesses the quality of services from the viewpoint of clients and is also a really popular tool which has been used in different services. In this model clients' perceptions and expectations of provided services are measured and the difference between these two is regarded as the services' gap (Rocha et al, 2011, p: 357).

Therefore, this study seeks the answer to this question:

How do those who use the services of Ghaem international hospital comprehend the quality of receives services and how much are these services compatible with their expectations?

2.Theoretical Frameworks of the Study

The evaluation of quality of services is conducted by the process of providing services in the corresponding division. Each single call of the customer is regarded as a moment to provide trust and a chance to satisfy or dissatisfy them. The quality of services has been noticed as the main indicator of rival by organisations since the time the role of services was apparent in life. This result in differentiating the organisation from its rivals and also getting a competitive victory (Yousapronpaiboon, 2014, p: 1089).

Providing high-quality services for clients is one of the effective key elements on companies' performance in the industry of services. Due to intangibility, variety and heterogeneity of services, researchers have defined the quality of services in terms of the client's judgement or total comprehension of services' preference and advantage, and most proposed models in this regard try to measure the client's perceptions about the quality of services. Different models have been introduced in the quality of services literature to establish determining elements of quality of services. Also, proper quality measurement techniques are proposed (Lee and Kim, 2014, p: 3762).

Meirelles (2009) believe that the quality of services can be describes in terms of three aspects: physical, situational and behavioural. In other words, the quality of services refers to something which is provided for, the situation in which services are provided and also the circumstance of providing it. Furthermore, the standards of quality of services are usually determined based on clients' previous experience of services providers. These standards often declare the technical and physical aspects of services. Researchers have determined two kinds of quality: real quality and perceived quality. The former is the quality which has been particularly faced. On the other hand, the latter is the client's feeling about the expected quality and what he/she has really received (Yousapronpaiboon, 2014,p: 1089).

In fact, the success of companies and organisations absolutely depends on knowing clients and rivals and other effective factors on the market, as much as possible. Companies which achieve proper understanding of clients' needs and expectations, and are able to properly reply to the changes of market, can guarantee their success against other rivals. The client is considered as the central core in service organisations. Increased level of knowledge and understanding of clients and therefore, increased level of their expectations and requests from service organisations, has severely challenged these organisations (Umamaheswari, 2014, p: 712).

Providing permanent quality of preferable services in comparison to other rivals is one of the essential ways according to which a service institute can differentiate itself from other rivals. To this aim, it should only reply properly to the clients' expectations of quality of services or even outperform them. The willingness to provide good-quality services has an important role in service industries because the quality of service-providing is crucial for the organisation's maintenance and benefit (Yousapronpaiboo, 2014, p: 1089).

Philips et al (1993) have concluded that the quality of strategic and commercial division's products and services is the most important element which affects the performance of these divisions. Due to the effect of quality on perceived value from the clients' point of view, not only is the quality of services connected with the organisation's profitability, but it also associates with its growth. Furthermore, the quality of services leads to increased satisfaction of clients and therefore results in client preservation and enhanced market share (Lee and Kim, 2014, p: 3762). Consequently, the ways services are provided and clients perceive service divisions have a key role in clients preservation and satisfaction.

3.Services Characteristics

A product is something used to simply describe any kind of industrial good basically and is beneficial for clients who buy and consume it. Goods can be defined as physical tools or objects and services as action and performance. Characteristics of services are those which differentiate them from other businesses and include:

- **Rottenness:** productive goods can be stores in warehouses after the end of actions, whereas services cannot be saved. Productions and consumptions of services simultaneously take place and this necessitates the presence of a producer and a consumer.
- **Changeability:** since many services depend on human interference, they cannot be standardised and therefore they are changeable.
- **Inseparability:** this means simultaneous production and consumption
- **Intangibility:** services cannot be physically evaluated as goods (Bruce et al., 2009, p: 7).

Although these characteristics are still supported, these are criticised due to excessive simplification of the real world. Lovelock and Write (1999) have stated nine crucial differences between goods and services, and this helps differentiating management duties and services marketing from physical goods marketing (Cheung et al., 2010, p: 261).

4. Main differences between goods and services

- Services are not in clients' possession.
- Service products are intangible operations.
- Clients' cooperation is more in the process of production.
- Others might be part of product.
- There is more changeability in operational inputs and outputs.
- Evaluation of services is difficult for many clients.
- There is no stock of goods.
- Time factor is quite more important.
- Delivery systems may consist of electronic or distribution channels or both (Thelen, et al., 2010, p: 197).

5. The Quality of Services, the Gap between Expectations and Performance

1. **Effective Factors on Clients' Perception:** perceived quality of services by consumers results from comparing what they think of it as something to be provided by the service company (i.e. their expectations) with services-provider companies' performance. These initial elements influence the client's perception of services. When we discuss the client's expectations, we assume that services' dimensions and methods based on which clients evaluate operations are similar. Either the evaluator is an internal or external client of the organisation.

2. **Image:** in addition to the effects resulting from service communications and its evidence evaluation, clients' perception may be influenced by the organisation's image or fame. Here, we define the image of organisation as the perception of an organisation reflected in connections which exist in the client's mind. This connection can be far real including operational interactions, working time duration, availability ease, or it can be quite real or even sentimental such as excitement, trust, etc.

3. **The Evidence of Service:** another group of effective elements on clients' perception of services is called the evidence of service. Since services are intangible, clients who look for the evidence of service are in any interaction with the organisation. People (staff communicating with the client, the client, clients), physical evidence (usual interaction, technology and service-providing environment), and the process (operational process of actions, stages of the process, flexibility against standard, technology versus human) all provide services and evidence to mark provided service for clients.

4. **Service Encounter or Moments of Truth:** from the viewpoint of consumer the clearest effect of services take place in service encounters, when clients encounter the service company. In these encounters clients get an image of organisation's quality of services and also each encounter helps with total individual satisfaction and willingness to work with the organisation again. From the viewpoint of organisation, each encounter provides a chance to improve its ability as the provider of quality of services so as to enhance clients' faith. Three service encounters are distant encounters, telephone encounters and face-to-face encounters.

5. **Price:** price of services can remarkably influence perception of quality, satisfaction and value. If the price is high, clients will probably expect high quality and their real perception will be affected by these expectations. In contrast, if price is really low, clients may doubt organisation's ability to provide services.

6. **Client's Satisfaction:** although satisfaction and quality of services have some elements in common, satisfaction is generally a broader concept than quality because it considers dimensions of services. Quality of services is a part of satisfaction. Quality of services implies the client's perception of five dimensions of services, while satisfaction is more comprehensive and consists of quality of services, quality of product, and also situational and individual factors.

7. **Client's worth:** clients evaluate services on the basis of perceptive value as well. Although the concept of value may be different for each person, we define value as client's general evaluation of a product's desirability based on perceptions of what he/she has received and given. Value is client's perception of received resources versus paid expense in terms of rial, time and attempt. The client may assume that the organisation has provided good-quality services and be satisfied with his/her experience of it, however he/she may feel the value is low (Ganguli et al., 2010, p: 405).

6. Quality of Perceived Services

Quality is the main subject in most of service strategies. Parasurman et al (1985) defines quality of services as the result of comparing expectations of a service with its perception of reception. The gap between expectations and perceptions of a performance determine the level of quality of service from the customer's point of view. To achieve quality of services, human resources

actions and particularly staff's training must be emphasised. This is one of the crucial factors in managing services (Kogovsek and Kovogsek, 2013, p: 2038).

Palmer (1998) claims that technical quality refers to quite quantitative dimension of the service which customers experience it through interacting with the company, because both service provider and client can easily assess the company. Operational quality can be used to create a competitive margin by emphasising more personal aspects which encounter the service. Perception of quality of the service is in a positive relationship with willingness to recommendation (oral advertisements) and in a negative relationship with destructive behaviour. Backer (2000) stated that quality of services has a direct effect on profitability, since it has a positive relationship with customer's preservation and loyalty. The client preservation is really important for service organisations' managers. Rosenberg (1983) showed that the expense of getting a new customer is six times more than preserving current customers. Many researchers have studied the fact that how higher levels of perceived services' quality result in increased customer's satisfaction. In addition, customer's satisfaction is a means of his/her loyalty which directly influences the company's total profitability and performance (Purcarea et al, 2013, p: 575).

In terms of necessity of the study we can claim that nowadays service or production organisations consider customer's satisfaction as an important criterion for measuring the quality of their performance. Also, respecting customers, their preservation and getting their satisfaction are really important in organisations. Researchers have found out that customer's satisfaction is an effective part of doing a successful business and almost no business can maintain its performance without this element (Rahman et al, 2012, p: 3). Validity of a successful organisation is based on its long-term relationships with its customers. Belief in respecting clients and performing toward this aim, getting satisfaction, attracting new customers and preserving old ones are the most crucial aspects of an organisation's success (Yuksel, 2010, p: 275).

The studies have shown that customer's satisfaction and quality of services are in close relationship. In fact, quality of services is crucial in an organisation's success to create a competitive benefit and to increase power of competition. Based on Parasuraman and Kronin Taylor's ideas, quality of services initiates the client's satisfaction and results in client's satisfaction and dissatisfaction. As a result, it can be stated that the most essential factor of getting customers' satisfaction is providing proper and good-quality services. The organisation which sets providing appropriate services based on customers' expectations and needs as one of its practical aims, can succeed with regard to other commercial principles (Barber and Scarcelli, 2010, p: 72).

The effect of quality of electronic services on on-line customers' satisfaction and loyalty was studied by Sheng and Liu in 2010. This study aimed at preserving and increasing on-line customers' satisfaction and loyalty and also finding out influential factors on customers'

satisfaction and loyalty. The results suggest that “efficiency” and “total fulfilment” has a positive effect on the customer’s satisfaction and also “total fulfilment” and “respecting customers’ privacy” has positive impact on customers’ loyalty. Anyway, remained factors did not have any meaningful effects on customers’ satisfaction and loyalty and finally it was apparent that customers’ loyalty is extremely influenced by their satisfaction with the quality of services (Sheng and Liu, 2010, pp:273-283).

Customer’s satisfaction and company’s performance were studied by Williams and Newman in 2011. This study intended to examine the relationship between customers’ satisfaction and different criteria of the company’s performance. The results demonstrated that there is a meaningful relationship between customer’s level of satisfaction and company’s financial and marketing performance (Williams and Naumann, 2011, pp: 20-32).

The importance of services’ features with regard to describing customers’ satisfaction was studied by Pantouvakis in 2010. This study tried to determine the relationship and the importance of different dimensions of services’ quality in terms of explaining customers’ satisfaction. The results indicated that different dimensions of quality of services influence customers’ satisfaction (Pantouvakis, 2010, pp: 366-387).

Quality of services and its relationship with satisfaction and loyalty in Legestic source-finding was studied by Juga et al in 2010. This study intended to examine the fact that how perception of services’ quality can influence companies and producers’ satisfaction and loyalty. The results indicated that perception of quality of services has a positive and meaningful effect on productive companies and producers’ satisfaction and faith. In other words, with regard to Legestic source-finding, quality of provided services by companies may build a relationship among business partners and also maintain and preserve this relationship. If the relationships among partners are supported by quality of desirable services, they (partners) will be satisfied with the relationship and have a long-term attitude towards them (relationships) (Juga et al, 2010, pp: 496-510).

The study of organisational-civilisation behaviour with quality of services in Guilan state hospitals was conducted by Rezaee Dizgah et al in 2011. The purpose of this study was to determine the relationship between organisational-civilisation behaviour and quality o services in Guilan hospitals. Findings showed that there is a direct relationship between dimensions of organisational-civilisation behaviour including loyalty, obedience and cooperation, and quality of services. This means that we can expect clients’ satisfaction with quality of provided services by improving and developing organisational-civilisation behaviour in hospitals (Rezaee Dizgah et al, 2011, p: 10-15).

The study and analysis of quality of services and its relationship with customers’ satisfaction was conducted by Hoseini et al in 2010. This study was the result of a field research which intended to measure quality of provided services of Tejarat bank and also to examine the relationship

between quality of bank services and clients' satisfaction. In this study, Serve proof analysis was used to evaluate quality of applied services. Participants of the study were all Tejarat bank customers in Karaj and the sample was 250 people. The results of the study revealed that there is a meaningful relationship between quality of services and customers' satisfaction and in fact there is a positive relationship between these variables. Therefore, it can be concluded that clients' satisfaction increases when quality of bank services increases (Hoseini et al, 2010, p: 109-124).

According to conducted studies, related concepts of customer's satisfaction and its measurement were first stated by Oliver in 1977. He has defined customer's satisfaction as pleasant and desirable experiences of previous purchase of the product or service. He believes that client's satisfaction or dissatisfaction results from our difference between the client's expectations and the quality he/she has received (Cheung and To, 2010, p: 261).

Customer satisfaction includes product hardware (safety, performance, consistency, elegance) and product conformity with expectations (Goudarzvand chegini, 2010, p: 9).

Customers' satisfaction means that they are satisfied with the way services of organisation are provided and encountered and the organisation has succeeded in their attraction and preservation. These satisfied customers also expect to receive high quality services to the extent they spend more time and money for the organisation. Satisfaction is a sentimental reaction of customers which is got as a result of communication with productive organisation or the product consumption. Satisfaction results from different perception of customers' expectations and real performance of product or organisation. Previous product consumption experiences of customer and also his/her experience of communication with producer organisation play an important role in his/her expectations. Customers' satisfaction will influence their future reactions in terms of the organisation (Yuksel, 2010, p: 275).

Customer's satisfaction is a state which replies to different dimensions or meets customers' needs and expectations or beyond customers' expectations throughout the lifetime of a product or service. Since satisfaction is defined from customer's point of view, all projects of customer's satisfaction improvement should start with customers' requests and needs description. Customer's satisfaction is the final criterion to determine the real provided quality to the customers (Pantouvakis, 2010, p: 366).

According to above-mentioned cases, customers' satisfaction with quality of services is one of the important aspects of getting customers' satisfaction.

Parasuraman et al (1988) studied four service industries using centralised groups to identify main including factors of the basis of service quality conception. Data of this evaluation were refined in several stages, and finally five dimensions of service quality were recognised and defined in the final stage of data examination. These dimensions include:

1. Tangible factors: appearance of physical equipment, devices, staff
2. Reliability: the ability of fulfilling promised services properly and with certainty
3. Responsiveness: willingness to help customers and provide services fast
4. Commitment: staff's knowledge and politeness and their ability in putting trust and assurance
5. Sympathy: attention to every single customer separately

Therefore, SERVQUAL model was proposed based on five dimensions by these researchers. This model follows Gap theory proposed by Parasurman et al in 1985. In this theory seven common gaps are defined in services quality conception. The main gap is the one between customer's expectations of services and his/her perception of provided services' quality, since this gap has a direct relationship with customers. SERVQUAL questionnaire completed by services' customers contains two groups of 22 questions. In the first stage, the client describes his/her expectations and ideal services through 22 questions and in the next stage customer's opinion about provided services is measured by 22 other questions. Consequently, quality of services, customer's expectations and perception of provided services are measured by SERVQUAL in the evaluation process and then quality of services is defined and measured as the gap between customer's expectations and perception: $Q = P - E$ in which Q is quality of services, P is customer's perception of provided services and E is customer's expectations of services. Therefore, positive privileges indicate better performance of what customer expects and negative privileges refer to inappropriate quality of services, and the smaller the gap is in terms of number (the more negative), the weaker and lower is the level of service quality. In contrast, the bigger is the gap (the more positive), the better is quality of services. This model is significantly more beneficial than other evaluation models:

- This model is known as a standard to evaluate different dimensions of quality of services
- Validity and reliability of this model is confirmed in many studies.
- This questionnaire is more applicable compared with other tools of quality of services because respondents can complete them fast due to small number of its questions.
- There is a standard analysis to interpret its results which can be easily conducted.

One of the main issues of services' quality evaluation is to examine, analyse and compare providers' attitude on one hand and its compatibility with customers' attitude on the other hand. To determine, analyse and damage control of possible incompatibility between service providers' and customers' attitude is one of the important steps towards fast, proper and exact improvement of quality of services. According to modern pattern of quality of services gap, the amount of gap between service providers' and customers' attitude to quality of services can be describes as the following:

First gap: the amount of incompatibility between required services of customers and organisation's perception of customers' expectations.

Second gap: the amount of incompatibility between organisation's perception of customers' expectations and also perceptions which are changed to features of quality of services.

Third gap: the amount of incompatibility between perceptions which are changed to quality of services features and provided services to customers by the organisation.

Fourth gap: the amount of incompatibility between the level of relationship with clients and provided services to customers by the organisation.

Fifth gap: the amount of incompatibility between required services of customers and perceived services by them (Barber and Scarcelli, 2010, p: 72). According to mentioned subjects, model of the study is:

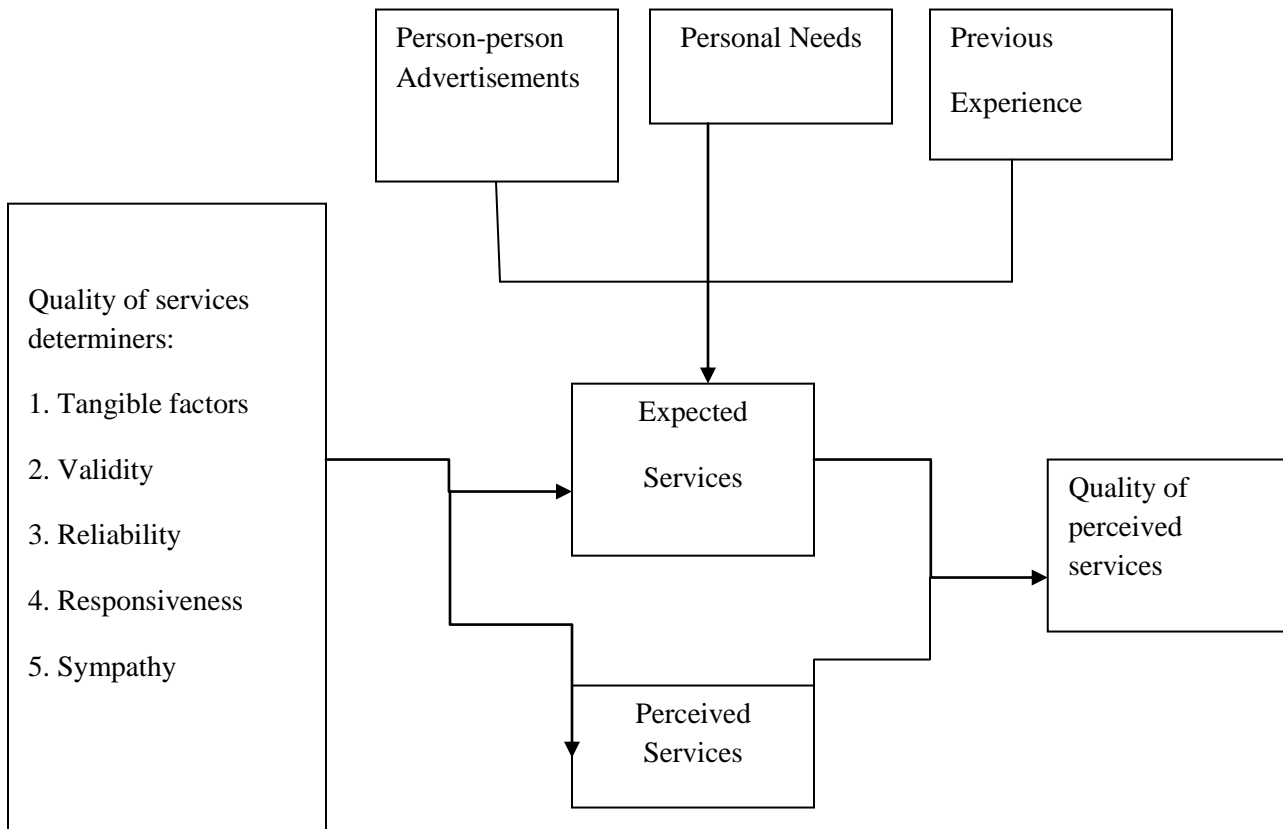


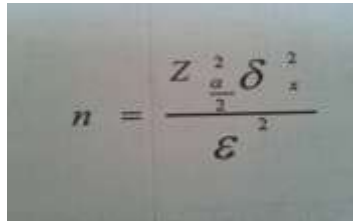
Figure 1-1 (Research Model), Resource: Prasuraman, 1985

7. Methods

In terms of grouping studies objectively, the present study is a functional research, since describes, predicts and analyses the gap between Ghaem Hospital clients' expectations and

quality of hospital services using a theoretical model. Participants of study are Ghaem Hospital clients.

In this research random sampling has been used. The number of samples of study was calculated using infinite population sampling formula.


$$n = \frac{Z^2 \cdot \sigma^2}{E^2}$$

n= volume of sample

$\alpha = 0.05$ (error level)

$E = 0.05$ (standard error of estimate)

σ^2 sample variance

$$n = Z^2 \alpha / 2 \cdot S^2_{\chi} / E^2 = (1,96)^2 \cdot (0,5057)^2 / (0,05)^2 = 393$$

$$Z\alpha/2 = 1.96$$

$$E = 0.05$$

$$S = 0.5057$$

$$S^2 = 0.2558$$

$$n = 393$$

Consequently, 410 questionnaires were distributed and 395 of them were answered and given back to the researcher. They were then used to be statistically analysed with regard to the formula. Data collection method of study is Field research method.

In this study, questionnaire has been used as data collection means to gather Ghaem Hospital clients' opinions about this hospital.

Thus, the standard questionnaire of SERVQUAL gap analysis model has been compiled and handed in to clients (patients) so as to measure the difference between clients' expectations and quality of Ghaem Hospital services. This questionnaire poses some questions about services of

hospital and quality of services in which respondents should reply to these services from two aspects. First: current services of hospital and second: expected and desirable services from respondents' point of view. Questionnaires consist of two spectra of Lickert five-choice questionnaire which has been classified from too little to too much. The right spectrum is about evaluating quality of current services of hospital from clients' viewpoints the left spectrum is about quality of expected and desirable services of hospital from respondents' opinions.

The research questionnaire includes two parts of general and specialised questions. The first part which collects information about population density of respondents includes three questions about age, gender and education of respondents and the second part includes twenty one questions related to the research variables.

To measure the validity of the questionnaire, content validity method using Delphi method has been used. In this regard, the questionnaire was first compiled to examine gap analysis between Ghaem Hospital's clients' expectations and its quality of services. Questionnaires were then handed out to clients.

In the present study, Cronbachs coefficient has been used emphasising internal homogeneity of questions and determining the questionnaire's reliability using SPSS software for all questions related to each variable. To measure Cronbachs-alpha coefficient, the variance of subgroup questions' marks and total variance were first calculated.

To measure reliability of questionnaire, 30 questionnaires were distributed among experts of hospital services before the final distribution and finally using SPSS software, the amount of Cronbachs-alpha was 94/7 for quality of clients' expected services. Also, it was 89/7 for the quality of Ghaem Hospital's current services. We can therefore claim that the questionnaire is reliable enough.

8.Findings

Quality of services is evaluated from two dimensions in each service organisation: current situation dimension and customers' expectations. In this study these two dimensions were examined by sample volume using two-dimensional questionnaire. Tables 1and2 indicate current situation and respondents' expectations as the following:

Table 1: Description of Expectations of Quality of Respondents' Services

| | N | Variance | Criterion | Mean | Max. | Mini. | Variance |
|--|---|----------|-----------|------|------|-------|----------|
|--|---|----------|-----------|------|------|-------|----------|

| | | | | | | | |
|---------------------|-----|-------|-----------|--------|---|------|-------|
| | | | deviation | | | | |
| Quality of services | 393 | 0.666 | 0.816 | 4.0496 | 5 | 2.05 | 0.666 |
| Tangible factors | 393 | 0.763 | 0.87364 | 3.9703 | 5 | 2 | 0.763 |
| Validity | 393 | 0.728 | 0.85309 | 4.0798 | 5 | 2 | 0.728 |
| Responsiveness | 393 | 0.773 | 0.87894 | 4.062 | 5 | 2 | 0.773 |
| Reliability | 393 | 0.742 | 0.8613 | 4.0998 | 5 | 2 | 0.742 |
| Sympathy | 393 | 0.704 | 0.83906 | 4.0349 | 5 | 2 | 0.704 |

In table 1 respondents' expectations of quality of services are provided in which maximum privilege in dimensions of expectations of quality of services has been allocated to dimension of expectations of reliability. Also, the minimum mean is related to the expectations of tangible factors. According to variance, the most amount of dispersion of replies has been observed in dimension of expectations of responsiveness and the least amount in dimension of expectations of sympathy.

Table 2: Current Situation Description of Respondents' Quality of Services

| | N | Mean | Max. | Mini. | Criterion deviation | Variance |
|---------------------|-----|--------|------|-------|---------------------|----------|
| Quality of services | 393 | 3.7547 | 5 | 2 | 0.6936 | 0.481 |
| Tangible factors | 393 | 3.6614 | 5 | 1.75 | 0.75594 | 0.571 |
| Validity | 393 | 3.734 | 5 | 2 | 0.75964 | 0.577 |
| Responsiveness | 393 | 3.7886 | 5 | 2 | 0.7362 | 0.542 |
| Reliability | 393 | 3.8781 | 5 | 1.5 | 0.72168 | 0.521 |
| Sympathy | 393 | 3.7303 | 5 | 2 | 0.76734 | 0.589 |

In table 2 current situation of quality of services from respondents' viewpoint has been provided in which the maximum privilege in current situation of quality of services has been allocated to the dimension of current situation of reliability. Also, the minimum mean is related to the current

situation of tangible factors. According to variance, the most amount of dispersion of replies has been observed in current situation of sympathy dimension and the least dispersion in current situation of reliability.

9. Conclusion

The results of conducted studies by Sheng and Liu (2010), Pantovakis (2010), Tisokatous and Reind (2008) are in line with findings of present study.

According to the results of hypothesis testing, a meaningful level of T experiment of study's main hypothesis is smaller than 0.05. Consequently, the hypothesis of study is accepted by 95% reliability. It means there is a meaningful difference between expectations and current situation of quality of services from respondents' points of view. With regard to mean, we observe that expectations of current situation from respondents' viewpoints are 3.7547, while expected level of quality of services is 0.29485 more than current situation. Therefore, we suggest that:

1. To increase clients' satisfaction with quality of services Ghaem Hospital should activate nursing and remedy staff more and regard, control and pay more attention to this part.
2. Strong and direct relationship of remedy staff and nurses with patients and clients can facilitate stated complaints' investigation and thus minimise numbers of complaints.
3. To improve quality of provided services and clearness of replying to patients' needs and requests through making some groups for responding and investigating questions and complaints of patients. Also, thanking them (patients) for reasonable and valuable complaints can indicate Ghaem Hospital strengths.
4. Settlement of clients' (patients') satisfaction measurement system through using criticisms and constructive suggestions of clients (patients) as a key opportunity, providing the possibility of direct interaction with clients (patients) and asking their opinion, considering clients' (patients') ideas and also planning towards clients' (patients') satisfaction increase
5. Permanent invention and improvement in the quality of provided services through knowledge of sensitivities, expectations and values of clients (patients) in different locations and recognition of clients' (patients') satisfaction features of hospital, hospital staff's performance evaluation and clients' (patients') satisfaction recognition in terms of each service, rivals' analysis system settlement, the best service sampling and finally clients' (patients') potential needs examination and recognition and planning to achieve them.
6. All hospital and remedy staff's good behaviour consideration through performing special spectators' plan, appropriate structuring towards proper responsiveness to clients (patients), staff's evaluation system settlement by clients (patients), successful and good-tempered

managers and staff acknowledgement and also legal encounter with the staff who caused clients' (patients' dissatisfaction.

According to the results of hypothesis testing, it is apparent that meaningful level of T experiment of research main hypothesis is smaller than 0.05, therefore the hypothesis of study is accepted with 95% reliability. This means that there is a meaningful difference between expectations and current situation of tangible factors dimension of quality of services. With regard to the mean, it is observed that expectations of current situation's mean from respondents' points of view is 3.6614, whereas the expected level of tangible factors dimension of quality of services is 0.30893 more than current situation. Therefore, it is suggested that services and promises need to be fulfilled to increase clients' (patients') satisfaction with services of Ghaem Hospital and also to enhance hospital's reliability. If there is a service decline, it needs to be removed, and remedy staff and other hospital staff should be eager to and interested in eliminating clients' (patients') problems.

According to the results of hypothesis testing, it is observed that meaningful level of T experiment of research main hypothesis is smaller than 0.05, therefore the hypothesis of study is accepted with 95% reliability. In other words, there is a meaningful difference between expectations and current situation dimension of validity of quality of services. With regard to the mean, it is apparent that expectations of current situation's mean from respondents' viewpoints is 3.734, while the expected level of validity dimension of quality of services is 0.34585 more than current situation. In this regard, it is suggested that responsiveness of Ghaem Hospital is one of the factors which significantly influences clients' (patients') satisfaction. To this end, remedy staff and also other hospital staff should reply to any questions clients (patients) ask in any circumstance, carefully and patiently explain provided service to clients (patients), and provide services in the shortest time possible as well.

According to the results of hypothesis testing, it is observed that meaningful level of T experiment of research main hypothesis is smaller than 0.05, therefore the hypothesis of study is accepted with 95% reliability. In other words, there is a meaningful difference between expectations and current situation dimension of responsiveness of quality of services. With regard to the mean, it is apparent that expectations of current situation's mean from respondents' viewpoints is 3.7886, while the expected level of responsiveness dimension of quality of services is 0.27333 more than current situation. Therefore, it is suggested that in relation to hospital staff and especially remedy staff who have direct and close relationship with patients, they should pay particular attention to every single client (patient), carefully listen to their grief and complaints, sympathise with them, understand their important needs and also look forward to their best and most benefits. In this regard, there will be sympathy among clients (patients) and Ghaem Hospital staff and this sympathy can increase clients' (patients') satisfaction.

Based on the results of hypothesis testing, it is observed that meaningful level of T experiment of research main hypothesis is smaller than 0.05, therefore the hypothesis of study is accepted with

95% reliability. In other words, there is a meaningful difference between expectations and current situation dimension of reliability of quality of services. With regard to the mean, it is apparent that expectations of current situation's mean from respondents' viewpoints is 3.8781, while the expected level of reliability dimension of quality of services is 0.22178 more than current situation. Therefore, it is suggested that using modern equipment, clean and sterile devices and also having smart, neat and good-tempered staff and employees are really essential for Ghaem Hospital. Consequently, Ghaem Hospital should always consider them to increase clients' (patients') satisfaction.

Based on the results of hypothesis testing, it is observed that meaningful level of T experiment of research main hypothesis is smaller than 0.05, therefore the hypothesis of study is accepted with 95% reliability. In other words, there is a meaningful difference between expectations and current situation dimension of sympathy of quality of services. With regard to the mean, it is apparent that expectations of current situation's mean from respondents' viewpoints is 3.7303, while the expected level of sympathy dimension of quality of services is 0.30458 more than current situation. Therefore, it is suggested that Ghaem Hospital staff's behaviour should provide feelings of trust and safety of clients (patients) so as to provide reliability among Ghaem Hospital staff and clients (patients). Ghaem Hospital staff should always treat clients (patients) politely and respectfully and clients' (patients') certainty of hospital staff's good behaviour of deed and efficiency, particularly remedy staff, results in their (clients') satisfaction increase.

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