

Studying Cultural Management Quality Services and Client Character

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ABSTRACT

Objective: In spite of the fact that our country is rich in culture and education. And the absence of the right to organize and the facilities available and the contrast between the organization and the individual, I've started to do this. **Methodology:** This paper questionnaire in both Mahak and Shohadaye Tajrish Hospital, the hospital was distributed to 150 for both. This is a descriptive survey and a qualitative research and the research of qualitative methods, operational research and SPSS software for the rest of the data used in this study the validity of 0.968 and assumptions by stating that the relationship between culture and personality of individuals with regard to the comparison of the samples were obtained.

Results: The impact of culture on personality and vice versa in the case of low culture, the relationship between the photographs was created, that the use of the minimum indicated in the third world countries.

Conclusion: Due to the sensitive sampling and observations and interviews conducted, it creates a culture of service and respect. And proper and efficient use of resources in order to promote human dignity and social development creates. Culture has a direct impact on services and other sectors of society, and, if the foundation is not adversely affect the integrity of its components related to it.

1. Introduction

Given that our country is an Islamic country and a milestone for all functions, it is useless to man. And at all stages of development of countries, the first thing that is evident in the wellbeing of society and the impact of this is welfare. We totally respect all nations are the people who create and strengthen the character. Sift your goals to give the whole community. All movements of the human world to achieve perfection in this course should be universal and homogenous way to the top. And the ethics of technology should be placed in a context that balanced society arise. (Kenji and Welnes, 2000) argue that the concepts of success and customer satisfaction are very close, because customer satisfaction is one of the key success factors, it can be concluded that in order to achieve success, the customer must be satisfied and for such customers to improve service quality throughout the organization as a result, managers and their employees to behave well in order to improve the quality of service to the organization. Since employees are operating in line, but this strategy is to shadow directors raised the corporate culture and goals and to give directors the power to employees. The character is very important in creating a culture, when we had planned for the character and the other assumptions we already have prepared a cultural program and all staff are trained and all measures necessary to consider both static and is understood to have been made and combines the rich culture of its members. In the case of the administrative reform has dominated the whole of society should be more than it and we can only serve the community in line with the overall goals (one goal) is placed.

Literature:

The work done by Vahid Najafi Keliani titled "Exploring the concept of customer service organizations with an emphasis on creating competitive advantage in the economic environment" of Allameh Tabataba'i University, under the guidance of doctor Sheikh the result is that the customer and its importance for the creation of competitive advantage in the economic environment, to develop a general definition of the customer and the customer-

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oriented culture and last longer. And organizations in achieving goals, you have to go through customer culture and attracting clientele and consider the quality of the materials and methods would be just the right results.

2. Materials and methods

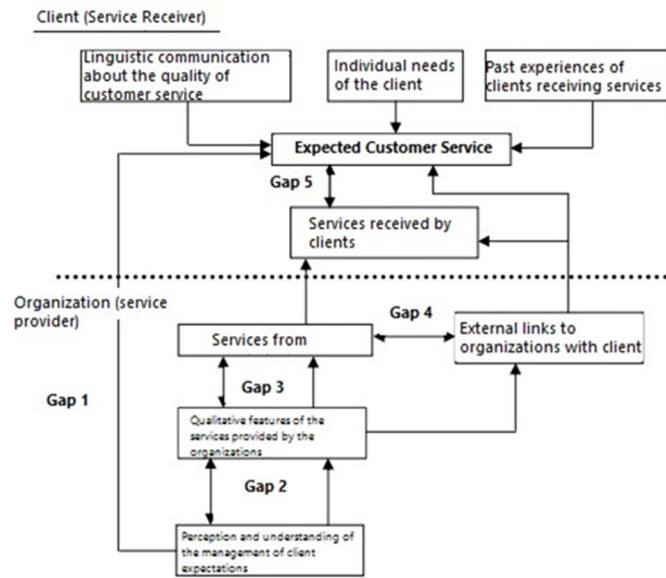
Used Model:

Assumptions:

The hospital facilities have meaningful relationships with each client satisfaction and personality.

Culture in the hospital and the default character of the affected clients and their interactive relationship. Manage the impact of the culture of the target or targets that will put the foundation of the organization (Salari Rad, 2012).

Conceptual Model



Basic model of the SERVQUAL gap is crucial

Figure 1. Model of Parasuraman or gap analysis model (Kotler, Philip, Armstrong, Gary (2005), Marketing Management, (translation: Bahman Forouzandeh), publisher

Atropat) in culture

In this model, the client is often compared to the quality of the service they received (Customer Perceptions) and to evaluate the service that is expected (customer expectations).

The purpose of improving the quality of services, zero gap between the expectations and the customer formed perceptions. SERVQUAL model is one of the models by analyzing the gap between expectations and perceptions of consumers trying to gauge the level of service quality. This model is also known as gap analysis model SERVQUAL model was developed by Parasuraman, Zeithaml. This model is then used to evaluate the quality of services provided to the Five. The five dimensions are:

1. Tangibility: The physical appearance of the equipment and devices in the workplace, their appearance.
2. Reliability: The ability of service providers to accurately and consistently in fulfilling its promises.
3. Responsiveness: the desire to help customers and provide prompt service.
- 4- Assurance: knowledge, skills and competencies of employees and organizations in the sense of confidence to the customer.
5. Empathy: Empathy with close and personal customer attention to him and trying to understand customer needs and meet them (Asubonteng, 1996). In this study we used the method of SERVQUAL in the culture of an organization, and quality criteria to determine gaps are placed.

Culture of customer satisfaction: Culture of customer satisfaction is the set of values, beliefs and knowledge of accepted and the client is an organization of corporate activities with the aim of meeting customer needs and satisfaction of components such as precision, accuracy, affairs, effectively treat the recipients of services, UCT Journal of Social Sciences and Humanities Research transparency and sound notification in fact, among the factors that enhance public confidence in the performance and development of a culture of customer (client) are (Atash Pour and Noorbakhsh, 2010).

Creating a culture of customer satisfaction: Organizational culture cannot be hid. Every moment of our customers, engage in any business interaction with the organization, he manifested in our culture and customer focus at the moment is to understand how customer-oriented organization. One of the biggest challenges of the twentyfirst century to create customer retention and customer retention, establish appropriate culture, is one of the most important issues. When we examine the reasons for the success of successful companies in different countries, one of the common points between the companies, customeroriented culture among them. From a customer culture is expected to take responsibility for the customer and things moved quickly from one part to another part, an open atmosphere for everyone and employees to hide information from each other and avoid customer, offering a product or service

that is stable and the individual, not the quality of goods or services. Principles, ideas and establish a common language between staff and clients, and providers, it is clear to everyone and feedback as there is a constant flow.

Work ethic and character within the client:

Conscience, or in other words, a person's judgment about his actions, is one of the important functions of client orientation.

Work ethic, a condition in which people try to do the things that they have been assigned, the best and the principles can be optimized to fulfil consciousness (Javadi Amoli, 2002) that a person is conscious, quantity, quality, time and cost do not know and according to the criteria of what could be done to properly satisfied. Obviously, people who have a work ethic that would just work on their internalized, selfleadership and self-control, catholic, insight and a broad view, they are responsive to the population, maximum use of the opportunity to practice what they have a systematic approach, to think and to devote themselves to serving their interests. It is natural that these characteristics, thus providing their clientele satisfaction. (Democracy Rudd, 2012) and the generalization of the characteristics of culture and personality, and will be pushed out of the organization and social impact of the leaves.

2.1 Reliable self-esteem and character of the organization:

Self-esteem or self-worth and personal judgment about their perception of the acceptability of self in others, leading to its acceptance and self-worth as a person is entitled. Employees on their own judgment. The judgment will be included in your sight. Usually the level of awareness of the potential of the method used, the speed, accuracy, talent, ability and charm that the sum of these attitudes, one's self-concept structure formed. Satisfaction of the clients and their success in obtaining a positive opinion, plays a key role in strengthening their self-esteem. Those with high self-esteem, showing its positive performance. The ability to evaluate and ensure a high level will be successful. The work function of the self-esteem of a person's role in service delivery and client satisfaction. The importance of self-esteem and high customer satisfaction, in addition to maintaining the dignity and honor of the client, it is. Employees who are attached to their value, two important aspects of self-esteem, confidence and self-esteem is. Confident, informed and involved in dealing with truth, and having a human trait judgment and not necessarily factual, is struggling in this direction. Man needs to be confident, because of its efficiency in the shadow of doubt on his survival, in order to cripple, stop and yield to anxiety and distress and misery sentence, which leads to a lack of competence is for living. Confidence, and develop and enhance the ability of any redemption of any nation. The progress of each individual depends on the quality of service management and positive performance, the basis for trust. (Alvani, 2000) The confidence that every organization has its own culture and belief character comes purposes. In a general category can be divided into two parts, client demands and expectations:

Rational expectations: Refers to a set of client needs and expectations are met within the framework of laws and regulations. The client wants the speed and quality of their demands were met (Christsen, 2008).

Unreasonable demands: Clientele includes a set of demands and expectations that are not met within the framework of the laws and regulations of the organization but the client expects employees to ignore the rules which is illegal (Faghih, 2002).

Duties and responsibilities of the authorities in this field, identify areas of work and optimal ways of dealing with the organization and implementation of client satisfaction honoring the corresponding operator and this is accomplished, except for projects promoting. In other words, even if the directives and guidelines are designed for precise and convenient, as long as the relevant units prepared by honoring the context is not to be the successful implementation of the dead-end. So our task is to understand the processes Feedback from clients and other clients is what role we play against. Unfortunately, the administrative system with a disease that must be treated in a timely manner. One of the reasons for the poor performance of government is widespread. The extent and distribution of government functions, the application closes the order and coherence. As a result, the government is not accountable for the problems. On the other hand, the complexity of relationships in the community come together and make less attention to the people and clients. Officials and those involved in the implementation of the plan emphasizes respect and it can help to protect the area (Bagherian, 2011).

There are factors that influence the personality of the client: Personality genetics and environment. Man is born with certain genetic characteristics, and it will work with your surroundings. Environment plays an important role in shaping the character. Clear examples of the impact of the environment on personality development of children who have an accident in the woods or in isolation. (Atkinson and Hilgard, 2013) Human relations in the first dealing with the physical environment and the affected and then the spiritual heart as a result of the structure should be created first and then the strategy should be used to achieve the desired goals of the client, thoughts and defeated the environment in mind and so to help clients improve the value added to the culture of the organization invited (Faghihi, 2002).

Sampling:

In this paper the two benchmarks and Rehabilitation Hospital of the sample was used for evaluation. And from the hospital to the number 75 (n = 75) sampling and descriptive statistics - survey and qualitative methods of The above table are reported as highly reliable and accurate sampling, questionnaire, interview and observation were indication of the distribution of the questionnaire used. And non-parametric statistics, T-Test analysis and operations research methods used (Chavan, 2009).

2.2 To assess reliability (Reliability Analysis)

Table 1. Results of T-Test comparable quality Mahak Hospital and Shohadaye Tajrish Services

| Number of culture services items | Standardized Cronbach's coefficients | alpha | Cronbach's alpha coefficients |
|----------------------------------|--------------------------------------|-------|-------------------------------|
| 22 | 0.968 | | 0.967 |

2.3 compare Shohadaye Tajrish Hospital and Mahak various aspects of the service

Table 2. Results of T-Test comparable quality Mahak Hospital and Shohadaye Tajrish Services

| Variable | Mean | | Standard deviation | | Mean difference | Lowest score (very poor condition) | Highest score (very good condition) | sig |
|--|---------|-------|--------------------|-------|-----------------|------------------------------------|-------------------------------------|-------|
| | Tajrish | Mahak | Tajrish | Mahak | | | | |
| Study of physical hospital services and adornment staff | 11.8 | 17.4 | 3.5 | 2.4 | 5.5 | 4 | 20 | 0.000 |
| Study of ability and willingness to hospital in providing accurate and timely | 23.2 | 38 | 8.1 | 5.2 | 14.8 | 9 | 45 | 0.000 |
| Study of knowledge and courtesy of employees and their success in building trust with patients | 11.7 | 17.2 | 3.9 | 2.4 | 5.5 | 4 | 20 | 0.000 |
| Studying the importance of the hospital waiting for clients | 14.2 | 22.4 | 4.2 | 2.9 | 7.1 | 5 | 25 | 0.000 |

Given the dramatic difference in Mahak hospital and Shohadaye Tajrish hospital in tangibles and appearance features with an average of 11.8 for Shohadaye Tajrish and 17.4 for Mahak, at first glance, the facility shows that the client has adequate security and preliminary figures for the patient's initial work hunky-dory and basic character and makes it easier to keep track of its intended target. And other gaps in the covers. And the gap to the minimum. And of course the structure of the hospital, and the default character to create a culture of its own clientele, the more sensitive the test is in the hospital and our first assumption is confirmed. And the relationship between personality and physical facilities approved.

• Hospital and default-cultural character of the affected clients and their interactive relationship

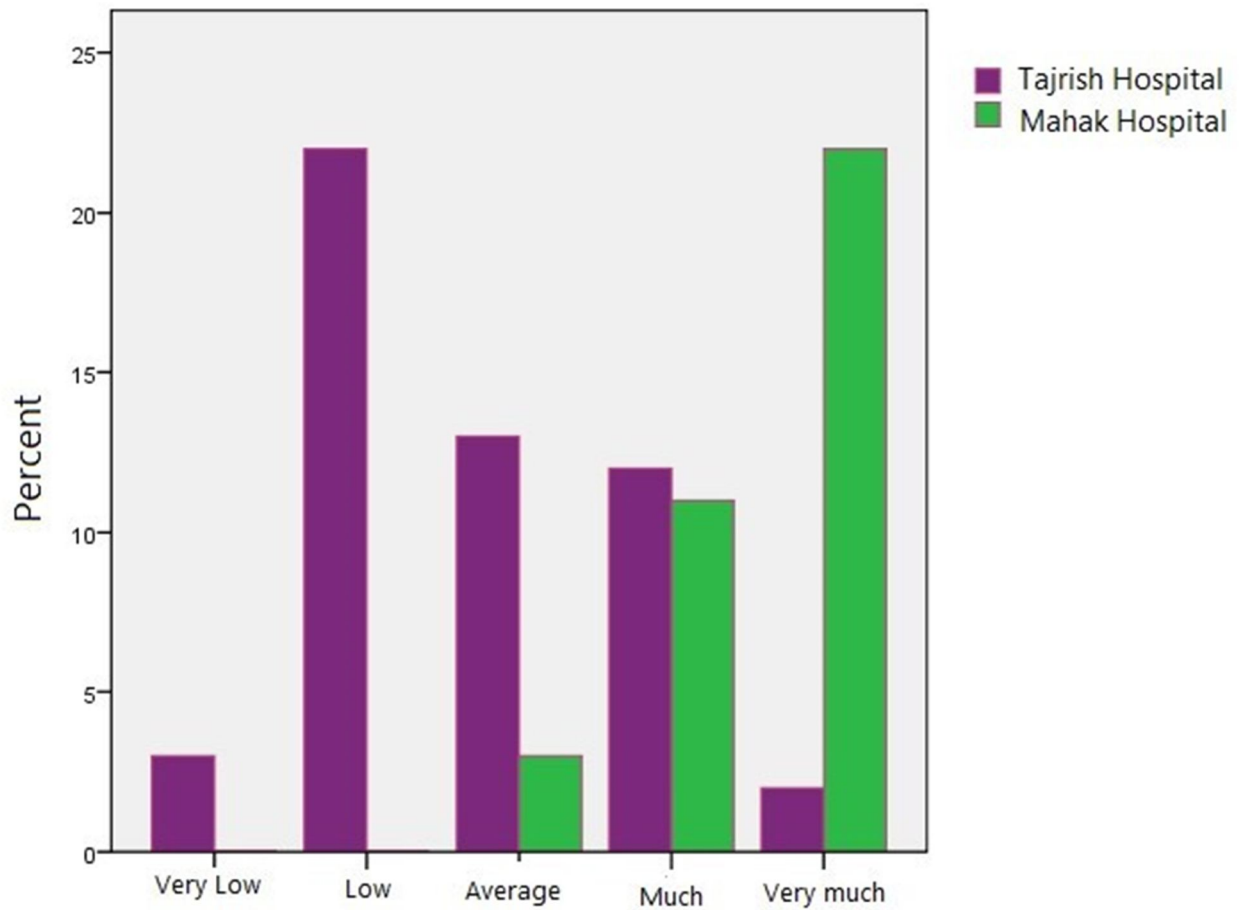
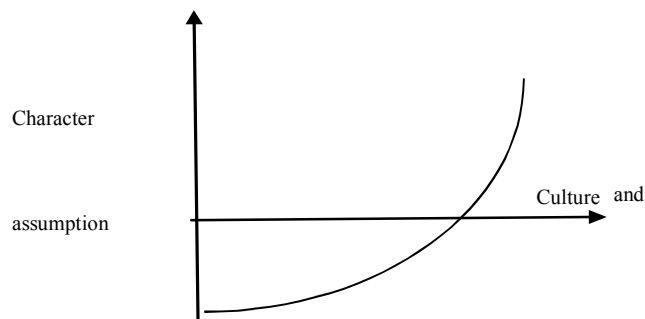


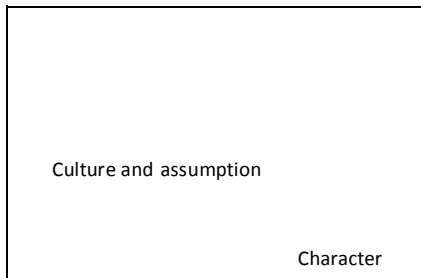
Figure client satisfaction with the service provided

high curve outward and spiritual satisfaction in Mahak hospital facilities were tested in some of the observations the range between the highest satisfactions questionnaires are unlike other patients in a hospital. And according to the interviews, it was confirmed that each person gets into an environment of structured according to your personality and his assumption that he will dictate what specific behavior offers and manage the environment to your advantage or that a certain behavior is resented and it tasted assumption that person's personality. A culture based on existing facilities will be and allows the service and cooperation in providing this service. And respects the culture of the early education in the country and staff training necessary to teach the culture of the minimum according to the following figure, we can say that this culture is that it is independent and dependent personality (Kanji and Wallace, 2000).



And in any case it is a cultural environment that people with different personalities absorb and character can attract and provide services that Mahak hospital with high standard reading test and indicate the purpose and course of program management services to the corporate culture was induced with a mean of 24.25 but if the performance is not that his independent variable. It is the opposite of what we have shown above.

The shape for influence of culture



3. Discussion and results

Based on the above shape you could say that having a wedge between the outward and spiritual resources (space that is created) causes the satisfaction of the client and his character style to culture change. And those who are serving institutions are in line with the culture necessary because of the need, but after a collision with a weak culture that causes cholera inversely assumption collides with features and issues. This approach continues to create the organizational culture and a relative sense of smell is not available. One example is the best doctor in the world who visit your doctor first to introduce and after being referred to another doctor, and no contrary to previous doctor even if it is somewhat wrong, than their doctors are skeptical. With this trend in government hospitals due to lack of funds or any other such theory exists with an average of 17.475. And must be properly planned and gaps to be a direct relationship between culture and personality assumption. • Management that will impact on the culture of the target or targets that culture is founded on the offer: Based on the evaluation of the sample in two hospitals and many differences, Table 1, which was evident in the two samples and culture we first considered with regard to the possibilities for any environment. The organization's goal-driven culture, and manage a plan to achieve these goals is altruism, and the two sets of shift managers still cannot be changed so dramatically, unless the culture of the community hospital to serve the purpose or institutionalization should arise a spirit of cooperation, and help people to make a lasting social impact dear. In Mahak hospital to assess client needs and communion was observed at very high levels, and the minimum gap created for the staff and the bed plan, which aims to attract and just above it, is the promotion of human values. Mahak hospital created a great spirit because the hospital's goal of fully respecting human rights, humanity, with each circuit and performs a complementary therapy. This is more evident than Shohadaye Tajrish Hospital. And the target is in the form of a corporate culture.

4. Conclusion

Due to the sensitive sampling and observations and interviews conducted, it creates a culture of service and respect. And proper and efficient use of resources in order to promote human dignity and social development creates. Culture has a direct impact on services and other sectors of society, and, if the foundation is not adversely affect the integrity of its components related to it. For example character client service culture correct shape otherwise, it is in poor or even the opposite effect on the behavior of the client is in that position and dissatisfaction leads. With the smallest gap between visual features and customer satisfaction spiritual change and culture that targets more visible and to be self-directing. The organization promotes a culture of character and personality of the individuals in the organization faces and have a dominant relation (culture) and recessive arise otherwise, the results are reversed in strategy, and for the purpose of planning cannot be done.

We need to teach our institutional goals.

4.1 Suggestions

- The appearance government hospitals should be very attentive and medical engineering space, which in addition to the well-being of patients and their clients complete.
- The hospital must release the symbol of health and medical services, not businesses.
- Hospitals should be able to help people, to introduce a cultural institution services
- The time for treatment, patients must provide a detailed schedule, or at least close to the estimated value
- Hospitals to community members before going to the hospital, organizational culture, induction and training.
- Care should be used in the work that clients enter the minimum pressure such as the creation of specialized pharmacy in hospitals and to visit his family and.....

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