Analysis and Valuation of Hospital Foodservice Quality-the Perugia case-study

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Analysis and valuation of hospital foodservice quality: the Perugia case study

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Introduction

The hospital catering is characterized for the necessity to satisfy the nutritional and dietetic principles, and the several therapeutic requirements of the patient. The main problem is to co-ordinate the production with the always various number of the requirements.
On the other hand, emerging of competition forms in the sanitary field, based on the possibility of chosen of the structure cure from the customer and on the prices and tariffs system, has open new spaces for the recovery of a strategic perspective of the public sanitary companies respect private sector.
Always mainly, the hospital companies must centralize own attention so is minimal the difference between planned quality, distributed quality and perceived quality.
The present work offers, through a public opinion pull on a specific case, a first attempt to tie the satisfaction or not satisfaction of a consumer regarding the sanitary service, on the base of some qualitative variable. The innovation of this work consist of a index series created from the hospital documents and patient judgment (questionnaire) to establish a gap between planned and perceived quality.

Aims

The general objective is that one to approach, from an sectorial point of view, the field of the collective catering, focusing own attention on the sanitary segment and on its specificities.
Moreover, the case study of the local context of the hospital company (called "Santa Maria della Misericordia") of Perugia is faced with quantitive approache, to the aim to introduce a precise example of service performance.
Moreover, it is tried to tie the final satisfaction of the defined variable consumers of such service to some strategic variables that could serve successively as a guide for the improvements of the business catering service.

Materials & Methods

The type of quantitative approach of the present work offers very meaningful data, cause their originality. In fact it is proceeded to a survey giving a quali-quantitative questionnaire towards a significative champion of 160 patient inside the hospital. Of such questionnaires an approach of descriptive type has been faced in order to understand the type of champion.
From the document of hospital, we know the aliments quality and the value assigned. After which, it has been passed to organize a regression analysis, with log - linear models, tying the final judgment of the patients to some critical variable extrapolated from the questionnaire.
At this point, we have created a rapport between hospital aliments value and patient aliments value and the distance of both.

Results and Implications

The result have been demonstrated extremely interesting.
First part of the analysis, through general log-linear models, has regarded the ties between total food service appraisal and each variable that could influence this appraisal (bivaried analysis).
Subjective Variables (inherent to the specific characteristics of interviewed and therefore we can think as control variables), gender, age, educational qualification and family member numbers, do not turn out meaningfully to influence the total appraisal of the food service (table 1).
Such non-significance is therefore indicative of the ability to the same service to make forehead the habits, and to the correlated questions. Between the interest variables, those one concern the founded characteristics in the given foods (taste, baking and portions amplitude), taste and baking influence the total appraisal meaningfully. In both cases, the infuence, second the waits, is of positive sign (table 1).
The second part of the analysis was a logit-multivaried model. The better esteem obtained, for how much the total model does not turn out statistically meaningful (table 2), is comprising all three interest variables. For each, the lambda coefficient estimated is statistically meaningful and with positive attended sign (table 2).

The implications are somewhat important: they permit to the hospital company, on the base of the variable considered more weak, to improve own performance in the foodservice or for an advantage in the comparisons of the customers or for a competitive advantage respect to other private and public sanitary structures.

Tab 1- Bivaried analysis results

	Likelihood Ratio	df	sig. %	_2 Pearson	df	sig. %		Waited cases	Observed cases
Gender	1,127	1	77,2	1,135	1	71,3	male - unfavorable	10,6	13,0
							male - favorable	58,3	56,0
							female - unfavorable	13,4	11,0
							female - favorable	73,6	76,0
Age	0,001	1	3	0,001	1	3	45 years finished - unfavorable	7,1	7,0
							45 years finished - favorable	38,9	39,0
							over 45 years - unfavorable	16,9	17,0
							over 45 years - favorable	93,1	93,0
Educational qualification	0,082	1	22,5	0,082	1	22,3	until secondary school - unfavorable	18,5	19,0
							until secondary school - favorable	101,5	101,0
							after secondary school - unfavorable	5,5	5,0
							after secondary school - favorable	30,5	31,0
Family members	2,458	1	0,883	2,242	1	0,866	until 3 members - unfavorable	16,9	20,0
							until 3 members - favorable	93,1	90,0
							beyond 3 members - unfavorable	7,1	4,0
							beyond 3 members - favorable	38,9	42,0
Shelter time	0,3	1	41,6	0,302	1	41,7	until 7 days - unfavorable	13,2	12,0
							after 7 days - favorable	72,8	74,0
							after 7 days - unfavorable	10,8	12,0
							after 7 days - favorable	59,2	58,0
Taste	35,142	1	99,9	41,228	1	99,9	no good taste - unfavorable	5,7	18,0
							no good taste - favorable	31,3	19,0
							satisfactory taste - unfavorable	18,3	6,0
							satisfactory taste - favorable	100,7	113,0
Baking	13,899	1	99,9	14,387	1	99,9	no good baking - favorable	8,8	17,0
							no good baking - unfavorable	48,2	40,0
							satisfactory baking - favorable	15,2	7,0
							satisfactory baking - unfavorable	53,7	59,0
Portion size	1,959	1	83,8	2,092	1	85,2	insufficient portion - unfavorable	6,2	9,0
							insufficient portion - favorable	33,8	31,0
							sufficient portion - unfavorable	17,8	15,0
							sufficient portion - favorable	98,2	101,0

Source: SPSS data elaboration, 2010.

Tab. 2 - Multivaried analysis results

Variables	Lambda esteem	Sig. %
Taste	3,081	99,9
Cooking	0,913	99,2
Portion size	1,426	97,6

Total model test

Likelihood Ratio	df	sig. %	_2 Pearson	df	sig. %
3,123	1	0,477	3,306	1	0,492

Source: SPSS data elaboration, 2010.

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