

## **DEDICATION**

I dedicate this work to my lovely mother Fatima Ahmed Arabi who breast me a life, to my best friend my brother Mr. Eltayeb Bashir who gave my life special meanings and to my sisters (Zakia, Hayat, Enaam and Ekram) and brothers (Ahmed and Hassan).

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## **ABSTRACT**

This study aims to improve drugs service quality, understand and determine the most important set of dimensions which affected the drugs service quality and also to investigate the influences & impacts of factors that lead to the customer satisfaction in NHIF-WNS in order to assess drugs service quality as reflected in customer satisfaction.

The study adopted the statistical descriptive method. The measurement of the study was developed based on the previous studies. Random samples procedure had been chosen and structured questionnaire had been used as main tool for data collection. The Statistical Package for Social Sciences (SPSS) was used for data analysis.

The results of the study showed that the NHIF-WNS providers in the pharmacies deals with the customers in a good manner, providers knowledge about the drug, solving customers problems, instill confidence, greetings and courteous. Despite the changes in the drug prices in local & international markets, the NHIF-WNS was providing drugs service to its customers as its promised which has appositive impact on customer satisfaction, NHIF-WNS employees in pharmacies concerned about satisfying customer needs by taking action and solving customer problems immediately and also the study demonstrate that the customers complain due to insufficient time of work in NHIF-WNS pharmacies due to work less than 24 hours.

This study concluded that the customers of NHIF-WNS were satisfied about the drug services quality. Also the study demonstrate a set of

dimensions which consistently ranked by NHIF-WNS customers and it has an effect on the drug services quality in NHIF-WNS. In summary the study concluded that the drugs service quality in NHIF-WNS was improved based on serviqual dimensions that appeared in customer satisfaction besides that the study approved a positive relationship between customer satisfaction and their quality of drugs service.

This study recommended that it is important to reinforce a services quality culture in NHIF-WNS by continuous development of providers skills to insure an acquisition of a positive behavior & attitude through design an specialized training programs, exceeding the working time to be (24/7) in NHIF-WNS pharmacies, continuance in distributing the pharmacies according to the health map to insure equity in services distribution, encourage the positive behavior and attitude of employee which stated by customer as a positive signed when NHIF-WNS providers deal with customer, and for NHIF-WNS it's better to take into account the recommendation of customer to others to use the NHIF services.

## مستخلص الدراسة

هدفت هذه الدراسة إلى تحسين جودة الخدمة الدوائية وفهم وتحديد أهم الأبعاد التي تؤثر على جودة الخدمة الدوائية كما تهدف إلى بحث العوامل المؤثرة والتي تؤدي إلى رضا زبائن التامين الصحي - ولاية النيل الأبيض وذلك بتقييم جودة الخدمة الدوائية وانعكاسها على رضا الزبائن.

استخدمت هذه الدراسة المنهج الإحصائي الوصفي حيث تم تطوير منهج القياس بناء على الدراسات السابقة وباستخدام العينة العشوائية البسيطة تم تصميم الاستبيان كأداة لجمع البيانات حيث تم تحليلها ببرنامج الحزم الإحصائية للدراسات الاجتماعية (SPSS). إن نتائج الدراسة أظهرت أن مقدمي الخدمة بصيدليات التامين الصحي - ولاية النيل الأبيض يتعاملون بطريقة جيدة مع الزبائن كما أنهم على علم بالدواء وإنهم يعملون على مشاكل الزبائن وتعاملونهم بعدالة وترحيب مما يبعث الطمأنينة في نفوسهم، أيضا أن نتائج الدراسة أظهرت انه بالرغم من ارتفاع أسعار الدواء محليا وعالميا أن التامين الصحي ولاية النيل الأبيض يقدم الخدمة الدوائية كما وعد بها مما كان له الأثر الموجب في رضا الزبائن إضافة إلى أن مقدمي الخدمة بالصيدليات متهمون برضا الزبائن وذلك لاتخاذهم إجراء فوري لحل مشكلة الزبون إضافة إلى أظهرت أن الزبائن يشكون من عدم كفاية الخدمة من حيث الزمن اقل من (24) ساعة .

خلصت الدراسة أن هناك رضاء من الزبائن عن خدمة الدواء بالتامين الصحي - ولاية النيل الأبيض كما أن أبعاد جودة الخدمة المرتبة حسب اولويات زبائن التامين الصحي - ولاية النيل

الأبيض لها تأثير على جودة الخدمة الدوائية، أيضا خلصت الدراسة إلى أن جودة خدمة الدواء تحسنت وذلك من خلال العلاقة الموجبة بين جودة الخدمة الدوائية ورضا المستفيد.

أوصت هذه الدراسة بضرورة خلق ثقافة الجودة وتطوير مهارات مقدمي الخدمة تعزيزا للسلوك الموجب عبر برامج تدريبية متخصصة كما أوصت الدراسة بزيادة ساعات العمل بالصيدليات نظام (24) ساعة إلى جانب الاستمرار في توزيع الصيدليات حسب الخارطة الصحية أيضا أوصت الدراسة بتشجيع السلوك الايجابي لمقدمي الخدمة والذي ظهر في آراء المستطلعين مع وضع توصية المستطلعين للآخرين بالاستفادة من خدمات التأمين الصحي في الحساب.

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## **ABBREVIATIONS**

GPs	General Practitioners
KPIs	Key Performance Indicators
MDGs	Millennium Development Goals
NHIF	National Health Insurance Fund
USA	United States of America
UK	United Kingdom
Servqual	Services Quality
WHO	World Health Organization
WNS	White Nile State