

الإستهلال

يقول الله في كتابه العزيز:

(إِنَّ الَّذِينَ ءَامَنُوا وَعَمِلُوا الصَّالِحَاتِ إِنَّا لَا نُضِيعُ أَجْرَ مَنْ أَحْسَنَ عَمَلًا)

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Dedication

I dedicate this research to the one who encouraged me all the way and always gives me a life full of love and support, who gives me the strength to reach for the stars and chase my dreams, to my beautiful gift from God.

My Mother

Who it was and still reap the thorns out of my way to pave my way for knowledge

My great Father

To the pure white heart that takes pride in my continued success and supports my development

My dear Husband

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Abstract:

The aim of this study to investigate Implementation of the Total Quality Management in Health Services Sector and Its impact on customer satisfaction were the study done at Royal Care International Hospital & Omdurman Maternity Hospital at Khartoum state in period from Nov 2018 up to August 2021 from the customers' and employees perspective.

This study based on theoretical background of methodology using a hypothesis testing approach concludes direct interviews for all customers and employees using Questionnaires. Were the total number of samples was 383 customers and 547 employees in both hospitals.

Based on analysis of the results of customer and employee opinions according to the service quality dimensions the concept of total quality management & services quality began to deepen and spread in the community and the people they are aware about the dimensions of services quality that must be provided in health care. And the application of the total quality management programs and paying attention to the dimension of quality in healthcare has a good impact on customer satisfaction in health services sector. While The Royal Care International Hospital & Omdurman Maternity Hospital not committed to the quality of health care service. Furthermore The Royal Care International Hospital & Omdurman Maternity Hospital the customers and employees weren't satisfied about the hospital services provided and overall quality concepts of the hospital have provided respectively. Regarding the different dimensions of service quality, the tangibility shows that RCIH give us 34.2% while OMH 23.8%, for reliability in RCIH 20.7% and in OMH was 23.8%. For responsiveness, assurance and empathy for RCIH and OMH was 9% and 4.4%, 9% and 16.1% and 6.3% and 11% respectively.

Also have been providing many of the recommendations that help for more improvement, including, for example We must work to increase the commitment of the top management in the hospitals to the role of quality and the application of its concepts in raising the quality of the services provided With the need to focus on employee satisfaction, train them continuously, and strive to motivate them.

And don't forget it is imperative that efforts be focused on establishing a foundation that can check and accredit quality in the health care system in Sudan.

المستخلص

الهدف من هذه الدراسة هو التحقيق في أثر تطبيق إدارة الجودة الشاملة في قطاع الخدمات الصحية وتأثيرها على رضا العملاء , الدراسة أجريت في مستشفى رويال كير الدولي ومستشفى أم درمان للولادة بولاية الخرطوم في الفترة من نوفمبر 2018 حتى أغسطس 2021, من وجهة نظر العملاء و الموظفين . تستند هذه الدراسة إلى الخلفية النظرية للمنهجية باستخدام نهج اختبار الفرضيات وتختتم المقابلات المباشرة لجميع العملاء والموظفين باستخدام الاستبيانات. حيث بلغ إجمالي عدد العينات 383 عميلاً و 547 موظفًا في كلا المستشفيات.

بناءً على تحليل نتائج آراء العملاء والموظفين وفقاً لأبعاد جودة الخدمة ، بدأ مفهوم إدارة الجودة الشاملة وجودة الخدمات في التعمق والانتشار في المجتمع والأشخاص اصبحو يدركون أبعاد جودة الخدمات التي يجب تقديمها في مجال الرعاية الصحية. وتطبيق برامج إدارة الجودة الشاملة والاهتمام ببعد الجودة في الرعاية الصحية له تأثير جيد على رضا العملاء في قطاع الخدمات الصحية. في حين أن مستشفى رويال كير العالمي ومستشفى أم درمان للولادة غير ملتزمين بجودة خدمة الرعاية الصحية بالصورة المثلي . علاوة على ذلك ، فإن مستشفى رويال كير العالمي ومستشفى أم درمان للولادة ، لم يكن العملاء والموظفون راضين عن خدمات المستشفى المقدمة ومفاهيم الجودة الشاملة للمستشفى على التوالي . أما بالنسبة لأبعاد جودة الخدمة المختلفة ، تُظهر الملموسة أن RCIH تعطينا 34.2% بينما OMH 23.8 % ، والموثوقية في RICH 20.7% وفي OMH كانت 23.8% . بالنسبة للاستجابة والتأكيد والتعاطف مع RCIH و OMH كانت 9% و 4.4% و 9% و 16.1% و 6.3% و 11% على التوالي.

كما تم تقديم العديد من التوصيات التي تساعد على مزيد من التحسين ومنها على سبيل المثال يجب العمل على زيادة التزام الإدارة العليا في المستشفيات بدور الجودة وتطبيق مفاهيمها في رفع جودة الخدمات مع ضرورة التركيز على رضا الموظفين وتدريبهم بشكل مستمر والسعي لتحفيزهم . ولا ننسى أنه من الضروري أن تتركز الجهود على إنشاء مؤسسة يمكنها فحص واعتماد الجودة في نظام الرعاية الصحية في السودان .

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List of Abbreviations

ASQ	American Society for Quality
CI	Continuous Integration
DFSS	Design for Six Sigma
ISO	International Standardization Organization
OMH	Omdurman Maternity Hospital
QA	Quality Assurance
QC	Quality Control
QI	Quality Indicator
QP	Quality Process
RCIH	Royal Care International Hospital
TQC	Total Quality Control
TQM	Total Quality Management