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BOOK OF ABSTRACTS

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MEASURING THE QUALITY OF SERVICE PRESENTED TO ELDERLY PEOPLE LIVING IN NURSING HOMES

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A general rule says that "you can not improve the thing that you can not measure"; So we are in need of measuring the service quality of the nursing homes, if we want to serve a better service to our elderly .From this point of view, in this study, measurement of the quality of service performed in the nursing homes is purposed. It is believed that such studies will increase the empathy and sensitivity of both service providers (care-givers) and the service buyers (elders) and their relatives; increase the individual and organisational awareness; increase the effectiveness of service quality at care centers; and bring new perspectives to the care services sector.

For this purpose, the (service quality measurement scale) SERVQUAL instrument is adopted and applied to the elderly people of the care centers of the central government. The sample of the study was determined as the elder care houses of Social Services Institution of the Central Government and surveys were conducted in 38 care houses in 16provinces, most of which are in the Marmara (North-East) Region of Turkey.

The results showed that, the calculated service quality score of the care houses was negative, which means that the service delivered by the care staff in general did not meet the expectations of the elderly people living in care centers. The results showed that, the most important quality dimension was outlined as "reliability" and the least one is the "empathy" dimension.

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