

**THE ASSESSMENT OF SERVICE DELIVERY
PERFORMANCE AND CUSTOMER SATISFACTION; IN THE CASE OF ATTAT
OURE LADY OF LOURDES CATHOLIC PRIMARY HOSPITAL**



A Research Submitted to College of Business and Economics Department
of Marketing Management in partial fulfillment of the Requirements for the
award of Bachelor of Arts Degree in Marketing Management

BY: NIBRETIE BIZUAYHU

ID: 337/09

ADVISOR: Mr. AYANA BELAY. (MA)

**COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANNAGEMENT
WOLKITE UNIVERSITY**

J une 2019

WOLKITE, ETHIOPIA

Acknowledgement

Firstly, I would like to thank our advisor Mr. AYANA BELAY, for his continuous and great encouragement and support by giving technical guidelines and constructive criticism for completion of our research.

Secondly, I would like to thank the employees and customers of Attat catholic primary hospital for giving necessary responses to our questions. The last but not the least our deepest gratitude goes to thank our families for unlimited moral and the financial support

Table of Contents

List of table	iv
-------------------------------------	----

Abstract	v
Chapter One	1
1. Introduction	1
1.1 Back ground of the study	1
1.2 background of the organization	2
1.3 Statement of the problem	2
1.4 Research objectives	3
1.4.1 General Objectives	3
1.4.2 Specific Objectives	3
1.5 Significance of the Study	3
1.6 Scope of the study.....4	4
1.7 Limitation of the study.....4	4
1.8 definition term.....4	4
1.8.1 Conceptual Definition of Terms;	4
1.9 Organization of the Paper	5
Chapter Two	6
2. Related Literature Review	6
2.1 What are Service and Service Industries?	6
2.2 Definition of Service	6
2.3 The Service Marketing Mix	6
2.4 Important Characteristics of Service	7
1. Intangibility	8
2. Inseparability	8
3. Perish ability and fluctuating demand	8
4. Client relation	8
2.5 Service Quality	9
2.6 Determiners' of Service Quality	9
1. Tangibility	9
2. Reliability	9
3. Responsibility	10
4. Assurance	10
5. Empathy;	10
2.7 Service Quality Model	10
2.8 Managing Service Capacity	11

2.9. Service Quality as an Overall Attitude.....	11
2.10 How Customers' Assess Service Quality?.....	11
Chapter Three.....	13
3. Research Methodology.....	13
3.1 Research Approach.....	13
3.2 Research Design.....	13
3.3. Source of Data.....	13
3.4 instrument collection.....	13
3.5. Target Population.....	14
3.6. Methods of Sampling and Sample Size.....	14
3.7. Data Collection Methods.....	14
3.8. Data Analysis Methods.....	14
Chapter Four.....	15
4. Finding and Interpretation.....	15
4.1 Data Analyses Collected from Customers.....	15
4.1.1 Personal Profile of the Respondent.....	15
4.2 Data Analysis Collected from Employees.....	24
4.2.1 Personal Profile of Employees.....	24
Chapter Five.....	31
5. Conclusion and Recommendation.....	31
5.1 Conclusion.....	31
5.2 Recommendations.....	32
Reference.....	33
appendix A.....	34
Appendix B.....	38

List of table

4.1 personal profiles of customers.....	15
4.2 customer's perception to service quality.....	17
4.3 extent of perception towards carefulness to customers.....	18
4.4 cleanness of setting area for patients	18
4.5 evaluation of the delivery process in Attat primary catholic hospital	19
4.6 evaluations of service varieties in the hospital.....	19
4.7 service varieties not found to the desire level.....	20
4.8 setting of similar service every time	20
4.9 help fullness and responsiveness of physician	21
4.10 medication equipment's.....	21
4.11 Accessible of the hospital service.....	22
4.12 The service of the hospital compared with others	22
4.13 overall satisfaction levels.....	23
4.14 feedbacks on the service provided	23
4.15 personal profiles of employees	24
4.16 service delivery system performance	25
4.17 competences of the employees.....	26
4.18 employee's perceptions for the customer carefulness.....	26
4.19 service improvement	27
4.20 perception of customer satisfaction	27
4.21 customers handling	27
4.22 factors affecting service delivery	28
4.23 utilization of resource	28
4.24 availability of bed room service	29
4.25 ambulance service	29
4.26 challenges faced.....	29

Abstract

The study was conducted with the objective of assessing the service delivery and customer satisfaction in case of Attat catholic primary hospital. To achieve the objective of the research, the researcher used both primary and secondary data that help to give information about required problems and solution. The primary data were collected from Attat catholic primary hospital through interview, questioner for employees and customers, **were** secondary data was collected from existed documents, books, published materials and articles related to the study. The study has attempted to include sample size of 44 from the total customers and 36 from employees by using convenience sampling methods. The data collected from different sources have been analyzed and interpreted using descriptive analysis techniques so as to make finding easy for understanding. The result obtained through this study shows that the hospital's effort in service delivery and customer was satisfactory. The data collected from different sources have been analyzed and interpreted using percentage and frequency so as to make finding easy for understanding. The result obtained through this study shows that the attat our lady of lourdy catholic primary hospital effort in service delivers and customer satisfaction **was satisfied**.

Key words: service deliver and customers satisfaction

Chapter One

1. Introduction

1.1 Back ground of the study

As the health care industry strain the nation financial resource. **It** has come under increased pressure to provide evidence of the quality controls and quality improvement. Increasing evidence **shows** that service aspect of health care are closely link to health

care. Consumer **was** better educated and best informed; it has ever been consumers demand that the service industry accommodates their busy life style and fulfills their needs for information. Health organization must address those aspect of service consumer most reading appreciate access to carry relationship between physical meaning full and understandable information and participation in their own health care and treatment decision making process (Mulley,2001).

Historically health organization has viewed customer service has an independent. Non critical function best left to professional judgment of physician. Today there is a shift to an organization order in which the customer employees every function .Health care organization **would** have taken up change of full scale restructuring did and probably still are encountering difficulties in full and proffered implementation. Among the reported difficulty have included in ability of the work force to cope with rapidly change. Eroding of established power patterns leading to tension among middle and senior management (Waite j, 2000).

With regard to this Attat our lady of Lourdes catholic primary hospital established 1962 E.C planned to service only 500 people because this health organization private sector organization **have** capacity limitation such as human resource, capital and laboratory, drug and not enough bed room to them .Now a days, Attat our lady of Lourdes catholic primary hospital give different health service for many customers but customers **would** not satisfy due to different reasons lack of bed room, patient and most customers were treated turn daily. Therefore this study **was** conducted to assess the service delivery and customer satisfaction of the hospital.(Personal observation).

1.2 background of the organization

Attat Our Lady of Lourdes Catholic Primary Hospital owned by Catholic Church. The hospital was officially inaugurated on June 8, 1962 E.C./13th September 1970 of the Gregorian/western calendar). At present Attat Our Lady of Lourdes Catholic Primary Hospital is providing health care services with full capacity in various general and

specialty areas. The hospital **was** supervised by, Kesis Aba Franso, one of the founders of Attat Our Lady of Lourdes Catholic Primary Hospital and the leader of Catholic Church. In addition to the care provided to a wide population, AttatOurLady of Lourdes Catholic Primary Hospital currently delivers health care to governmental and non-governmental offices such as Ethiopian National Bank, Ethiopian Airlines, African Union and a large number of embassies.(Personal observation).

1.3 Statement of the problem

The member of health care organization especially privately owned **was** increasing from time to time in Ethiopia especially after the advent of privation. Hence,Attat Our Lady of Lourdes Catholic Primary Hospital facing a challenge in customer's share of wallet to gain customer product portfolio in order to enhance and maintain long term profitability, different hospital **were** highly competing over through diversifying and improving the quality of service and through advertising the hospital service to increase profit and customer relationship (Robert W. 2005).

Most hospital product development are easy to duplicate and when hospital provide nearly identically service, they can only distinguish their service on the basis of price and quality of service delivery (Cohen, and Christopher gan, 2006). But, customer may shift to other organization because of many problems with regarding to service quality, however, until now no one does any work done in this particular case. This study wouldtry to assessed service delivery and customer satisfaction that provide to the target customer by Attat Our Lady of Lourdes Catholic Primary hospital.

In this study the researcher raises the following research questions that **were** answered by the enquiry;

1. How the Attat Our Lady of Lourdes Catholic Primary Hospital deliver health care service to its customers?
2. How is the service performance in Attat Our Lady of Lourdes Primary Hospital?
3. What is the level of customer satisfaction in Attat Our Lady of Lourdes Catholic

primary hospital?

1.4 Research objectives

1.4.1 General Objectives

The main objective of this study **was** to assess service delivery and customer satisfaction in Attat Our Lady of Lourdes Catholic primary hospital.

1.4.2 Specific Objectives

More over the study has the following specific objectives;

- 1- To examines the way Attat Our Lady of Lourdes Catholic primary Hospital deliver health care service to its customers.
- 2- To examines the service performance of Attat Our Lady of Lourdes Catholic primary hospital.
- 3- To assesses the level of customer satisfaction in Attat Our Lady of Lourdes Catholic primary hospital.
- 4- To observe the way service **was** delivery by the hospital.

1.5 Significance of the Study

In this study the researchers understand the concept of customer perception towards the organization operation **was** very important to build sound strategies to be profitable for the hospital service. The first importance of this research **was** to help students to find solution for the stated problems of customers in Attat Our Lady of Lourdes Catholic primary hospital. After completion of the study **researcher would have** provide benefits for three parties; - for organization, for student researcher and other researchers. For organization; - it used to identify the organization problem and to adjust or to take corrective action In order to keep its customers and to make sound decision. For student researchers; - the most and primary benefit was researchers get experience from this study, to fulfill graduated paper, enhance their knowledge about the research and to change theories in to practice. For other researchers; - it use as a

reference to those individual who are interested to undertake further study.

1.6 Scope of the Study

This study was conducted in Attat Our Lady of Lourdes Catholic primary hospital located around Guraga Zone, in ChehaWorda. This studies assessed perceptions of customers and employees of Attat Our Lady of Lourdes Catholic primary hospital regarding to the organization service. The delimitation of the study emphasis on the factors those affect service delivery and customer's satisfaction of Attat Our Lady of Lourdes Catholic primary hospital. Since the concept of service delivery and customer satisfaction is very wide and broad so the study would focused only on service delivery and customer satisfaction of Attat Our Lady of Lourdes Catholic primary hospital. The researcher would not include other hospitals in this study.

1.7 Limitation of the Study

In this study the researchers faces the following limitations; - the most challenge was that the organization was not accommodating (permeation) and private organization as a result there was not enough primary data about it which helps to the researcher. The constraints of time and budget were other limitation of the study. In addition to this the employees and manager of the Attat our lady of lourdy catholic primary hospital was very busy to contact with them as researcher's wish.

1.8 Definition of Terms

1.8.1 Conceptual Definition of Terms; Customer satisfaction measure how well the expectation of customer concerning a product or service provided by the company has been met. Customer satisfaction is an abstract concept and involves such factors as quality of the product, the quality of the service provided the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use a customer satisfaction surveys to gauge a customer satisfaction (Kotler, 2010).

1.9 Organization of the Paper

The research paper would include five chapters. Chapter one ; which is an introduction part that gives an overview of regarding the study including back ground of study, statement of the problem, research objective, significance of the study and scope of the study limitation of the study . Chapter two deal with the related review of literature. Chapter three deals with research methodology, research design, research approach, source of data, instrument of data collection, target population, method of sampling size, data collection method and data analysis methods. Chapter four deal with data analysis and presentations. Chapter five deal with conclusion and recommendation.

Chapter Two

2. Related Literature Review

This chapter deals with the related of literature review and includes service and service industry, definition of the service, importance character of service, determinates of service quality, service marketing mix, how customer access service quality, service quality as an overall attitude and managing service capacity.

2.1 What are Service and Service Industries?

There are many definition of what constitute a service model definition of service focuses on the fact that services produce no tangible output. a service is only activities or benefit that one part can offer to other which is essentially intangible and does not resolute in the ownership of anything . Its production may or may not be fined to physical product (kotler, 2006).

2.2 Definition of Service

Service is any act performance that one party can offer to other that is essentially in at tangible does not result in the ownership of anything its production may or may not be tied to a physical product (Kotler Philips ,2010) . Service are those separately, essential intangible activities that provide went satisfaction and that are not necessary toed to the sale of product or other service (staton, 1981). Service is a multifaceted concept involving several activities performed by an enhanced the primary produce. Service “with as mile “is strong enough to satisfy most customer .now a day some service firm.

2.3 The Service Marketing Mix

The four P frame work calls up on marketers to decide on the product and its characteristics set the price. Decide how to distribute their product and choose method for promoting their product. Same critics fees that four Ps omit or under emphasize certain important activities (Kotlers, 2000).

1. Product;-

The basis of any business is offering different and better in some way that will cause

the target market favors it and pay price premium.

2. Price;- Number of points of difference with respect to services pricing are a monetary value of money.

3. Promotion ;;- Covers all these communication tools that can deliver a message target audience .the tools are advertising, sale promotion, public relation, sales force, and direct marketing.

4. Place ;;- The ease of access which potential customers have to service .for service it is more appropriate to talk about accessibility as mix element, rather than place.

5. People; -of all controllable variable marketing executive have their disposal. The people act or in the service marketing mix is perhaps the list they can rely on getting their marketing mix right and the most important are they have to get right. The problem lays inseparability of production consumption in preface and there for not only the satisfaction of the recipient of the service, But, also providers of the service. That is companies on personal became extremely important.

6. Process; - the process element for the service marketing mix is concerned with way on which the service delivered to the customer.

7. Physical evidence; - since service is inherently intangible. It is important for the client (customer) to such tangible or physical which enable them to evaluate the service. Physical evidence is those tangible clues which the customer may receive during the process of receiving the service.

Physical evidence has two categories;

Perishable evidence; - it usually possessed part of purchased of service but it has little or more independent value.

Essential evidence; - is UN like perishable evidence; the customer can not possess it.

2.4 Important Characteristics of Service

Service has many unique characteristics that often have a significant impact on these

special textures of the business. It may cause distinctive problem and often result in marketing mix decision that are substantially different from those found in connection with the marketing of goods. Among those characteristics the most important are intangibility inseparability, perish ability and fluctuating demand, highly differentiated marketing system and client relationship (Schrader, 2000).

1. Intangibility

Service is intangible that is they cannot behold touched or seen before the purchase decision. In contrast before purchasing a traditional product can touch a box of laundry detergent kick the fire of automobile or simple a benefits of using the services (Iamb hair and M.C. Daniel p.342).

2. Inseparability

In most case the customer cannot separate the service from delivery of the service or the setting in which the service occurs. for example to receive all education , a person may attend a university .the quality of education may be high but if student has difficult parking , find counseling service poor , or sees little or opportunity for extra circular activity , he or she may not be satisfied with the education experience (Douglas ,p31).

3. Perish ability and fluctuating demand

Service is perishable and most service fluctuate either by season days or time of day, un used telephone capacity and electrical power vacant seats on planes, trains, buses and in stadiums time spent by bank tellers waiting for customers to us their window represent window represent business that is lost forever. the combination of perish ability and fluctuating demand has created many problems for marketers of service specifically in the area of distribution channels must be developed to make use of the service during slack periods . Sop that firms should attempt to copy with the problems and use several innovations in the service of stimulate and unused capacity(Kotler,2000)

4. Client relation

In the marketing of many services a client relationship exists between the buyer the

seller or opposed to customer relationship in the case of marketing of good. In many service firms the marketing function is used more profession manner as see in the health care,financial ,legal government and education service-its vitally important that professional service providers strive to build long term positive relationship with client (j.Paul peter, 1989) . In order to avoid poor service and losing customer organization must be aware of the following determinates of service quality describe in brief as bellow (J on pape, 2013).

2.5 Service Quality

From service the assessment of quality is made during the service delivery process which usually occurs with an encounter between a customer and service contact person customer satisfaction with service can be defined by comparing perceptions with service received withExpectations the service desire (Christopher and jochew, 2008).

Service “with as mile” is strong enough to satisfy most costumer. Now a day some service firms differentiate themselves in market place by offering a service guarantee. In this customer reason and motivation to take to the company instead of just to their friend for service theassessment of quality is made during service contact person. Customer satisfaction with service quality can be defined by comparing perception of the service is perceived to be expectations are not meet service quality deemed an acceptable. When expectations are confirmed by received service quality is satisfactory. The expectation is based on several sources, including word of mouth, person needs and past experience (Christopher and J ochew p.407).

2.6 Determiners’ of Service Quality

1. Tangibility

The physical asset an agency utilizes positions the agency against their competitors. I often tell the people I’m training that the reports I hand customer are one of the most important elements of our job. The reports I create are the only thing the customer can hold on to review at the end of the day. This report must look professional, be 100%

accurate and include metrics relevant to the customer business. A uniform can make to their customers. Accountant, lawyers & financial planners depend on their appearance to convey professionalism and trustworthiness to clients (J on pape, 2013).

2. Reliability

A customer service business is only as good as the quality of service they provide. When I use term “reliability “, I am referring to performance. Reliability is more than “good” performance because rarely is performance plan (J on pape, 2013)

3. Responsibility

A client does not like to be left wondering when the service company will return their call, answer their email, or show up fix a problem. A good customer service company makes responsibility a top priority and sets measurable goals pertaining to customer responsibility. Examples: how long it will take to respond to emails and calls and how long it will take to solve a customer’s problems (john ape, 2013)

4. Assurance

The amount of confidence a customer service company installs in the clients. The customer service company must work to make the client trust them. This principle involves every touch point within an organization. From the people that answer the phone to the people that interact with the customer every day, assurance must be a priority. If the client does not trust Your organization to work in their best interests, they will not be a client for long (J on pape, 2013).

Customer service companies must work to understand their clients business and the goals of their contact. If a customer service company they can grow as clients business grows and respond to problems in an appropriate manner. If the customer service company can sense when a client is frustrated and can respond appropriately, it is easy for a company to keep client (J on pape, 2013).

5. Empathy,

Customer Service Company must work to understand their clients business and the

goal of their contact. If a customer service company takes time to know a client business, they can grow as clients business grows and respond to problems in an appropriate manner. If the customer service company can sense when a client is frustrated and can respond appropriately, it is easy for a company to keep clients (Jonape, 2013).

2.7 Service Quality Model

The service model or the 'GAP model' developed by a group of authors- Parasuraman, Zeithaml and Berry at Texas and North Carolina in 198, highlights the main requirement for delivering high service quality. It identifies five 'gaps' that cause unsuccessful delivery. Customers generally have a tendency to compare the service they experience with service they expect. If the experience does not match the expectation, there arises a gap. Customer satisfaction customer GAP 5 perceptions expectations managing the customer / understanding evidence marketing research the customer communication GAP 4 GAP 1 managements service perceptions delivery of customer expectations conformance design GAP 2 GAP 3 conformance service design service standards. GAP one: management perception gap (the difference between expected service by customers and management's perceptions of consumer's expectation). GAP two; quality specification gap (the difference between company perception of customer expectation and customer driven service design and standards). Gap three: service delivery gap (the difference between customer driven service designs and standards and service delivery). Gap four: market communication gap (the difference between service delivery and external communication to the customer). Gap five: perceived service quality gap (the gap between perceived service and expected service) (LinkedIn, 2014).

2.8 Managing Service Capacity

The output of the service organization is determined by the productive capacity of their equipment and personal capacity is said to be elastic when supply can be adjusted to response to demand. Therefore capacity management must identify critical bottlenecks that prevent customer demand from being satisfied (Kotler 2000).

2.9. Service Quality as an Overall Attitude

The most common explanation of the difference between service quality and customer satisfaction highlighted by the bale soon quality general conceptualized as an attitude. The customers' comprehensive evaluation of service offering. It is built up from a service evaluated expense his less dynamic that satisfaction. Satisfaction is the outcome of the evaluation that the customer makes any specific transaction. The customer's level of satisfaction with the particular satisfaction will relate to the level of this conformations were relatively small or if the outcome expected expectation. Then the customer will be satisfied otherwise dissatisfaction may be result. It is the worth to know that the service quality rating would not result from single Harris and barons (2001).

2.10 How Customers' Assess Service Quality?

For service assessment of quality is made during the service delivery for process. This usually occurs with encounter between customer and service contact person. Customer's satisfaction with service quality can be defined by comparing perception of the service received with expectation of the service desired. When expectation is exceeded service are perceived to the expectation quality and to be a plasma surprise. When expectation are not meet, service quality is seemed to be unacceptable. When expectation are confirmed by perceived service quality is satisfy. Those expectations are based on several sources. Including word of mouth, personal need and experiences Fitzsimons (2002).

Chapter Three

3. Research Methodology

This chapter comprises research approach, research design, data source, instrument of data collection, sampling technique and sample size, data collection and data analysis method.

3.1 Research Approach

In this study the researcher used mixed research approach. The researcher used quantitative research approach to numerical data, because to explain particular phenomena, particular questionnaire seem immediately suite to answer by use of quantitative research approach. And also researcher used qualitative research approach through words, because qualitative research approach involves asking open-ended questions, usually researcher make interview with manager of Attat Our Lady of Lourdes Catholic Primary Hospital.

3.2 Research Design

To conduct this study, the researcher were applied descriptive research method .Because descriptive method was used to describe the events that was happening and characteristic about the application or phenomena that being under study.

3.3. Source of Data

In this study the researcher were used both primary and secondary data source to gather adequate and relevant data. The primary data source would take from customers, employee and hospital managers by using a questionnaire and interview. The secondary data sources was taken through internet, books and write materials in the Attat Our Lady of Lourdes Catholic Primary hospital.

.3.4. Instrument of Data Collection

In this research the data's was collected from both primary and secondary source. Structured questionnaire were used to collect primary data from customers and employees. Because of it gives freedom and it easy to answer for respondents. Structured questionnaire include scale and multiple choices that were addressed the

basic research question, and secondary data would be collected from hospital's executive summary, official documents and internet.

3.5. Target Population

The population of the study was focus on patient customers and employee of Attat Our Lady of Lourdes Catholic Primary Hospital. Because of the researchers get more information from customers and employees of the hospital.

3.6. Methods of Sampling and Sample Size

The data would be collected through non probability sampling techniques especially through convenience sampling techniques. Researcher took sample of representatives 80 from the determined sample size of the study, 44 was taken from the patient customers of Attat Our Lady of Lourdes Catholic Primary Hospital and the remaining 36 from the employee of the hospital. Because of the difficulty in applying in random sampling technique, difficulty of getting each and every patients regularly and difficulty of determining total population size. The researcher was forced to use non probable sampling technique specially convenience sampling technique.

3.7. Data Collection Methods

In this study the researcher were used the following data gathering methods questionnaire; the researcher was used both structured and unstructured questionnaire to select patient customer. Interview; personal face to face interview conducted with manager through constructed manner to acquire data.

3.8. Data Analysis Methods

The data was analyzed by using simple descriptive strategies like, percentage, frequency and average the available secondary data also describe to support primary data.

Chapter Four

4. Finding and Interpretation

This chapter deals with analysis and interpretation of data related to service delivery and customer satisfaction at Attat our lady of lourdy catholic primary hospital. The researchers distributed 44 questionnaires to Attat hospital customers and 36 questionnaires to the hospital employees. Out of total 80 questioners with (100% response rate) completely filled questioners were returned back from the service encounter. And also the researcher has made an interview with the manager of the hospital.

4.1 Data Analyses Collected from Customers.

4.1.1 Personal Profile of the Respondent

The profile aspect of the study participant is prepared in terms of gender, age, educational level, marital status, occupation and frequency of service usage at Attat catholic primary hospital.

Table 4.1 Personal Profiles of Customers.

Data analysis collected from customers of Attat our lady of lourdy catholic primary hospital	Items	Alternative	Response in frequency	Percentage
	1. Gender	Male	23	52.27%
		Female	21	47.73%
		Total	44	100%
	2. Age	18-30	36	82%
		31-45	5	11%
		46 and above	3	7%
		Total	44	100%
	3. Martal status	Single	32	72.72%
		Married	12	27.28%
		Divorce	0	0
		Total	44	100%

	4.Educational level	Illiterate	0	0
		Elementary	10	22.72%
		Preparatory	22	50%
		Diploma	9	20.45%
		Degree and above	3	6.83%
		Total	44	100%
	5.Occupation	Student	13	30%
		NGO employee	2	5%
		Private ownership	6	13%
		Government employee	23	52%
		Total	44	100%
	6. How often do you come to attat catholic primary hospital to get service in a year?	Once	11	25%
		Twice	21	47.73%
		Three and above	12	27.27%
		Total	44	100%

Source; survey questionnaires, 2019

As revealed in the table 4.1 item1 shows from the total 44 of customers' respondents 52.27% of them were male respondents while the remaining 47.73% of the respondents were female then the largest share of the respondents were male for this study.

Item 2 also shows the age of respondents which was categorized within a range of

18-30, 31-45 and 46 and above, each capturing 82%, 11% and 7%, respectively. Therefore I can say most of the customers are found within the age of 18 - 30.

Item 3 with concerning to marital states 72.72% were single and 27.28% were married and no respondents were response divorce, therefore I can say most of the customers were single.

Item 4 with respect to educational level most of respondents are educated preparatory 50%, 22.72% of respondents were diploma, 20.45% of the respondents were elementary, 6.83 degree and above and no respondents were illiterate.

Item five reveals occupation category of the sample respondent and the result show that most of the respondents for this study were 52% governments employees, 30% respondents were students, 13% respondents were private ownership and the remaining 5% were NGO employees.

In the same table Item six with respect frequency service usage in Attat Catholic Primary Hospital 47.73% of the respondents were came to hospital twice in a year, 27.27% of the respondents were came to hospital three times and above and the remaining 25% of respondents were came to hospital at once. These shows that majority of respondents were come to Attat Catholic Primary Hospital to get service twice in year.

Table 4.2 Customer's Perception to Service Quality.

How do you evaluate the quality of service in Attat Catholic Primary Hospital?	Item	Response in	
		Frequency	Percentage
	Very good	7	16%
	Good	23	52%
	Medium	14	32%
	Poor	0	0
	Total	44	100%

Source; survey questionnaires, 2019

As revealed in the table 4.2 the majority 52% of the respondents replied that the hospital give good service quality to its customers, 32% of the respondents respect that the hospital uses medium service quality to its customers, 16% of the respondents say that the hospital uses very good level service quality to its customers and no respondents was poor quality of service in hospital.

Table 4.3 Extent of Perceptions towards Carefulness to Customers.

To what extent do you perceive the hospital carefulness for its customers	Scale	Response in	
		Frequency	Percentage
	Very high	12	27.3%
	High	17	38.6%
	Moderate	15	34.1%
	Poor	0	0
	Total	44	100%

Source: survey question, 2019

Table 4.3 shows that the perception of customers regarding to the carefulness of attat catholic primary hospital, 38.6% of the respondents were responded that the hospital give high care for its customers, 34.1% of the respondent were responded that the hospital give moderate care for its customers, 27.3% of the respondents responded that the hospital give very high care for its customers, and no respondents responded that the hospital poor care for its customers. These show that the customers evaluate that the hospital has carefulness for its customer.

Table 4.4 Cleanness of Setting Area for Patient.

How you evaluate the cleanness of the setting area for patient?	Scale	Response in	
		Frequency	Percentage
	Very good	13	29.54%
	Good	17	38.64%

	Medium	8	18.18%
	Poor	6	13.64%
	Total	44	100%

Source; survey questioner, 2019

The researchers also analyze the hospitals seat surrounding cleanness which is provided for the customers. The table shows that most respondents 38.64% responded that the hospital provided good seat for its customers, 29.54% of the respondents responded that the hospital seat has moderate cleanness were responded the hospital provided good seat cleanness , whereas 18.18% and 13.64% of the respondents were the hospital provided and no respondents responded poor seat for its customers.

Table 4.5 Evaluation of the Delivery Process in Attat Catholic Primary Hospital

How you evaluated delivery process in Attat catholic primary hospital?	Scale	Response in	
		Frequency	Percentage
	Very good	21	48%
	Good	16	36%
	Medium	7	16%
	Poor	0	0
	Total	44	100%

Source; survey questioner, 2019

From table 4.5 the research analyzed that 48%) of respondents replied that the system of service delivery of the hospital is very good, 36% of the respondents were replied that the system of service delivery of the hospital is good, 16% of the respondents were replied the system of service delivery of the hospital was medium and no respondents responded poor. These show that the majority of respondents evaluated the service delivery of the hospital were very good.

Table 4.6 Evaluation of Service Variety in the Hospital

How do you evaluate the adequacy of the	Scale	Response in	
		Frequency	Percentage
	Very good	17	38.63%

rendering service variety in the hospital?	Good	21	47.73%
	Medium	6	13.64%
	Poor	0	0
	Total	44	100%

Source; survey questioner, 2019

As shows from table 4.6 most of the respondents 47.73% were replied that there adequate variety service and the scale were good, 38.63% of the respondents believe that they get very good level, 13.64% of the respondents responded they get medium level and no respondents with poor level. These result shows that the hospital has proving adequate variety of hospital services.

Table 4.7 Service Variety not found to the Desire Level

Which category of the following service is not found to the desire level?	Item	Response in	
		Frequency	Percentage
	Insufficient reception area	17	39%
	Insufficient drugs	7	16%
	Insufficient examination equipment	14	32%
	Insufficient number of employee	6	13%
	Others	0	0
	Total	44	100%

Source; survey questioner, 2019

As observed from the table 4.7 39% of the respondents responded that insufficient reception area, where as the 14 number of respondents 32% and 16% respondents replied that insufficient examination equipment and insufficient drugs. The remaining

13 respondents' responded that the number of employee were insufficient and no responded others.

Table 4.8 Setting of Similar Service Every Time

Have you ever been getting similar service out of attat hospital	Item	Response in	
		Frequency	Percentage
	Yes	11	25%
	No	33	75%
	Total	44	100%

Source; survey questioner, 2019

Based on the table 4.8 most of the respondents 75% replied that they do not get similar service out of landmark general hospital. Whereas 25% of the respondents replied that they get similar service out of attat catholic primary hospital.

Table 4.9 Help Fullness and Responsiveness of Physician

How do you evaluate the help fullness and responsiveness of physician?	Scale	Response in	
		Frequency	Percentage
	Very good	12	27.27%
	Good	20	45.45%
	Medium	8	18.18%
	Poor	4	9.1%
	Total	44	100%

Source; survey questioner, 2019

The researchers analyzed that the doctor's responsibilities for its customers; table 4.9 shows that most respondents 45.45% responded that the doctors help in good way to its customers, 27.27% responded that the doctors help very good to its customers, 18.18% responded that the doctors help to customers in average and 9.1% respondents responded that the doctors helps in poor way to its customers.

Table 4.10 Medication Equipment's.

How do evaluate the equipment's used to medication in the hospital?	Scale	Response in	
		Frequency	Percentage
	Very good	9	20.4%
	Good	19	43.2%
	Medium	11	25%
	Poor	5	11.4%
	Total	44	100%

Source; survey questioner, 2019

As shows in the table 4.10 the equipment used for medication in the attat catholic primary hospital. Most of the respondents 43.2% responded that the equipment used for medication were good 25% of the respondents responded that medium, 20.4% of the respondents responded that very good and 11.4% of the respondents responded that poor.

Table 4.11 Accessible of the Hospital Service

Do you believe the hospital was conveniently accessible?	Item	Response in	
		Frequency	Percentage
	Yes	35	79.54%
	No	9	20.46%
	Total	44	100%

Source; survey questioner, 2019

As show in the table 4.11 most of the respondents 79.54% responded that the hospital is conveniently accessible and 20.46% of the respondents responded that the hospital is not conveniently accessible.

Table 4.12 The Services of the Hospital Compared with Others

The hospital provides better	Item	Response in	
		Frequency	Percentage

service compared to other hospital?	Strongly agree	14	31.82%
	Agree	24	54.54%
	Disagree	6	13.64%
	Strongly disagree	0	0
	Total	44	100%

Source; survey questioner, 2019

The table 4.12 shows that the hospital provides better service compared to other hospital. From table shown out of 44 sample respondents 54.54% agree on the issue raised, 31.82% of the respondents strongly agree, 13.64% of the respondents disagree and no respondents on strongly disagree. Many respondents believe that the hospital gives better service to its customers compared to other hospitals.

Table 4.13 Overall Satisfaction Level.

How do evaluate your satisfaction level on the overall service of the hospital?	Scale	Response in	
		Frequency	Percentage
	Very high	26	59%
	High	14	32%
	Medium	3	7%
	Poor	1	2%
	Total	44	100%

(Source; survey questioner 2019)

As shown in the table 4.13 most of the respondents 59% responded that the customers satisfy with the service of the hospital at very good level, 32% of the respondents responded that satisfy at high level, 7% and 2% of the respondents responded a medium and poor level respectively.

Tables 4.14 Feedback on the Service Provided.

Have you ever given your suggestion about service delivery in attat catholic primary hospital?	Item	Response in	
		Frequency	Percentage
	Yes	13	29.55%
	No	31	70.45%
	Total	44	100%

Source; survey questioner, 2019

Based on table 4.14 among those respondents most of 70.45% they were not given the suggestion to the hospital, and the rest respondents 29.55% were given their suggestion to the hospital. Those 29.55% respondents said that most of the employees and doctor are lack punctuality and responsibility to the customer.

4.2 Data Analysis Collected from Employees

4.2.1 Personal Profile of Employees

Table 4.15 Personal Profile of Employees

Data analysis collected from employees of attat catholic primary hospital	Category	Alternative	Response in frequency	Percentage
	1.Gender	Male	15	42%
		Female	21	58%
		Total	36	100%
	2.Age	18-30	14	39%
		31-45	19	53%
		46 and above	3	8%
		Total	36	100%
	3.Martial status	Single	16	44.44%

		Marriage	20	55.56%
		Divorce	0	0
		Total	36	100%
	4.educational level	Illiterate	0	0
		Elementary	0	0
		Preparatory	3	8.33%
		Certificate	3	8.33%
		Diploma	6	16.67%
		Degree and above	24	66.67%
		Total	36	100%
	6. For how long you have been worked this hospital?	>or=3 years	30	
		3-10 years	6	16.67%
		10 years	0	0
		Above 10 years	0	0
		Total	36	100%

Table 4.15 source; survey questioner, 2019

As shown in released the table 4.15 and in item 1 from the total (36) employees respondents 58% sample employees were female and 42% of the respondents were male. Then the largest shares of respondents were females for these studies.

Item 2 also shows the age of sample respondents. From the total sample of employees most of the respondents range from 31-45, followed by 18-30 and the least and few of them was 46 and above. This was 53%, 39% and 8% respectively.

Item 3 with respect to marital status among sample respondents 55.56% was married, 44.44% respondents were single and no respondents are divorce. Therefore most of the respondent employees were married.

Item 4 the above table shows that the educational level of sample employee respondents were 66.67% of the respondents were degree and above, 16.67% of the respondents were diploma, 8.33% of the respondents were certificate, 8.33% of the respondents were preparatory and no respondents of illiterate and elementary. From

the table researchers analyzed that most of the respondents were degree and above. It was 88.89% of the respondents were private ownership employees, 11.11% of respondents were students, the rest one NGO and government employees were not responded in this study.

Item 6 with the response to for how long have you been worked in this hospital? Most of the respondents 83.33% responded worked in the hospital three years, 16.67% of the respondents were worked in the hospital 3-10 years and no respondents were responded above 10 years.

Table 4.16 Service Delivery System Performance.

Do you think the service delivery system of the hospital is effective?	Scale	Response in	
		Frequency	Percentage
	Strongly agree	23	63.89%
	Agree	13	36.11%
	Disagree	0	0
	Strongly disagree	0	0
	Total	36	100%

Source; survey questioner, 2019

In the table 4.16 shows the service delivery system of the hospital. on the table shown out of the 36 respondents 63.89% of the respondents are strongly agree, 36.11% of the respondents responded agree. This indicates that the hospital gives high attention to service delivery system.

Table 4.17 Competence of the Employees.

Do you the employees of the attat catholic primary hospital is competent?	Scale	Response in	
		Frequency	Percentage
	Yes	31	86.11%
	No	5	13.89%
	Total	36	100%

Source; survey questioner, 2019

Table 4.17 shows the evaluation of employee's skill of the hospital. Out of 36

respondents 86.11% of the respondents were responded yes and the remaining 13.89% of the respondent's relayed no. this shows that most of the respondents were skilled in attat catholic primary hospital.

Table 4.18 Employees' Perceptions for Customer Carefulness.

In what extend do you perceive the hospital carefulness for the customer?	Item	Response in	
		Frequency	Percentage
	Very high	7	19.44%
	High	21	58.33%
	Medium	8	22.23%
	Poor	0	0
	Total	36	100%

Source; survey questioner, 2019

As researchers analyzed from the above table 4.19 regarding to the carefulness of the attat catholic primary hospital the result, that shows most 58.33% of the respondents responded that the hospital gives high care for its employees, 22.23% of the respondents responded that the hospital gives medium care for its employees while 19.44% of the respondents responded that the hospital gives very high care for its employees. This implies that the hospital is care for its customers.

Table 4.19 Service Improvement.

Do you believe your service process improved time to time?	Scale	Response in	
		Frequency	Percentage
	Yes	36	100%
	No	0	0
	Total	36	100%

Source; survey questioner, 2019

Table 4.19 shows that the improvement of the service delivery in the hospital. Out of 36 respondents 100% responded yes and no one respondent's responded no. this indicates that the service delivery of the hospital improved from time to time.

Table 4.20 Perception Customer Satisfaction.

Do you believe your service delivery was satisfied the customer need?	Item	Response in	
		Frequency	Percentage
	Yes	36	100%
	No	0	0
	Total	36	100%

Source; survey questioner, 2019

In the table 4.20 the result indicates that the service delivery and customer satisfaction in attat catholic primary hospital, 100% of the respondents responded yes and no one respondent responded no. the researchers analyzed that the hospital has high quality service delivery and customer satisfaction.

Table 4.21 Customer Handling.

Do you handle your customer properly?	Item	Response in	
		Frequency	Percentage
	Yes	25	69.44%
	No	11	30.56%
	Total	36	100%

Source; survey questioner, 2019

Based on table 4.21 result most of the respondents 69.44% responded that the hospital handle its customers properly while the remaining 30.56% of the respondents replied that no. this indicates that the hospital had efficiently handled the customer.

Table 4.22 Factors Affecting Service Delivery.

What factors affect service delivery system of the hospital?	Category	Response in	
		Frequency	Percentage
	Road	0	0
	Electricity	25	69.44%
	Others	11	30.56%
	Total	36	100%

Source; survey questioner, 2019

In the table 4.22 the result shows that 69.44% of the respondents were responded the problem of electricity, 30.56% of the respondents responded that the other types of problem. This indicates that the main problem of the attat catholic primary hospital was shortage of the electricity.

Table 4.23 Utilization of Resources.

How to use the hospital resources?	Scale	Response in	
		Frequency	Percentage
	Excellent	10	27.78%
	Very good	19	52.78%
	Good	7	19.44%
	Poor	0	0
	Total	36	100%

Source; survey questioner, 2019

Based on table 4.23 52.78% of the respondents were responded they used hospital resources at very good level, 27.78% of the respondents were said that they used hospital resources in excellent way and the remaining 19.44% of the respondents replied that they used hospital resources in a good way. This shows that the majority of the employees used hospital resources in a very good way.

Tables 4.24 Availability of Bed Room.

Do you believe the hospital has bed room to patient customers?	Category	Response in	
		Frequency	Percentage
	Yes	32	88.89%
	No	4	11.11%
	Total	36	100%

Source; survey questioner, 2019

As the researchers analyzed from table 4.24 88.89% of the respondents responded yes and 11.11% of the respondents replied that no. this indicates that the hospital had enough bed room to its customers.

Table 4.25 Ambulance Service.

Do you give ambulance service to you customers?	Item	Response in	
		Frequency	Percentage
	Yes	0	0
	No	36	100%
	Total		100%

Source; survey questioner, 2019

In the table 4.25 the result shows 0% of the respondents responded yes and 100% respondents responded no. This indicates that attat catholic primary hospital no gives the ambulance service to its customers.

Table 4.26 Challenges Faced

Is there any challenge that the hospital recently faces in service delivery system?	Item	Response in	
		Frequency	Percentage
	Yes	0	0
	No	36	100%
	Total	36	100%

Source; survey questioner, 2019

As based on table 4.26 the result shows researchers analyzed (100%) of respondents were responded no and no one respondents were replied yes. the researcher concluded from this the hospital was not face any challenge recently in service delivery system.

Interview to the Manager

1. What complain mostly rise the customers?

As the hospital manager responded the customer may not understand what message the hospital deliver to the customer because of illiterate level of the customer and this problem makes delay of the service.

2. What do you think the solution to the problem raised by the customer?

As the manager responded providing efficient service and shown the way for customer regarding how to offer the service was better to solve the problem.

3. How the organization differentiate its service delivery from others hospitals?

As the manager responded they can differentiate their service delivery by providing

quality service and by understanding customers want and also using incentive, high regulate to the risk of the disease, good understanding and particularly training to the further job improvements.

To evaluate, the researcher made an interview with manager of the attat catholic primary hospital and the manager responded as there is high emphasis of safety and security which was given by the hospital.

Chapter Five

5. Conclusion and Recommendation

This chapter deals with the conclusion and recommendation of the study.

5.1 Conclusion

The study was conducted on attat catholic primary hospital, in Wolkite town on title with assessment of service delivery and customer satisfaction.

As it was stated in the analysis and interpretation part of the study 80 sample respondents were taken collected data through questioner and interview with the manager of attat catholic primary hospital and all distributed questionnaires were collected from respected respondents. So the conclusion is made from the analysis.

According to survey result, most of the respondent's response shows that the hospital was deliver good service quality to its customers.

Based on the survey result customers rated the carefulness of the hospital for its customers was high and the hospital gives good seat for the customers.

The hospital's respond to the customer's service delivery was very good and majority of respondents responded that they got Variety of service in a good way.

Based the analyses the employees of attat catholic primary hospital the service delivery system were effective and many of hospital's employees were skilled.

Based on the result the major problem that affects the service delivery system of attat catholic primary hospital was shortage of electricity.

The hospital had efficient and effective customer handling system. The service of the hospital was improved from time to time.

Based on the results attat catholic primary hospital had superior image over other hospitals in the Wolkite on service quality, service delivery and customer satisfaction.

5.2 Recommendations

As researchers presented conclusion part, attat catholic primary hospital face less problems in service delivery to the society, due to this the following recommendation were given as suggestion for what better to done.

- In order to delivery consistent and timely service to patients effectively.
- Organization should be proper planning of adequate materials like sufficient drugs, qualified employees, devices, and equipment's.
- To deliver better service the hospital should fulfill the patient requirements like service rooms and enough reception areas.
- System used by the organization to render service should be redesigned, because customers may have complained the system or provision and when they were not satisfied.
- The organization better receive employees and customer's suggestion and

complains in the service rendering system and the hospital should give reasonable and proper reaction for request, Because feedbacks were the mirror for the organization activity and it would have a positive impact to the organizational growth.

- The organization should check out its reward promotion, incentive system and the organization apply these system based on workers contribution on their position, because these were the tools for motivation employees.
- Since one company's failure and successes highly depends on its employee's satisfactions level and motivation to work.

Reference

- Adrian, (2011), *principle of service marketing*, 6thed, MCG raw yield education limited company (UK).
- Bruit Waite J, (1997), *organization change patient focused care*, 6th ed an Austrian prospective health service management.
- Christopher love lock Tochenwirez,(2000), *service marketing*, 5thed, (international edition)
- Fitzsimons. J ames, (1998), *A service Marketing*, 2th ed, McGraw Hill companies
- Hoffman K. Douglas and Boston J ohn E.G, (2001), "*Essential service marketing*", 2nded, south western, a division, Thomson learning company.
- Kotler , (2001), *marketing management*, 10thed, (millennium edition)
- Lucas Robert W, (2005), *customer service*, 3rded, prentice hall company.
- San Francisco Jossey Bass,(1995), *improving clinical practice*,5th ed, total quality management and the physician,

APPENDIX A

WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

Department of marketing management

Questionnaire filled by customers (clients)

Dear Respondents

I am a prospective undergraduate student of Marketing Management Department, Wolkite University. I now undertake a research on assessments of service delivery and customer satisfaction in a case of Attat our lady of Lourdes catholic primary Hospital for the partial of BA degree requirement. The main purpose of this questionnaire is to

gather fulfillment information about service delivery and customer satisfaction. Your responses have been kept confidential and very crucial for the accomplishment of this study. Therefore, you are kindly requested to provide response to each of the question. I thank you very much for your active and polite cooperation in advance.

No need of writing your name.

Give short and brief answers for open ended questions.

Part one; Demographic data of the respondent.

1. Gender; A. male B. female
2. Age; A.18-30 B.31-45 C.46 and above
3. Marital status; A. single B. divorce C. married
4. Educational level; A. illiterate B. preparatory C. complete D. certificate E. degree and above
5. Occupation; A. student B.NGO employee C. private ownership
E. government employee F. Other
6. How often do you come to Attat our lady of Lourdes catholic primary hospital to get service?
A. Once B. twice C. three and above

part two: Questionnaire for customer

	Very poor (1)	Poor (2)	Medium (3)	Good (4)	Very good (5)
1. How do you evaluate the quality of service in Attat					

catholic primary hospital?					
2. To what extend do you perceive the hospital care fullness for its customers?					
3. How do you evaluate the cleanness of the setting areas for patients					
4. How do you evaluate the delivery process in Attat catholic primary hospital?					
5. How do you evaluate the adequacy of the rendering service variety in the hospital?					
6. the activity of Attat hospital is can fulfill your desired?					
7. Have you ever been get similar service out of Attat					

catholic primary hospital?					
8. Have you give your suggestion about service delivery in Attat hospital?					
9. How do you evaluate the help fullness and responsiveness of physicians?					
10. How do you evaluate the equipment's used for medication in the hospital?					
11. Do you belief the hospital is conveniently accessible					
12. Is the hospital near from your house?					
13. The hospital					

provides better service compared to other hospitals?					
14. Your satisfaction on the overall service of the hospital is?					

15.If you have additional suggestion -----

Thank you!!

- A. yes B. no
3. In what extent do you perceive the hospital carefulness for the employee?
 A. very high B. high C .medium D .poor
4. Do you believe your service delivery process improved from time to time?
 A. yes B. no
5. Do you believe your service delivery is satisfying the customer need?
 A. yes B. no
6. Do you handle your customer properly?
 A. yes B .no
7. What factors affect the service delivery system of the hospital?
 A. road B. electricity C. others-----
8. How to use the hospital resource?
 A. excellent B. very good C. good D. poor
9. Do you have enough bed room to your inpatient customers?
 A. yes B. no
10. Do you give ambulance service to your customers?
 A. yes B. no
11. Are there any challenges the hospital recently face in service delivery system?
 A. yes B .no
12. If yes what was it -----

Thank you!!

የቢዝነስ እና ኢኮኖሚክስ ስልጠና

የማርኬቲንግ አስተዳደር ክፍል

በደንበኞች የሚመሉ መጠይቆች (ደንበኞች)

ውድ ምላሽ ሰጪዎች

በወልቁጤዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት ክፍል ተማሪ ነኝ። ለትርፍ ደረጃ በዲግሪ ክፍል አጠናቀው ለሚያምኑት ለክፍሉ የመጀመሪያ ደረጃ ሆስቲታል በአጠቃላይ የአገልግሎት ጥራት ለደንበኞች እርካታ ይገመግማል። የዚህ መጠይቅ ዋና ዋና አላማ ለአገልግሎት አሰጣጥ እና የደንበኞች እርካታ መረጃ ለማሟላት ነው።

። ምላሾችዎ በምስጢር የተጠበቁ እና ለጥናቱ ለማሟላት በጣም ወሳኝ ናቸው። ስለዚህ ለእያንዳንዱ ጥያቄ ምላሽ እንዲሰጡ ማስቀመጥ እጠይቃለሁ።

ስምዎን መጻፍ አያስፈልግዎትም።

ለተከፈቱ ጥያቄዎች አጭር እና ተገቢ ወይን መልስ ይስጡ።

ክፍል አንድ; ምላሽ ሰጪው የዲሞክራሲ ውሂብ።

1. ስምዎ ስንት ነው?

2. ዕድሜ; U.18-30 ለ.31-45 ሐ.46 እና ከዚያ በላይ

የጋብቻ ሆኑት; U. ብቸኛ ለ. አግብቶ የፈታሐ. ያገባ

4. የትምህርት ደረጃ; U. ማንበብና መጻፍ ለ. ያጠናቀቀሁ. የምስክር ወረቀት አ. ዲ. እና ከዚያ በላይ

5. ሥራ; U. ተማሪ ለ. የሎጂስቲክስ ለ. የግል ስራ ለ. የግል ስራ ባለቤት ነኝ. የመንግስት ስራ ተኛ

6. አገልግሎት በአጠቃላይ ከደንበኞች ጋር ስንት ተገናኝተዋል?

U.1 ለ. 2 ሐ. ሦስት ጊዜ እና ከዚያ በላይ

ክፍል ሁለት: ለደንበኞች መጠይቅ

ተ. ቁ		በጣም ዝቅተኛ	ዝቅተኛ	መካከለኛ	ጥሩ	በጣም ጥሩ
1	በአጠቃላይ ከደንበኞች ጋር ስንት ተገናኝተዋል?					
2	ለደንበኞች የሆስቲታል እንክብካቤ ለሌሎች ለምን ያስፈልጋል?					

3	ለታካሚዎች የቦታውንን ጽህፈት እንዴት ይገመግማሉ?					
4	በአጣጥካቶሊካዊ ሆስፒታል የአመለካከት ሂደቱን እንዴት ይገመግሙታል?					
5	በሆስፒታሉ ውስጥ የአመጋገብ አገልግሎት ልዩነት እንዴት ይገመታል?					
6	አጣጥሆ ሆስፒታል በሚሰጠው ደረጃ ለአገልግሎት ፊላላት ምትክ ማለት ይቻላል?					
7	ከአጣጥካቶሊካዊ የመጀመሪያ ደረጃ ሆስፒታል ተመሳሳይ አገልግሎት ያገኛሉ?					
8	በአጣጥሆ ሆስፒታል ውስጥ ለአገልግሎቱ አሰጣጥ ምን ዓይነት ተጠቃሚዎች ይሰጣሉ?					
9	የሕክምና ባለሙያዎች እርካታና ምላሽ ሰጪ እንዴት ይገመግሙታል?					
10	በሆስፒታሉ ውስጥ ለመድሃኒት አገልግሎት የሚውሉትን መሳሪያዎች እንዴት ይገመግሙታል?					
11	ሆስፒታል በቀላሉ ምቹነት ብለው ያምናሉ?					
12	ከቤት ምዕራብ የሚገኘው ሆስፒታል ነው?					
13	ሆስፒታሉ ከሌሎች ሆስፒታሎች ጋር ሲነፃፀር የተሻለ አገልግሎት ይሰጣል?					
14	በሆስፒታሉ አጠቃላይ አገልግሎት ላይ ያለ ምትክ እርካታ?					

15. ተጨማሪ አስተያየት ካለዎት -----

አመሰግናለሁ!!

ወልቂጤዩኒቨርሲቲ

የቢዝነስናኢኮኖሚክስኮሌጅ

የማርኬቲንግአስተዳደርክፍል

በአጣጥካቶሊካክሆስፒታልሠራተኛየተሞላመጠይቆች

ውድምላሽሰጪዎች

የማርኬቲንግዲፓርትመንትዲግሪ (ዲግሪ) ማኔጅመንት (ዲፕሎማሲ)

የቢዝነስናኢኮኖሚክስኮሌጅውክልናውስጥነኝ።ለመመረቂያፀሁፍበከፊልለማሟላትበአጣጥካቶሊካዊየመጀመሪያደረጃሆስፒታልበ አገልግሎቱአሰጣጥእናበደንበኞችእርካታላይምርምርያካሂዳል።የዚህመጠይቅዋናውስለአገልግሎትአሰጣጥእናየደንበኛእርካታመረጃ መሰብሰብነው።የሰጡትመልስበምስጢርተጠብቆይህጥናትለማከናወንበጣምወሳኝነው።ስለዚህላእያንዳንዱጥያቁምላሽእጠይቃለ ሁ።

ስምዎንመፃፍእያስፈልግም.

ለቀረቡጥያቁዎችአጭርእናግልፅመልስይስጡ.

ክፍል 1 የተጠሪዎቹዲሞግራፊውሂብ

1. ያታሁ. ሴትለ. ወንድ

2. ዕድሜ; U. 18-30 ለ. 31-45 ሐ 4.6 እናከዚያበላይ

የጋብቻሁኔታ; U. ብቸኛለ. ፈት C. ያገባ

4. የትምህርትደረጃ; U. ማንበብናመፃፍለ. ኤሌሜንታሪሐ. የምስክርወረቀትመ. ዲፕሎማሠ. ዲግሪእናከዚያ

5. ሥራሁ.ተማሪለ. ሰራተኛሐ.የግልባለሀብት

6. በዚህሆስፒታልውስጥበዓመትውስጥለምንያህልሰርተዋል?

U. > 3 ለ. 3 – 10 ሐ . 10 መ. ከላይ 10

ለአሠሪዎችመጠይቅ

የሆስፒታሉ አገልግሎት አሰጣጥ ስርዓት ውጤታማ ይመስልዎታል?

ሀ. ጠንካራ መስማት ለ. አስማማም ለሁሉ. አልሰማም መ. ጠንካራ አልሰማም

የሆስፒታሉ ተቀጣሪ ብቁነው (ችሎታያለው) ይመስልዎታል?

ሀ. አዎ ለ. አይደለም

3. ለሠራተኛው የሆስፒታሉ ጥንቃቄ እንዴት ይመለከተዋል?

ሀ. አጅግ ጠጣም ከፍተኛ ለ. ከፍተኛ ለ. መካከለኛ መ. ዝቅተኛ

4. የአገልግሎት አሰጣጥ ሂደት ያስጠይቀው ደንብ እየተሻሻለ ነው?

ሀ. አዎ ለ. አይደለም

5. የአገልግሎት አቅርቦት ያደገ በሽታዎችን ለማሟላት ያስፈልጋል?

ሀ. አዎ ለ. አይደለም

6. ደንበኞችን በአግባቡ ይይዛሉ?

ሀ. አዎ ለ. አይደለም

7. በሆስፒታሉ የአገልግሎት አሰጣጥ ስርዓት ሊያስተዳድሩ ያለገደብኛቸው?

ሀ. መንገድ ለ. ኤሌክትሪክ ለ. ሌሎች

8. የሆስፒታሉ ጥራት እንዴት መጠቀም እንደሚቻል?

ሀ. በጣም ጥሩ ለ. ጥሩ ለ. ዝቅተኛ

9. ለታካሚዎች ደንበኞች በቁልጋ ክፍል አለዎት?

ሀ. አዎ ለ. የለም

10. ለደንበኞች አምቡላንስ አገልግሎት ይሰጣሉ?

ሀ. አዎ ለ. የለም

11. ሆስፒታሉ በቅርቡ በአገልግሎት አሰጣጥ ስርዓት ውስጥ ያጠመዱት ግድግዳ አሉ ወይ?

ሀ. አዎ ለ. የለም

12. አዎከሆነም ንገር? -----
