



## Investigating the satisfaction of inpatients from quality of services provided by nurses and physicians in Sina hospital

*Hassan Esmailpour<sup>1</sup> and Masoumeh Asadi Bolhasani<sup>2</sup>*

*1- Doctor of Business Administration*

*2- Master of Executive Management*

*Department of Executive Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran.*

### **Original Article:**

*Received 10 Nov. 2016 Accepted 21 Nov. 2016 Published 10 Dec. 2016*

### **ABSTRACT**

Today, most organizations by selecting customer satisfaction index as a key criterion, by assessing quality of their services are seeking to improve customer satisfaction and therefore their survival. The quality of tool services is to determine the gaps between the considered levels and actual performance levels in a service organization or service part of a manufacturing organization. One of the tools to check the quality of services is SERVQUAL model that by this model, dimensions of service quality including reliability, responsibility, assurance, empathy, physical dimension and appearances of providing services is investigated. The main objective of this study is to investigate the satisfaction of patient from quality of services provided in internal sectors, surgery and special of Sina hospital. Also in this study, the gap between patients' expectations from quality of services provided and quality of services received was measured.

### **Keyword:**

Patients satisfaction, quality, service, reliability, responsibility, assurance, empathy, physical dimension and appearances of services

---

\* Corresponding author: *Masoumeh Asadi Bolhasani*

Peer review under responsibility of **UCT Journal of Management and Accounting Studies**