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| **المزيج التسويقي وجودة الخدمة الصحية وأثرهما في تحقيق رضا المرضى****دراسة على مجموعة من المستشفيات الحكومية والخاصة في مدينة بغداد** | Thesis Title  |
| 1423 هـ 2000 م | Year |
|  ***The importance of this study stems from the industrial, social and cultural importance of health services and from their importance in improving the level of these services in the hospitals of both sectors (public and private). This is performed by achieving ideal and prefect utilization of the organization’s resource via adopting a homogeneous marketing-mix that achieve these goals.* The study aims at studying the marketing-mix and its role in actualizing satisfaction through considering the impact of marketing-mix on the health service quality. Consequently considering the impact of quality on achieving satisfaction. The time limits of this study in the hospitals situated in Baghdad were the period from 2001 october to 2002 february . *The sampl Consists of anumber of state and privat hospitals . the thesis adopts the data given by the doctors and asample of in the questionnairs that were distributed among them . The first questionnair concerns with the service provider so as yo to study the marketing-mix whith the second one concerns with the in patients to measure the realized and expected service quality . The thesis advocates several methods or statistical tools namely : Correlation simple and multiple regression and factor analysis to test the main fire hypotheses. Thy indicated the following important results : the reduction of salisfaction levels in the hospitals of both sectors . It,s reduction in the stat hospitals is clearcut as compared with other hospitals . Both sectors hospital do not pay the requirred attention to policies of marketing-mix It’s worth mentioing that private hospitals pay mor attention than the state hospitals do to this field . The above poor attention has resulted in adecrease in the service quality and consequently there has been adecrease in patients satisfaction .The thesis shows the impact of each dement of the market mix : the price and service providers in privat hospital . the thesis has proved that the service provider has agreat impact on service quality in state hospital . The thesis affirms the variance of the limpact that the market –mix has on quality five dimensions as the impact of the quality dimensions on satisfaction .The thesis has proved that aweakness or a defect in any of these dimension may b negatively reflected on the satisfaction of the beneficiaries (the paticnts).the thesis has come up with the following recommendations : Hospital administration of both sectors should build a perfect data base system to help in adoting distinct policies of the marketing-mix which aims at improving health service quality and thus achieving satisfaction .Adopting an effective pricing policy and setting up an incentive system that achive both the providers and beneficiaries satsfaction . Hospitals administrations have to pay special attention (via service provider) to the ivpatients attentions and out patients , for , this has agraat effect on achieving the satisfaction as well as reflecting apositive image of the hospital and its services***  |  Abstract  |