



ASSESS THE QUALITY OF SERVICES PROVIDED IN THE INTENSIVE CARE UNIT USING THE SERVQUAL MODEL

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Background and Aim: One of the factors contributing to increasing the competitiveness of organizations is to improve the quality of service. Providing superior service through maintaining high quality is an introduction to success in all organizations. The SERVQUAL model is one of the most commonly used tools for measuring service quality satisfaction. Therefore, the purpose of this study was to evaluate the quality of services provided in the emergency care unit of Imam Reza Hospital through the SERVQUAL model. **Methods:** The present study was a descriptive-analytic study conducted in 1396. The statistical population of the study was all patients who were alert and needed care in the intensive care unit Using Cochran Table, the sample size was 280 the main tool of this study was the questionnaire of 22 questions, the SERVQUAL model. Data were analyzed by SPSS software version 16, using descriptive statistics and descriptive statistics. In order to explain the research hypotheses, parametric inferential methods were used. **Results:** The findings showed that there is a direct relationship between perceived service and patient satisfaction ($P=0/001$). From the dimension of empathy (relaxation of the place), from the response dimension (high speed of accountability), the reliability dimension (employee's punctuality) from the dimension of physical factors (having an appropriate space for waiting) from the reassurance aspect (providing accurate information to patients) has the greatest impact in the satisfaction of the patients. Also among the components of reliability ($r =0/61$ $\epsilon P=0/001$), Reassurance ($r =0/49$ $\epsilon P=0/001$), Sympathy ($r =0/40$ $\epsilon P=0/001$), responsiveness ($r =0/42$ $\epsilon P=0/001$), And physical factors ($r =0/44$ $\epsilon P=0/001$), Perceived Quality of Services ($r =0/41$ $\epsilon P=0/001$) there was a significant relationship. **Conclusion:** Significant relationship The quality of providing perceived services with patient satisfaction shows that in order to increase patient satisfaction, attention should be paid to the dimensions of the quality of service, including reliability, accountability, reassurance, empathy, and physical factors, in order to increase the satisfaction of patients, the motivation necessary To continue to use the health center service also.

Keywords: Quality of Service, Patient Satisfaction, SERVQUAL Model, ICU