

## REFERENCES

- o Abdolreza Eshghi, Sanjit Kumar Roy and Shirshendu Ganguli (2008), Service quality and customer satisfaction: An empirical investigation in Indian mobile telecommunications services, *The Marketing Management Journal*, Vol. 18, No. 2, pp. 119-144.
- o Akalu Awlachew (2015), The effect of service quality on customer satisfaction in selected insurance companies in Addis Ababa, EMBA thesis, Addis Ababa university.
- o Ali Abdellah Elhakem (2012), Assessment of health services in Khartoum state: case study - expected and receive services in X- ray centers in Khartoum state, National library, Sudan, pp. 12-20.
- o Ali Mohammad Mosadeghrad (2014), Factors influencing healthcare service quality, *Int J Health Policy Manag*, Vol. 3, No. 2, pp. 77–89.
- o Anber A. S. Mohammad and Shireen Y. M. Alhamadani (2001), Service Quality Perspectives and Customer Satisfaction in Commercial Banks Working in Jordan, *Middle Eastern Finance and Economics*, Issue 14, pp. 60-72.
- o Anna Bulajeva (2009), Pharmaceutical care services and quality management in community pharmacies - An international study, Master's Thesis, University of Helsinki, Not published.

o Augustine Awuah Peprah & Bede Akorige Atarah (2014), Patient's Satisfaction Using SERVQUAL Model: A Case of Sunyani 105 Regional Hospital, Ghana, International Journal of Business and Social Research, Vol. 4, No. 2, pp. 133-143.

Biljana Angelovaand, Jusuf Zekiri (2011), Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model), International Journal of Academic Research in Business and Social Sciences, Vol. 1, No.3, pp. 232-258.

o Banwet, D. K., & Datta, K. (2002), Effect of service quality on post visit intentions over time, Total Quality Management, Vol.No.13, No. 4, PP 537-546.

o Behrouz LariSemnani, Rafat Mohebbi Far, Elham Shalipoor & Mohammad Mohseni (2015), Using Creative Problem Solving (TRIZ) in Improving the Quality of Hospital Services, Global Journal of Health Science; Vol. 7, pp. 88-89.

o Cadotte, H., Woodruff, R. and Jenkins, I. T. (1987), Expectations and Norms in Models of Consumer Satisfaction||, Journal of Marketing Research, Vol. 24, pp. 305-314.

o C.N. KrishnaNaik, Swapna, Bhargavi, Gantasala & Gantasala V. Prabhakar (2010), Service Quality (Servqual) and its Effect on Customer

Satisfaction in Retailing, European Journal of Social Sciences, Vol. 16, No. 2, pp. 231-243.

o Chingang Nde, Daniel & Lukong Paul Berinyuy (2010), Using the SERVQUAL Model to assess Service Quality and Customer Satisfaction: An Empirical study of grocery stores in Umea, Master thesis, Umea University, Not published.

o Devlin, Susan J. and H. K. Dong (1994), Service Quality from the Customer Perspective, Marketing Research, Vol. 6, No. 1, pp. 5-13.

o De Man, S., Gemmel, P., Vleric P. and Dierchx, R. (2002), Patient's and personnel's perceptions of service quality and patient satisfaction in nuclear medicine, European Journal of Nuclear Medicine September, Vol. 29, No. 9, pp. 1109-1117.

o Donabedian, A. (1982), Explorations in Quality Assessment and Monitoring Vol.1, Health Administration Press, Michigan, USA.

o Dunn, S. C., Seaker, R. F. and Waller, M. A., (1994), Latent variables in business logistics research: scale development and validation, Journal of Business Logistics, Vol. 15, (2), pp. 145-172.

o Donabedian, A. (1992), Quality Assurance in Health Care: Consumers Role, Quality in Health Care, Vol. 1, pp. 247-251.

o EbruDirekt Nicosia (2007), Perceived Service Quality and Patient Satisfaction in TRNC: Comparison of Public and Private Hospitals. [www.ibrarian.net](http://www.ibrarian.net), pp. 94-95

o Eshghi, A., Roy, S. K., & Ganguli, S. (2008), Service quality and customer satisfaction: An empirical investigation in Indian mobile Telecommunications services, *Marketing Management Journal*, Vol. 18, No. 2, pp. 119-144.

o Emrah Cengiz (2010), Measuring customer satisfaction: Most or not?, *Journal of Naval Science and Engineering*, Vol. 6, No. 2, pp. 76-88.

o Francis Kwaku Dogbe (2011), Assessment and analysis of customer satisfaction with services delivery of MTN, Kumasi - Kwame Nkrumah University of Science and Technology.

o Gamini Gunawardane (2011), Total Experience as a Dimension of Quality in Services: A Study in the Health Care Industry,

*California Journal of Operations Management*, Vol. 9, No. 1, pp. 91-99.

Grönroos (1984), A service quality model and its marketing implications, *European Journal of Marketing*, Vol. 18 No. 4, pp. 36-44.

- o Gronroos, C., (1990) "Service Management: A Management Focus for Service Competition. *International Journal of Service Industry Management*, Vol. 1, No. 1, pp. 6-14
- o Grönroos (1994), "From Scientific Management to Service Management A Management Perspective for the Age of Service Competition", *International Journal of Service Industry Management*, Vol. 5, No. 1, pp. 5-20.
- o Grönroos, C. (1984), A service quality model and its marketing implications, *European Journal of Marketing*, Vol. 18, No. 4, pp. 36-44.
- o Hair, Jr, J. F., Anderson R.E, Tatham, R. L. And Black, W.C., (2009), *Multivariate data analysis*, Prentice-Hall, Englewood Cliffs, N.J.
- o Hyun-Duck Kima, David la vetter & Jeoung-Hak Lee (2006), The Influence of Service Quality Factors on Customer Satisfaction and Repurchase Intention in the Korean Professional Basketball League, *International Journal of Applied Sports Sciences*, Vol. 18, No. 1, pp. 39-58.
- o Ingy Mohamed Fikry Farid (2008), *Development of a Model for Healthcare Service Quality: An Application to the Private Healthcare Sector in Obstetrics in Egypt*, DBA Dissertation, Maastricht School of Management, Maastricht.

- o Jayaraman Munusamy, Shankar Chelliah and Hor Wai Mun (2010), Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia, International Journal of Innovation, Management and Technology, Vol. 1, No. 4, pp. 398-404.
- o Jinsoo Hwang & Jinlin Zhao (2010), Factors Influencing Customer Satisfaction or Dissatisfaction in the Restaurant Business Using Answer Tree Methodology, Journal of Quality Assurance in Hospitality & Tourism, Vol. 11, No. 2, pp. 93-110.
- o Jos Van Iwaarden, Ton van der Wiele and Leslie Ball and Robert Millen, (2003), Applying SERVQUAL to web sites: an exploratory study, International journal of Quality & Reliability Management, Vol. 20, No. 8, pp. 919-935.
- o M. Sadiq Sohail (2003), Service quality in hospitals: more favorable than you might think quality, Journal of service theory and practice, Vol. 13, No. 3, pp. 197-206.
- o Md. Hussain Kabir and Therese Carlsson (2010), Service Quality Expectations, perceptions and satisfaction about Service Quality at Destination Gotland - A case study, MBA thesis, Gotland University, Not published.
- o Mohammad Mizenur Rahaman, Md. Abdullah and Ataur Rahman (2011), Measuring Service Quality using SERVQUAL Model: A Study

on PCBs (Private Commercial Banks) in Bangladesh, *Business Management Dynamics*, Vol. 1, No. 1, pp. 1-12.

- Niveen ElSaghier & Demyana Nathan (2013), Service Quality Dimensions and Customers' Satisfaction of Banks in Egypt, *Proceedings of 20th. International Business Research Conference*, ISBN: 978-1-922069-22-1 pp. 5.

- Nunnally j. (2010), *Psychometric theory*, McGraw -Hill, New York, NY.

- Oliver, Richard L (1980), A Cognitive model of Antecedents and Consequences of Satisfaction Decisions, *Journal of Marketing Research*, Vol. 17, pp. 460-469.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research, *Journal of Marketing*, Vol. 49, No. 4, pp. 41-50.

- Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1988), SERVQUAL: a multiple item scale for measuring consumer perceptions of service quality, *Journal of Retailing*, Vol. 64, No. 1, pp.12-37.

- Pilgrimieni & Rutelione (2013), Dual side of health care services quality economic and management, pp. 18, No. 1.

- Prabha Ramseook-Munhurrin, Soolakshna D. Lukea-Bhiwajee, Perunjodi Naidoo (2010), services quality in the public services, International journal of management and marketing research, Vol. 3, pp. 38-39.
- Philip Kotler (2001), A Framework for Marketing Management, New Jersey, USA.
- Ramasaran-Fowdar R.R. (2007), Developing a service quality questionnaire for the hotel industry in Mauritius, Journal of Vacation Marketing, Vol. 13, No. 1, pp. 19-27.
- Richard L. Oliver Source (1980), A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, Journal of Marketing Research, Vol. 17, No. 4, pp. 460-469.
- Rooma Roshnee Ramasaran-Fowdar (2007), developing a service quality questionnaire for the hotel industry in Mauritius, Journal of Vacation Marketing, Vol. 13, No.1, pp. 19-27.
- Sayyed Ali Akbar, Naser Barkhordar, Noor Amirhossein Moradi Firoozabadi & Asadollah Dolatkah (2013), Measurement of E-service Quality in University Website, Asian Journal of Business Management, Vol. 5, No.1, pp. 77-92.
- Sharareh M. Jajae & Fauziah B. Sheikh Ahmad (2012), Evaluating the Relationship between Service Quality and Customer Satisfaction in



the Australian Car Insurance Industry International Conference on Economics, Business Innovation, Vol. 38, pp. 219-223.

o Suzana Markovic, Dina Loncaric (2014), services quality and customer satisfaction in the health care industry towards health tourism market, Tourism and Hospitality Management, Vol. 20, No. 2, pp. 155-170.

o Teamur Aghamolae, Shahram Zare and Sadighehabedini (2012), The quality gap of educational services in viewpoints of students.

o Parasuraman, Zeithaml and Berry, "SERVQUAL (1988), A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality, Journal of Retailing, Vol. 64, No. 1, pp. 12-40.

o Nasrul Wathoni and Susi Afrianti Rahayu (2014), A survey of consumer expectation in community pharmacies in Bandung, in Hormozgan University of Medical Sciences, Journal of Strides Development Medical Education, Vol. 3, No. 2, pp. 78-85.

o Van Iwaarden, J., van der Wiele, T., Ball, L., and Millen, R. (2003), Applying SERVQUAL to websites: An exploratory study, International Journal of Quality & Reliability Management, Vol. 20, No. 8, pp. 919-935.

o Wathek S Ramez (2012), Patients' Perception of Health Care Quality, Satisfaction and Behavioral Intention: An Empirical Study in Bahrain,

International Journal of Business and Social Science, Vol. 3, No. 18, pp. 131-141.

- Zaneta Piligrimiene & Ausra Rutelione (2013), Dual side of health care services quality: What is really important for patient, Economics and management, Vol. 18, No. 1, pp. 112-123.
- Zeithaml, V. A. (2009), Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn, Journal of Academy of Marketing Science, Vol. 28, No. 1, pp. 67-85.
- Zeithaml, Valerie A., Parasuraman, A. & Berry, Leonard L. (1990), Delivering Quality Service, The Free Press, New York, N.Y

# APPENDICES

## APPENDIX A

**SUDAN UNIVERSITY OF SCIENCE & TECHNOLOGY**

**COLLEGE OF GRDUATE STUDIES & SCIENTIFIC RESEARCH**

**QUALITY CENTER**

**QUESTIONNAIRE FOR PHARMACUTICAL SERVICES**

*SECTION A:*

**BACKGROUND INFORMATION OF RESPONDENT (Please tick where applicable)**

Gender	Male			Female		
Age (yrs)	< 20	21 - 25	26 - 30	31 - 35	36 - 40	> 41
Marital status	Single		Married		Others specify	
Occupation	Executive post	Non-executive post		Self-employed	Others specify	

**SECTION: B****GENERAL INFORMATION**

Type of customer (PATIENT) sector	Pension	Public	Student	Subsidized	Private	Free
Do you have a chronic disease	Yes			No		
Have you ever received any service pharmaceutical health insurance before?	Yes			No		
Place of residence from pharmacy	Nearby		Between		So far	
Where you live?	Urban area			Rural area		

**SECTION C:****SERVICE QUALITY DIMENSIONS**

Please make a tick (√) in appropriate answers:

Strongly disagree = 1, Disagree = 2, Moderate = 3, Agree = 4, and strongly agree = 5

#	<i><b>TANGIBLE DIMENSION</b></i>	<i><b>1</b></i>	<i><b>2</b></i>	<i><b>3</b></i>	<i><b>4</b></i>	<i><b>5</b></i>
1	Services area (pharmacy) is clean					
2	NHIF pharmacy has a good looking building & shape					
3	Pharmacy shelves Classifieds & atmosphere, decor appearance and appealing					
4	Employee in NHIF neat in appearance					
5	NHIF employee provide detail information about drug usage					

#	<i><b>RELIABILITY DIMENSION</b></i>	<i><b>1</b></i>	<i><b>2</b></i>	<i><b>3</b></i>	<i><b>4</b></i>	<i><b>5</b></i>
1	NHIF provide services promised .....					
2	I can reach NHIF pharmacy any time I need					
3	The NHIF pharmacy location well known when you have a drug prescription					
4	I can access information about NHIF drug packages					
5	When I have a problem with the drug NHIF employee shows interest in solving					

#	<b><i>RESPONSIVENESS DIMENSION</i></b>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
1	Employees in NHIF pharmacy take action immediately when I make complain					
2	Employees in NHIF pharmacy tell me exactly when services will be performed					
3	Employees in NHIF pharmacy give prompt services					
4	Employees in NHIF pharmacy are always willing to help me if I have problems with drug services					
5	Employees in NHIF pharmacy are never too busy to respond to my request					

#	<b><i>ASSURANCE DIMENSION</i></b>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
1	Employees in NHIF pharmacy are knowledge about the drug					
2	Employees in NHIF pharmacy are able to solve my problem satisfactorily					
3	Employees in NHIF pharmacy are very help full					
4	Employees in NHIF pharmacy greeted me warmly with smile the behavior of					
5	Employees in NHIF pharmacy instills confidence in me					
6	Employees in NHIF pharmacy are consistently courteous to me					

#	<b><i>EMPATHY DIMENSION</i></b>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
1	Employees of NHIF pharmacy listen carefully to my needs					
2	Employees in NHIF pharmacy give me individual attention					
3	NHIF has operating hours convenient to all its patients					
4	NHIF has Employees who give me apersonal attention					
5	NHIF has my best interest at heart					
6	Employees in NHIF pharmacy understand my specific needs					

#	<b><i>SERVICES QUALITY</i></b>	<b><i>1</i></b>	<b><i>2</i></b>	<b><i>3</i></b>	<b><i>4</i></b>	<b><i>5</i></b>
1	Over all NHIF provides good quality services to its customer (patients)					
2	I am satisfied with NHIF services					
3	I will continue using the provided services					
4	I will recommend NHIF to other people					

الصندوق القومي للتأمين الصحي

ولاية النيل الابيض

استبيان عن جودة الخدمات الصيدلية

المعلومات الاساسية عن الباحث

اسم الباحث : \_\_\_\_\_

اسم الوحدة التنفيذية : \_\_\_\_\_

رقم الوحدة التنفيذية: \_\_\_\_\_

اسم الصيدلية : \_\_\_\_\_

رقم الصيدلية : \_\_\_\_\_

التاريخ : \_\_\_\_\_

الزمن : \_\_\_\_\_

رقم الاستبيان : \_\_\_\_\_

القسم أ: (معلوماتعن المبحوث )يرجى وضع علامة (√) عند الاقتضاء:

(1) النوع	ذكر	انثى

(2) العمر(بالسنة)	اقل من 20	25-21	30- 26	35-31	40-36	40 فما فوق

(3) حاله الاجتماعيه	متزوج	اعزب	اخرى

(4) الوظيفة	اعمال حرة	غير تنفيذى	تنفيذى	أخرى

(5) المستوى التعليمي	امي	اساس	ثانوي	جامعي

القسم: ب: معلومات عامة

(6) المخدم بالقطاع	قطاع خاص	مدعوم	طلاب	قطاع حكومي	معاشي	قطاع حر

(7) هل انت مصاب بمرض مزمن	نعم	لا

(8) هل سبق ان تلقيت خدمة دوائيه تامينية من قبل	نعم	لا

(9) مكان اقامتك من صيدليات التامين الصحي من حيث المسافة	متوسطة	قريبة جدا	بعيدة جدا

(10) مكان السكن	المدينة	القرية

القسم (ج):  
الرجاء أشر بعلامة (✓) على الإجابات المناسبة:  
يرجي التأكد من وضع العلامة (✓) في الإجابة المناسبة .

11	البعد الملموس	لا وافق بشدة	غير موافق	معتدل	موافق	وافق بشدة
1	مكان تقديم الخدمات (الصيدلية) نظيفة					
2	تتمتع صيدلية التأمين الصحي بمبنى حسن الهيئة والشكل					
3	تصنيف أرفف الصيدلية وجوها وترتيبها ومظهرها ذو شكل جاذب					
4	يتمتع العاملون بصيدلية التأمين الصحي بمظهر مهذم					
5	يقدم العاملون بصيدلية التأمين الصحي معلومات تفصيلية حول إستعمال الدواء					

12	بعد الموثوقية	لا وافق بشدة	غير موافق	معتدل	موافق	وافق بشدة
1	يقدم التأمين الصحي الخدمات الدوائية التي تم التعهد بها.					
2	في إستطاعتي الوصول إلى صيدلية التأمين الصحي في أي وقت أشاء.					
3	أن موقع صيدلية التأمين الصحي معروف جيداً عندما يكون لديروشة دواء.					
4	يمكنني الحصول على معلومات حول حزمة أدوية للتأمين الصحي.					
5	عندما تكون لدى مشكلة حول دواء التأمين فأن العامل بصيدلية التأمين الصحي يبدي الاهتمام بحلها.					

13	بعد الاستجابة	لا وافق بشدة	غير موافق	معتدل	موافق	وافق بشدة
1	يتخذ العاملون بصيدلية التأمين الصحي اجراء فوري عندما اتقدم بشكوي.					
2	يخطرني العاملون بصيدلية التأمين الصحي بشكل دقيق متي تقدم الخدمة الدوائية .					
3	يقدم العاملون في صيدلية التأمين الصحي خدمات دوائية بشكل فوري .					
4	دائما ما يكون العاملون بصيدلية التأمين الصحي على استعداد لمساعدتي اذا كان لدي مشكلة بخصوص الخدمات الدوائية					
5	لا يكون العاملون بصيدلية التأمين الصحي أبداً في شغل آخر سوى الاستجابة لطلبي.					



14	بعد التوكيد	لا وافق بشدة	غير موافق	معتدل	موافق	وافق بشدة
1	العاملون بصيدلية التأمين الصحي على معرفة وإلمام بالدواء.					
2	العاملون بصيدلية التأمين الصحي قادرون على حل مشكلتي بشكل مرضي.					
3	العاملون بصيدلية التأمين الصحي متعاونون للغاية.					
4	العاملون بصيدلية التأمين الصحي يرحبون بي بحرارة وابتسامة.					
5	يبعث العاملون بصيدلية التأمين الصحي الثقة في النفس.					
6	العاملون في صيدلية التأمين الصحي دائماً ما يبدون روح المجاملة واللطف تجاهي.					

15	بعد التعاطف	لا وافق بشدة	غير موافق	معتدل	موافق	وافق بشدة
1	يستمتع العاملون بصيدلية التأمين الصحي بعناية لإحتياجاتي.					
2	يشملني العاملون بصيدلية التأمين الصحي باهتمام شخصي.					
3	ساعات عمل صيدلية التأمين الصحي مناسبة لجميع مرضاه.					
4	العاملون بصيدلية التأمين الصحي يعطوني اهتمام خاص.					
5	يضع العاملون بصيدلية التأمين الصحي مصلحتي نصب أعينهم.					
6	يتفهم العاملون بصيدلية التأمين الصحي بعناية احتياجاتي المحددة.					

16	جودة الخدمات	لا وافق بشدة	غير موافق	معتدل	موافق	وافق بشدة
1	يقدم التأمين الصحي بشكل عام خدمات ذات جودة عالية لزيونه (المرضى).					
2	أنا راضٍ عن خدمات الصندوق القومي للتأمين الصحي الدوائية.					
3	سوف استمر في استعمال الخدمات الدوائية المقدمة.					
4	سوف أوصي الآخرين بالاشتراك في الصندوق القومي للتأمين الصحي.					