



The Effect of Staffs Retention Strategies on Service Quality

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Abstract: Service quality is a critical determinant of business performance and long-term profitability of organization. The purpose of this study is investigating the effect of staffs retention strategies on Service quality (Case study: Shariati Hospital of Karaj). This research is a descriptive-correlational method in terms of implementation time and in terms of purpose. In this research, the statistical society consists of all employees with a higher education degree and a graduate degree of Shariati Hospital with 356 people. According to Morgan's table, the sample size is 185. The sampling method is also a proportional randomization. The Kolmogorov-Smirnov test was used to check the normality and in the next step after the regression test. SPSS software was also used to perform computations. The results showed that the rewards and incentive strategies related to hospital staffing, hospital and hospital health and safety strategies, hospitals manpower welfare strategies, and hospital staffing strategies were effective on the quality of services.

Keywords: Hospital staffs Maintenance Strategies, Quality of Service.

INTRODUCTION

Nowadays, even if recruiting, selecting, appointing, and upgrading is properly done, without paying enough attention to maintenance, the results of management practices will not be noticeable. The purpose of maintaining and retaining employees in the organization is not just its physical aspect, but the active presence and movement of the organization's employees within it and coordination and alignment with the policies and strategies of the organization and in terms of their involvement with work and occupation and related issues. (Chui Sang, 2014), on the one hand, is also one of the key factors in contributing to the differentiation and overtaking of competitors, providing continuous superior quality to customers. The key to success is that customer expectations of service quality are met or even surpassed (Tabatabaei Henzayi and Akhavan, 2010). Over the last few decades, the social and economic developments of the world have led to the development of a rapidly expanding service sector. According to available information, today, nearly 70 % of the world's labor force is employed in the service sector. This shows the role and importance of the service sector in developing countries. Therefore, improving the quality of services today is an important and challenging topic. (Younesi et al., 2012)

Although various studies have been carried out in relation to each of the variables in relation to each other, a study that considers variables such as the variables of this research has not been done and this is a gap in the field that the research intends to accomplish. It deals. According to the talks with the executives of the organization, they all emphasized the implementation of this research and noted that this research can identify many unplanned aspects of the project, and if the organization wants to implement it in practice, it will cost many for this organization. It can also improve many aspects. But since implementation of this program involves time costs, human resources and changes in some of the usual procedures and processes of an organization, this research can prioritize the various aspects of its justification, and also if its results are proven. It is possible to convince some managers who were not involved with this research. By conducting this research, and if the results are verified, the organization can focus on the main and influential factors that will make the results more effective and more effective. On the other hand, failure to do research will result in loss of opportunity for the organization and will impair the processes of change and improvement in the organization.

Research background

Of the responsibility and try to D (2015) The impact of support to the organization perceived to retain employees by considering the variable of the Association of empowering psychological one in Pakistan in a three-month period studied. The research was conducted among 335 employees of a multinational corporation. Structural equations and Lisrel software were used and the questionnaire was 30 questions with a narrative method cvr And Cronbach Alpha confirmed. The findings of the research impact of significant and positive relationship between the perceived support of the organization to keep employees by May to mediate the psychological empowerment in Pakistan's part of the show. Of this study for the first the time in Pakistan, where understanding the organization behind the goalkeeper and enabling Psychological a rarely examined and enabling the psychology of fully one variable ten of these documents taken in the field of S & t. Lang et al (2014) The impact of transformational leadership style on the consent of the employee's job to do in Malaysia brought in about 5 months. An experimental study in a government corporation was conducted in Malaysia. 378 employees of various sectors were invited to respond. 255 questionnaires were returned and regression was performed to review and analyze the data. The findings show the That only one of the four and the characteristics of transformational leadership are found that are associated with the consent job. The reason the sense of the servant and Asma (2011) The effect of organizational commitment on the man holding force of 250 police officers were in Iranian society. This research has been descriptive and also applied. In relation to validity, construct validity was used and in relation to reliability, the Cronbach's alpha method was used. There consent job, justice organization, the suitability of the atmosphere, organization, implementation of successful community accepted the organizational and leadership style of the participation of the most important of these factors are in these wrote based on valid research of inside and outside of the most important of the influencing variables increase the level of commitment of the organization have been identified.

Kamran Nejad (2011) in a study entitled " Strategies Practical Absorb And Keep up Force human the door Alignment Increase productivity Organizational " in a 6- month course in a military organ with 198 people And Importance Force human In organizations, Foundations Theoretical And aspect - S Normal And Commonplace keeping Sources human, Health And Safety, insurance And Retirement And Services Welfare Case Survey The contract. The questionnaires standard 25-Q. The validity and reliability of this method was used and the regression method was used. Even if the results showed that the water operations staff, selection, appointment, training, and other personnel actions with the packet to be done, regardless enough to be stored, results obtained the actions of managers in the eyes of much of the gas will not. So that's the fashion of the patient to the issue of the human absorption and retention of the package is oriented in the organization. Turning to the issues of human resources due to the fact of the human, as well as the relationship of Th h c is no human presence of the complexity and delicacy of the wonderful enjoyment of the

multiplicity of concepts M related to these areas, these self-Tsd of the cost of the claim. In the fashion of the human resources issues attract, retain and promote the widespread use of concepts such as education, corporate culture, the stigma of value, the film of the work, the work ethic, Trust and non-RA is dealing. Afjeh (2009) in a study entitled" Review Relation between management Strategic Sources Human And PerformanceCompanies" in the Industrial Town with a statistical society of 325 people said that the resources Human as The key Sources Organizational Sometime In a way And effective To work Taken Will Became That With AttitudeStrategic management Be. In this research, Kolmogrov test and Pearson correlation method were used. Findings research sign Gave Companies That activity management Strategic Sources Human Make Follow up They do Ratio ToCompanies That this activity Make Do Do not give (Companies traditional) Performance Better have And Use From Actions And Principles management Strategic Sources Human Causing Improvement Performance companies Is.

Research objectives

Ideal purpose:

Increased patient satisfaction

The main purpose of the research:

The main objective of this study was to determine the impact of retention strategies that the individual employees of the service.

Research Subjects:

- Determine the impact of rewards and incentive strategies on service quality
- Determining the Effectiveness of Health and Safety Strategies on Quality of Services
- Determine the impact of welfare strategies on service quality

Research Method

These research methods Describe the type of correlation, the cross-section of the Nzrhdf runtime, the application is May. Research of BC at the peak of the population, including all of the employees with a bachelor's degree and higher Shariati hospital, of which there are 356 people. According to Morgan that 97 out of 185 ie 52% of nurses and 88 patients, 48% are doctors. In these methods of sampling of the accident is the ratio of the two groups of doctors and nurses Cho include fluctuation. Descriptive statistics were used.

Findings

Kolmogorov and Smirnov Tests

In this section, using the Kolmogorov Smirnov [1] It is clear that the statistical society of the research is normal or abnormal, and the following assumption is made.

Distribution is normal H0:

The distribution of an unusual society H1:

Therefore, the results of this test are presented in tables.

Table 1: Kolmogorov test - Smirnov

		Reward Strategies	Health and safety strategies	Welfare Policy Strategies	the quality of service
Number		269	269	269	269
parameters Normal	medium	24.2361	31.1 897	29.4401	26.4401
	Sd divergence	3.80954	4.56227	3.84508	3.54508
the most Difference	Absolute	.211	.343	.321	.270
	Positive	.130	.280	.265	.164
	Negative	-.211	-.343	-.321	-.270

Colmo exam - Simernov	.602	.994	.695	.772
The significance level	.513	.486	.519	.655
Test distribution is normal				

According to Tables 1 indicate that a significant amount of research with a 99% probability level is less than 1%. Sorry H1 Is approved. In other words, it is verified and the statistical population of our research has a normal distribution.

Regression test

Table 2: abstract Model

Model	Coefficient Correlation	Squared Coefficient Correlation	the amount of Coefficient Correlation Adjusted Have been	Error Standard From Estimates	Watson Camera Number
1	.910a	.829	.827	.37766	1.446

a. Independent : Reward Strategies My health strategies and of the Strategies related to welfare issues

b. One of acidity of the services: Associate

Table 2 shows a summary version. Amount of adjusted adjustment coefficient (.910a), which is 829. It shows that 82.9% of the total quality of service changes are explained by independent variables. Watson camera number for Check it out Independence Errors from Another code (ie the Difference (B) of the Values Real And the value of (C) of the B of A's Have been By Equation Regression) is. If Emma Of the camera Watson the door Rejected the range of 1.5 to 2.5 Qrarg (B) of the Errors Correlation Existence No. Given that this is so with these statistics 1. 446 Errors CorrelationExistence No. So it is possible to use a regression test.

Table 3: ANOVA

Model		Total Squares	Degree the freedom	Square Average	the amount of Fisher	Levelmeaningful
1	regression	182.813	3	60.938	427.243	.000s
	Waste	37.797	265	.143		
	Total	220.610	268			

a. Independent : Reward Strategies My health strategies and of the Strategies related to welfareissues

b. Quality of service : affiliated

- Considering the meaning of the test value F (427.243) at an error level smaller than 05 / 0 It can be concluded that the regression model of the research is composed of three dependent variables, which is a good model and these variables are independent of the power of explanation and can explain the variance level of the dependent variable .
- Output Regression Information about To Change That For Model the door Opinion Taken Have been Is Make sign That. Output Residual Information about To Change That For Model the door Opinion Taken Not yet Is Make sign The And Output Total Total Information Related To Regression And Residual Is. The waste rate is very low and equals 37.797 Is. one ModelWith Total Squares Regression the big the door Comparison With Total Squares The rest Left Specified The That Model For Many From Changes the door variable Dependent the doorOpinion Taken Have been Is. Values very the big Total Squares The rest Left sign Are That Model the door explain Many From Changes the door variable Dependent Incapable Is Andscholar possible Is Wants to That To Follow up Factors Extras Look for That the door To Account to bring one Ratio Bigger Change the door variable Dependent To research fellow helpDoes.

Table 4: significant coefficients

The model		Coefficients meaningful Non Standard		Coefficients meaningful Standard	the amount of T	Level meaningful	Coaxial test	
		B	Beta	Beta			Tolerance	Severity Aligned to Multiple (SWF)
1	(Constant)	.351	.097		3.633	.000		
	Reward Strategies	.312	.041	.327	7.671	.000	.356	2.806
	My health strategies and of the	.495	.038	.525	13.032	.000	.398	2.514
	Strategiesrelated to welfareissues	.119	.035	.140	3.418	.001	.385	2.599
b. Quality of service : affiliated								

- According to Table 4 and values Level Meaningful (level Meaningful < .05) of the key of the Power The result Took That of its Variable the quality of service and Three Component Strategy reward strategies are my health and welfare issues and strategies related to communication Meaningful And Positive Existence has it . Subsequent assumptions were also confirmed.
- In statistics, the factor of inflation variance (variance inflation factor = VIF) Evaluates the multiplicity of intensity in the least squares regular regression analysis. In fact, an index is introduced that indicates how much of the variation in the estimated coefficients has been increased for coherence. The intensity of multiple syntax by examining the magnitude of the amount SWF Can be analyzed. If the test statistic SWF It was close to showing a lack of synergy. As an empirical rule of magnitude SWF Larger than 5, multiple lanes are high. Here is the intensity Aligned to Multiple is less than 5, indicating its suitability.

Conclusion

- Rest (B) of the Work, The discharge of Sick of and Tt a lot and the discharge of To be reviewed and strengthened annually by the organization.
- The creation places Welfare, Sports And The leisure of H As Camps, Beaches Clubs, Swimming pool And ... camps of Q The probability of And From the Earth to To Passing of Dan My idea The discharge, Summer And Tt a lot Nowruz And Rest Staff And Families They will be on the agenda of the organization .
- To compensate for the incomes, the organization has put in place programs for overtime and, of course, provides a fair amount of extra work for employees who need funding .
- Strategy the payment on Basis Efficiency to take place. Using designs like Impossible can be useful in this area.
- Organization to upgrade Pay attention to the staff and systematically improve the staff development processes in the organization.
- The organization will provide incentives for employees to provide leave and provide them with better-performing staff.
- Assistance Sources Human and Financial You should Measures Make Adopting Ned's facade that in Comparison with Work And the activity that employees are doing are salaries And Their benefits Enough Is. In other words, fairness in payments.
- Assistance Sources Human And funding should Measures Make Adopting Front yen D That is the salary of every employee in Comparison With Other employees Organization When the two duties have the same salary And Your benefits Suitable And fair

- Assistance Sources Human and Financial You should Measures Make Adopting Ned's facade the door this Organization Possibilities Welfare To In a way Justly between Staff Distribution Be.
- Rest (B) of the Work, The discharge of Sick of and Tt a lot and the discharge of To be reviewed and strengthened annually by the organization.
- Provision of equipment and equipment to the employees should be considered by the organization, and the organization, by strengthening it, will add to the welfare of the staff.
- Organization Program S Sports Such as family hike or mountaineering or sporting events with the presence of family members of staff.
- The organization will take measures to ensure that employees are covered by supplementary insurance.
- Assistance Sources Human You should Measures Make Adopting Facade of the the door These Organization Progress and Progress Job To L of economic And Capable of Person Depends HaveIs. To Kind Of the That These Assistance Measures Make the door (C) of the Bag of rejection until the Persons from Through the law Relation Arrived jobs And Post Of higher Do not go away.
- Fashion of the patient Organization That 's it Yi Make the door (C) of the Bag of rejection until the the door Organization To Man Possible updated Capability S And Her talent Data Be. ToExpressions of Use from Method Of Creativity Like Storm Mental, group Name of Of the Can the door These The field Useful in Is.
- Assistance Sources Human You should Measures Make Adopting Ned's facade That Tasks of Delivered In the Be That Staff From See result Their work Feeling Pleased with the They do.
- Assistance Sources Human You should Measures Make Adopting Ned's facade That Tasks of Delivered In the Be That Staff From Their work more From times Leisure Pleasure Them.
- Organization to create Companies Co - op and cash desk Prosperity Debt Alhassaneh To take action.
- The organization will create contracts with restaurants, hotels and sports facilities so that employees can use these facilities to the fullest.

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