

Chapter 7

EVALUATION OF HEALTH SERVICE QUALITY WITH SERVQUAL SCALE: AN APPLICATION IN TURKEY

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INTRODUCTION

Upon increasing importance attached by the individuals to their health levels, health enterprises have started to discuss what are the features causing differences in service delivery. This discussion has also raised competition areas between health enterprises. Today, health institutions making efforts to exist in competition are trying to make customer-oriented managerial practices a fundamental philosophy as in other service sectors.

In parallel with the economic growth of the health sector, the reasons such as the increasing number of enterprises in the sector and increasing level of quality expectations from health services by those who use these services turn the main way of competition to quality.

The goal of healthcare service delivery is to produce health services, demanded and needed by an individual and therefore the society, as a service that can be met at the desired time and period specific to the individuals and be benefited with the minimum cost. Therefore, at this point it is understood how important the quality of service is in health enterprises (Taş, 2012). Service quality of the hospitals is an important factor providing data on customer satisfaction. Regional, national or international success of hospitals is influenced by their data quality on their equipment, employees and service competence.

In addition to many models used for measuring customer satisfaction during service delivery, the most frequently used method is SERVQUAL (Service Quality) scale. When the literature is examined, there are many studies conducted on the subjects such as measurement of service quality and determination of its dimensions in the evaluation of health service quality (Pekkaya & İmamoğlu, 2017).

Basically, in this study, the expected and perceived quality levels of individuals, who received treatment service by staying in the public hospitals located in the

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vice quality after the improvements to be made, there will be increases in patient satisfaction and increases in healing rates after treatments. This will increase the productivity and performance levels of health institutions and support the development of healthy societies.

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