"QUALITY OF HEALTH SERVICES IN ALQASEEM HOSPITAL IN ARABIA SAUDI KINGDOM"

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Abstract

This study aimed to identify the level of quality of health services provided in AL- Qasseem Hospital, the research relied on the descriptive analytical approach, and a questionnaire was used to collect data from the target group consist of (70) reviewers of government hospitals in AL- Qasseem, who were chosen randomly, a questionnaire was used to collect data from the study sample, the questionnaire consisted of (14) indicators to measure the level of quality of health services. The result showed that the general level of the study sample's estimates on the indicators of quality of health services in AL-Qasseem hospital was (3.25), with a medium degree as a hole from the point view of the study sample.

Keywords: Quality, Health Services, ALQaseem Hospital.

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1. introduction

Quality is a prominent concept in real life, and can inform efforts to develop effective strategies to improve service systems in health sector, the Quality of services and their relation with people's lives, quality assurance and quality promotion have received growing attention; moreover, taxpayers have increasing expectations from hospitals and other organisms that provide health care, providing high-quality services is of key importance in the management of service organizations. Hospitals in particular aim to provide excellent clinical care and quality services to their patients. Furthermore, raising the quality of health care services is associated with an increase in profits.

Service quality comprises two elements: (i) technical quality, based on the results of the service encounter and (ii) functional quality, which is focused on the internal procedures involved in providing a service. The SERVQUAL model is structured on functional quality rather than technical quality, and on the veracity of medical diagnoses and procedures, technical quality also reflects the competence of professionals and laboratory technicians' expertise in conducting tests (Abdul, 2019). Patients' expectations need to be considered in health service delivery because information about this can not only help ensure that medical procedures are effective from the experts' viewpoint, but can also help attain goals in functional quality. Client' perceptions of service quality result from a comparison of their before-service expectations with their actual service experience. Based on this perspective, Parasuraman *et al*. developed a scale for measuring service quality, which is mostly popular known as SERVQUA (Alatawi, 2022).

Parasuraman defined service quality as the difference between Client' expectations and Client' perceptions. When expectations are greater than perceptions a service quality gap exists. The SERVQUAL tool determines the relative influence of five dimensions, namely tangibility, reliability, responsibility, assurance and empathy, on customer perceptions, and can be used to track quality trends over time (Lambrini, 2020).

Five dimensions of service quality that are applicable to service-providing health organizations in general: (i) tangibles, i.e. physical facilities, equipment and staff appearance; (ii) reliability, i.e. the ability to perform the promised service dependably and accurately; (iii) assurance, i.e. employees' knowledge, courtesy and ability to instill trust and confidence in the customer towards the service provider; (iv) responsibility, i.e. the willingness to help customers and provide prompt service; and (v) empathy, i.e. the provision of caring, individualized attention to customers. The SERVQUAL scale consists of 44 questions to analyze the gap between expectations and perceptions. The first 22 questions are related to customer expectations (Muhammad, 2022), and the second set of 22 items is related to customer perceptions of their service consumption. Responses to each items or question are indicated on a 5-point scale. For each question, the gap between the client's perceptions and expectations is calculated as the perceptions score minus the expectations score (P – E) (Arafa, & Ewis, 2020).

The SERVQUAL model has been applied in several countries to measure service quality in hospitals and health services in (for example) Romania: Turkey, Saudi Arabia, Bangladesh, and Iran, where it has been used to evaluate perceptions of service quality by medical university students, and by patients at hospitals, primary health care centers and other health centers, many studies in Iran have investigated service quality in the health sector. The results of those studies showed that there are some obstacles that reduce the quality of health services provided in health institutions to beneficiaries (Almalki, & Alzahrani. 2021).

Thus, the aim of this study is to identify the level of quality of the various health services provided in Al-Qasseem Hospital in the Kingdom of Saudi Arabia to the beneficiaries of the health services of this hospital.

2. Previous Studies

The issue of the quality of health services which provided to beneficiaries. A number of studies have been reviewed, as the study of (Hanan AL-Ahmadi, 2015) which showed substantial variation in the quality of Saudi primary care services. In order to improve quality, there is a need to improve the management and organization of primary care services. Professional development strategies are also needed to improve the knowledge and skills of staff. A study by (Mohammed Aljuaid, 2016) showed more need for further improvement in the quality of healthcare in hospitals in KSA,, and there are Many of the problems identified in this review could be addressed by establishing an independent body in KSA, which could monitor healthcare services and push for improvements in efficiency and quality of care. A study by (Hassan, 2018), aimed to identify the extent of the contribution of the computerized health informatics system to Enhancing the quality of health informatics service

for a group of hospitals operating in the city of Mosul, Iraq. The results showed that there is a relationship between the computerized health informatics system and the quality of health informatics services, and that it contributes. The Study of (Abdul Rahim Abbas, 2019) aimed at identifying the effect of training on improving the quality of medical services in Saudi Arabia's hospital-king Abedellah as an example.

The findings proved that improvement and up-dating in the activities of training are not considered. The due medical specializations are not available. The quality of training will be positively reflected on the quality of the medical services provided by the hospital. A study by (Mushabab Al Asmri, 2020) found a number of key areas for improvement in the primary health care system: These areas include the scope, structure, infrastructure, financing, increased demand, increased costs and workforce capacity. Other critical challenges include inequitable access to health services, quality and safety of services, the growing burden of chronic diseases, lack of an effective information system, management and leadership issues, and gaps in the referral system, and also showed the Saudi Arabian health care system needs comprehensive reform with a focus on primary health care. A study (Muhammad Saad, 2022) showed that the quality of health services provided in Arar Hospital helps to achieve the satisfaction of the beneficiaries of these services.

3. Statement of the Problem:

The issue of the quality of health services has attracted the attention of the Saudi society, and since researchers work in Saudi health institutions, it is noted that there is a decline in the level of health services provided by Qasseem Hospital to citizens, and this may be due to a shortage in the number of specialized doctors, and to an increase in the number of auditors to this hospital. The problem of this study was determined by answering the following question: *What is the level of quality of health services provided in Qasseem Hospital to the beneficiaries?*

4. Significant of the study

The importance of this research emerges from the importance of the health sector to the community, due to the various health services it provides, which requires training and preparing medical personnel of various categories, including doctors, nurses, technicians, and laboratory workers, with the aim of improving the quality of services provided in the hospital. Therefore, a quality system must be adopted in the training process, which It affects the performance of health services.

5. Study Purpose

This study aimed to identify the level of quality of health services provided in Qasseem Hospital to the beneficiaries.

6. The limits of the study

7. **Objective limits:** identify the level of quality of health services provided in Qasseem Hospital to the beneficiaries.

Human limits: The reviewers of Al-Qasseem Governmental Hospital, and they numbered about (70) patients, who were randomly selected.
Spatial boundaries: AL-Qasseem Hospital.

8. **Research Methodology**

Research design: The study adopted the descriptive approach, by using a questionnaire for data collection.

9. Study sample

The study sample consisted of (70) reviewers of government hospitals in AL-Qasseem , who were chosen randomly.

Study questionnaire: 10

A questionnaire was used to collect data from the study sample, the questionnaire consisted of (15) indicators to measure the level of quality of health services provided in AL- Qasseem Hospital to the beneficiaries. The validity and reliability coefficients were calculated for the study questionnaire.

11. Results

Results of study question: *What is the level of quality of health services provided In AL- Qasseem Hospital to the beneficiaries?*

To answer this question, the arithmetic means and standard deviations of the study sample's estimates on the indicators of quality of health services. The results are presented on table (1).

Table (1): The arithmetic means and standard deviations of the study sample's estimates on the indicators of quality of health services

Degree	S D	Means	Indicators	N	Rank
Medium	0.82	3.55	*The hospital administration applies the comprehensive quality approach in its health services.*	12	1
Medium	0.83	3.46	*The hospital has all the necessary specializations to achieve comprehensive quality in its services.*	6	2
Medium	0.86	3.42	*The hospital has the necessary equipment to provide quality health and medical services.*	14	3
Medium	0.87	3.40	*The technical support department responds to customers' inquiries quickly, improving the quality of health services.*	11	4
Medium	0.92	3.38	*The location of the hospital is suitable for achieving quality in health and medical services.*	7	5
Medium	0.94	3.33	*The staff working in the hospital cooperate to achieve comprehensive quality in the services provided*	1	6
Medium	0.98	3.31	*The hospital conducts training courses on quality concepts in health and medical services.*	10	7
Medium	0.96	3.26	*The hospital staff undergoes training health programs on an ongoing basis.*	5	8
Medium	0.97	3.21	*Available health applications fit with business needs in health services.*	8	9
Medium	0.98	3.12	*The hospital has delicate medical operating rooms.*	2	10
Medium	0.96	3.08	*The hospital has high quality medical and laboratory equipment.*	13	11
Medium	0.94	3.02	*The hospital has all health facilities.*	3	12
Medium	0.98	3.00	*The hospital adopts a plan to improve the quality of its health services.*	9	13
Medium	0.96	2.90	*The hospital included all the necessary specializations to achieve comprehensive quality in the hospital's training and medical services*	4	14
Total	0.92	3.25	Medium		

Table (1) showed that the general level of the study sample's estimates on the indicators of quality of health services in AL-Qasseem hospital was (3.25), with a medium degree as a hole from the point view of the study sample, Table (1) also showed that all Indicators ranked in a Medium degree of appreciation, the sample's levels of estimates on indicators of quality of health services ranged between (2.90-3.55), with standard deviations between (0.82 -98). Indicator No (12), "The hospital administration applies the comprehensive quality approach in its health services." ranked in the first, with a mean of (3.55) and in medium degree of estimate, indicator No (6) "The hospital has all the necessary specializations to achieve comprehensive quality in its services", ranked in second place, indicator no (4)" The hospital included all the necessary specializations to achieve comprehensive quality in the hospital's training and medical service", ranked at last with a mean (2.90) in a medium degree of estimate.

12. Discussion:

The result showed that the general level of quality of health services in AL-Qasseem hospital was (3.25), with a medium degree as a hole from the point view of the study sample, These results indicate that AL- Qasseem Hospital provides health and medical services of medium quality, but they came according to the capabilities of the hospital and the nature of the geographical area served by the hospital for beneficiaries. This result agrees with the study (Mohammed Aljuaid, 2016), (Mushabab Al Asmri, 2020). Which found a critical challenges include inequitable access to health services, quality and safety of services, the growing burden of chronic diseases, lack of an effective information system, management and leadership issues, and gaps in the referral system, and also showed the Saudi Arabian health care system needs comprehensive reform with a focus on primary health care.

13. References

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